

SCHOOL CHALLENGE

WHO WE ARE



Founded in 1899, Humane Society London & Middlesex (HSLM) is a long-standing non-profit dedicated to helping animals in our community. We provide safe, temporary shelter for surrendered pets and support them until they find their new families. Our work is made possible through generous individual and corporate donors who share our commitment to animal welfare.

As a trusted local organization, we focus on compassionate care, education, and community partnerships to create a brighter, more humane future for animals and the people who love them.

Corporate Challenge. It's a fun, energizing way to build team spirit while supporting at-risk animals right here in our community.

OUR IMPACT

- About 1,000 animals are provided shelter and care (including medical care) by Humane Society London & Middlesex each year.
- Humane Society London & Middlesex provides animal care and control services for the Township of Adelaide-Metcalfe, the Municipality of Dutton Dunwich, and the Village of Newbury.
- No Empty Bowls, a pet food pantry program that HSLM adopted in February 2023, has provided food support to 4800+ animals in 2023 experiencing pet food insecurity.

WHAT IS TAILS ON TRAILS?

Tails on Trails is a reimagined version of our largest annual fundraising event, Walk for the Animals, formerly known as Bark in the Park!

Tails on Trails will function primarily as a fundraising walk/run, welcoming participants to take part with their dogs – or without, if they choose.

Participants are encouraged to register as individuals or teams and to fundraise in the months leading up to the event.

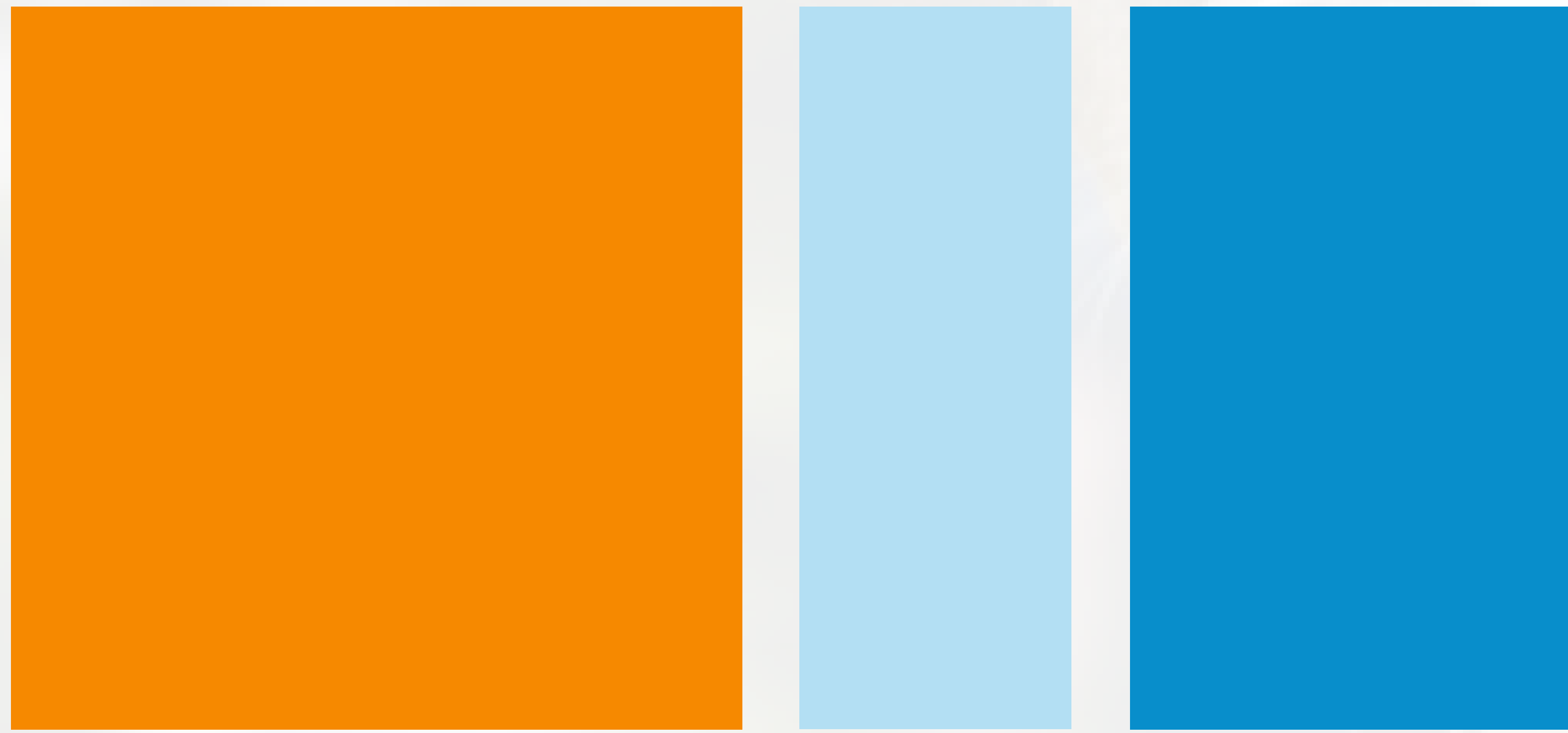
On event day, we hope to create a lively, community-centered atmosphere featuring vendors, food trucks, games, contests, and interactive activities, making it a fun and engaging experience for all while supporting animals in need.



 springbank Park

 October 17th, 9:30am – 1:00pm

YOUR IMPACT



Funds raised directly support:

- Emergency medical care
- Daily shelter operations
- Enrichment and rehabilitation
- Adoption and humane education programs



