



FACT SHEET

Presented by Virbac
VETERINARY HPM® Pet Nutrition

About Fundraise for Farley Month

- Fundraise for Farley Month, presented by Virbac VETERINARY HPM® Pet Nutrition, takes place every year during the month of October.
- It's the foundation's largest annual fundraising campaign: in 2024, the event raised more than \$291,000.
- Funds raised help pet owners in financial need, including seniors, disabled individuals and other low-income individuals, by subsidizing the cost of veterinary care for their sick or injured pets.

About the 2025 campaign

- Hundreds of veterinary clinics across Ontario are participating. During the month of October, veterinary clinics organize charity events to raise money for the foundation, ranging from dog walks and raffles to bake sales, contests, pet photos and more.
- Pet owners can donate in clinic or online at farleyfoundation.org/fundraise-for-farley-month.

About the Farley Foundation

- The Farley Foundation was established in 2002 by the Ontario Veterinary Medical Association as a way for veterinarians to give back to their communities.
- The Farley Foundation supports the relationship between people and pets by generating and allocating resources to subsidize veterinary care for Ontario families in need.
- Since its establishment, the Farley Foundation has helped over 18,000 pets in need.
- The human-animal bond has a profound impact on human health and well-being. This is especially true for people who are facing hardship and rely heavily on their pets for companionship. The Farley Foundation helps preserve this bond and keep people and pets together.
- The foundation pays tribute to Farley, the beloved English sheepdog who appeared in Lynn Johnston's syndicated comic strip For Better or For Worse®.

