



The foundation of kidney care.



ONTARIO BRANCH

Items of special interest for

Southwestern Ontario

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London  
entrepreneur  
dedicated to  
his community



Shmuel Farhi in his downtown London office.

## Kidney Foundation benefits from generosity

With more than 20 years spent in property development, London entrepreneur and philanthropist Shmuel Farhi knows how a secure home can make a difference — especially in a charitable organization's ability to help others.

It was for this reason Mr. Farhi stepped in when the Kidney Foundation's Southwestern Ontario Chapter suddenly lost its home in 2006.

"Anything to do with health is very very important," says the president of Farhi Holdings Corporation, noting that while heart disease may cause the most

deaths in Canada, "kidney disease is up there too."

The Kidney Foundation is one of several organizations Mr. Farhi supports. His company estimates his annual, in-kind charitable donations to be worth nearly \$1 million.

Non-profit organizations improve our lives and make a community a better place to live, says Mr. Farhi.

"I think it's very important as somebody who lives in a community, somebody who breathes community, to help."

*Story continued on reverse*

# Office a hub for volunteers, those seeking information

*Continued from front*

In The Kidney Foundation's case, he contributes at a reduced rate 2,500 square feet of downtown London prime office space complete with parking privileges and signage.

The donation nets a significant direct annual financial savings for the Foundation, says Kim Pritchard, the chapter's manager of fund development.

It has facilitated the Foundation's plan to create a strong presence in

Southwestern Ontario.

The office houses three full-time staff and, through the course of a week, up to 20 volunteers.

The central location and visibility means easy access for volunteers and donors.

"The Kidney Foundation of Canada is very grateful for Mr. Farhi's donation," says Pritchard.

"He really is a pillar in our community and we would really like to do what we can to recognize him as such."

Tough economic times lie ahead. More people will rely on the services charitable organizations offer and these organizations may face greater challenges in raising funds, Mr. Farhi says.

Through his support he hopes to inspire others to do the same. At the end of the day, he says, "it's not how much money we have, it's what we give back and every little bit counts."

*Article and photo  
by Mary Baxter*