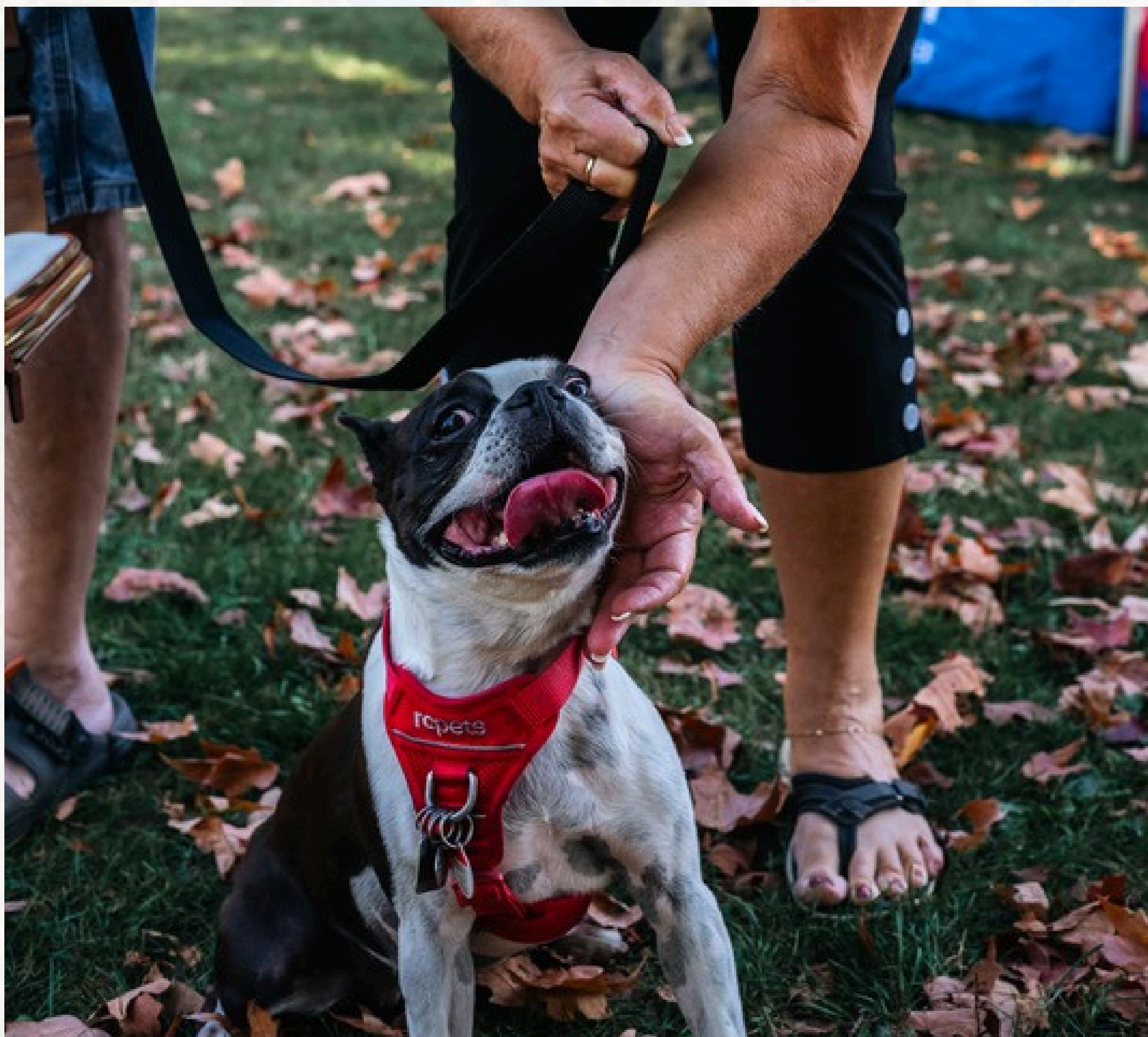


WHAT IS THE SCHOOL CHALLENGE?



We invite your school to step up for animals in need by joining Humane Society London & Middlesex's Tails on Trails School Challenge! This is a fun, educational initiative for your school to part-take in, all while supporting at-risk animals in our community.

- Sign your school up as a team!
- Fundraise as a school!
- Participate in a fun, active community event
- Make a measurable impact for animals





WHAT ARE SOME FUN WAYS YOU CAN FUNDRAISE?

- Bake sale!
- Art auction
- Yard sale
- School dance
- Dress like your pet day
- \$1000 mark the principle has to dress like a dog for a day
- Coin wars between classrooms
- Movie day

SCHOOL RECOGNITION & PRIZES



Raise \$1,000 – Pawsitive Shoutout!

Your school receives:

- A personalized thank you video from an HSLM representative
- A special appearance from one of our adoptable animals in the video
- Social media shoutout.
- Digital certificate for morning announcements or assemblies

Raise \$2,000 – Field Trip Opportunity!

Every school that raises \$2,000 or more will be entered to win:

A Field Trip to HSLM's Old Oak Animal Campus

Including:

- Behind-the-scenes shelter tour
- Humane education session
- Animal-themed craft activity
- Meet & greet with adoptable animals



Grand Prize – The Golden Paw Trophy

The top fundraising school overall will receive:

- The official Golden Paw Trophy (annual rotating award)
- Recognition at the Tails on Trails award ceremony
- Feature on HSLM website & social media (for one year)
- Bragging rights for the entire year!

SCHOOL RECOGNITION & PRIZES



HSLM trophy to display in school, as well as a digital HSLM trophy to post on website and socials.

1st place winners will be honoured at award ceremony on October 17. HSLM will include the schools logo on main webpage for one year.

READY TO LEAD YOUR PACK?



Join the Tails on Trails Youth Challenge and make a lasting difference for animals in need.

Contact: Victoria Zubick at vzubick@hslm.ca or call 519-451-0630 X222

Together, we can create brighter futures—one paw at a time.