MEDIA CONTACT:
Nina Thompson
619-372-0916 *cell*
nthompson@sdhumane.org

FOR IMMEDIATE RELEASE
Nov. 30, 2020

San Diego Humane Society Celebrates Giving Tuesday With $35,000 Matching Gift
Donations will be doubled to ensure SDHS can provide high-quality care to nearly 50,000 animals in the coming year.

San Diego — This Giving Tuesday, San Diego Humane Society will inspire generosity with a $35,000 matching campaign from the Resource Partners Foundation. Gifts received by 11:59 p.m. on Dec. 1, 2020, will be doubled to save twice as many animals in need.

Giving Tuesday is a global charity movement with the goal to inspire people and organizations to transform their communities and beyond by giving back. Thanks to the generosity from the community, San Diego Humane Society can be there for animals and people who need support in our region. Every donation will provide animals like Oatmeal, the puppy pictured here, with safe shelter, lifesaving medical care, behavioral training, rescue from cruelty and neglect and more.

Despite the challenges of the pandemic this year, San Diego Humane Society's work has not wavered. As an essential service provider, the organization has remained open and has even expanded by adding two new campuses. That means they can help more animals and people every day.

This year San Diego Humane Society has:
- Implemented a virtual adoption process and appointment-based services to maintain social distancing and safety.
- Adopted out more than 12,000 animals and placed nearly 3,500 animals in foster homes.
- Provided 1.5 million pet meals and additional supplies to families who needed help.
- Acquired the Fund for Animals Wildlife Center in Ramona, now San Diego Humane Society's Ramona Campus.
- Taken over the animal services contract for the city of El Cajon, adding a shelter presence in East County for the first time in the organization's 140-year history.
- Welcomed more than 100 dogs on two Wings of Rescue flights from hurricane-ravaged Louisiana.
- Sponsored legislation to end the retail sale of dogs, cats and rabbits. Bella's Act becomes law on Jan. 1, 2020.
- Deployed its Emergency Response Team to the Valley Fire in Alpine, River Fire in Monterey and North Complex Fire in Butte County.

"Every day throughout the pandemic, San Diego Humane Society has been there for animals and the people who love them — and we've been able to do that because of the generosity of our community," said Senior Vice President and Chief Philanthropy & Communications Officer Brian Daugherty. "And with this matching campaign, donations will go twice as far so we can save twice as many lives."

Donations received for Giving Tuesday will ensure San Diego Humane Society can provide high-quality care to nearly 50,000 animals in the coming year. Donations can be made by visiting sdhumane.org/GT or texting "match" to 50155.

B-roll/photos of San Diego Humane Society's work in 2020 can be downloaded here: https://bit.ly/3nwO3RG

Suggested Tweet: Donations to @sdhumane for #GivingTuesday on Dec. 1 will be doubled up to $35,000, thanks to a matching gift from the Resource Partners Foundation. Donate at sdhumane.org/GT or by texting "match" to 50155.

About San Diego Humane Society
San Diego Humane Society's scope of social responsibility goes beyond adopting animals. We offer programs that strengthen the human-animal bond, prevent cruelty and neglect, provide medical care, educate the community and serve as a safety net for all pet families. Serving San Diego County since 1880, San Diego Humane Society has campuses in El Cajon, Escondido, Oceanside, Ramona and San Diego. For more information, please visit sdhumane.org.

# # #