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**FOR IMMEDIATE RELEASE**  
**FEB. 19, 2025**

## **Your Legacy Can Change the Lives of Animals in Need**

*San Diego Humane Society launches new campaign to recruit 250 new legacy donors*

**SAN DIEGO** — In honor of National Love Your Pet Day on Thursday, Feb. 20, San Diego Humane Society is launching **Legacy 250**. Legacy 250 is a campaign to secure 250 new planned giving donors in 2025. By adding San Diego Humane Society as a beneficiary of their estate or retirement account, these legacy donors will help unlock a \$50,000 challenge gift made in honor of an anonymous donor's cat, Grover.

In 2024, San Diego Humane Society cared for more than 40,000 pets and wildlife, including record numbers of dogs. The organization is anticipating similar numbers this year. As more animals and people need support, ensuring a sustainable future for its lifesaving programs is crucial. "Legacy 250 will create a better future for animals," said Carol Spychalski, Vice President of Philanthropy at San Diego Humane Society. "Every planned gift leaves a lasting legacy of compassion for pets and wildlife, and helps us build a more humane world."



### **There are three ways people can become part of **Legacy 250**:**

- Add San Diego Humane Society as a beneficiary of their estate or retirement account and notify the organization.
- Inform San Diego Humane Society if they've *already* added the organization to their estate.
- Use [FreeWill.com/sdhumane](https://www.freewill.com/sdhumane) to create a will at no cost and name San Diego Humane Society as a beneficiary.

Legacy 250 donors will provide lifesaving medical care, safe shelter and second chances for countless vulnerable animals. By pledging a gift to San Diego Humane Society, they'll create a more compassionate world and ensure pets and wildlife in San Diego have a reliable safety net for years to come. And, they will play a role in More Humane: The Campaign for Animals, a multi-year effort to raise \$250M to fuel this lifesaving work. The Legacy 250 campaign will extend through the end of 2025 and more information can be found at [legacy250.org](https://legacy250.org).

### **B-roll and photos for media use are available here:**

<https://spaces.hightail.com/space/75RjqwhTkw>

**Photo/video credit: San Diego Humane Society**

### **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](https://sdhumane.org).

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