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**FOR IMMEDIATE RELEASE**  
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## **Day of Giving: A Community Effort to Help Animals in Need**

*Donations to San Diego Humane Society before June 25 are doubled thanks to matching gifts!*

**San Diego** — Day of Giving on Thursday, June 24, is an annual fundraising movement that unites the community to celebrate our shared compassion for animals in need and support the work of San Diego Humane Society. Thanks to matching funds provided by several generous sponsors, donations made on or before Day of Giving will be doubled — up to \$200,000. That means support from the community will go twice as far to help nearly 50,000 animals in the coming year. Providing each of those animals with shelter, veterinary care, behavior training, rescue from emergencies, and much more, requires significant resources.

What makes Day of Giving special is its scope. In addition to the support of hundreds of individual donors, animal loving businesses participate in many ways, including contributing a percentage of proceeds to benefit animals in need. More than 250 members of the organization’s staff and volunteers — from animal care, adoptions, veterinary medicine, humane law enforcement, wildlife rehabilitation, and more — are also actively fundraising during this important campaign.

“We envision Day of Giving as a celebration of all that our community does to make San Diego County the safest and best place to be an animal,” says Brian Daugherty, San Diego Humane Society SVP & chief of philanthropy & communications. “Whether you donate, shop, attend one of our events or follow along on social media on June 24, this day is about animal lovers coming together to make an incredible difference.”

On June 24, San Diego Humane Society posts social media content, including animal success stories, behind-the-scenes tours and special giving opportunities, all day long.

**Media wishing to cover San Diego Humane Society’s Day of Giving celebration, including interaction with puppies from 8 – 10 a.m., please contact Kelli Schry at [kschry@sdhumane.org](mailto:kschry@sdhumane.org) or 619-993-1286.**

As a private nonprofit organization, philanthropy is always essential to San Diego Humane Society’s ability to maintain its commitment to “Stay at Zero” euthanasia of healthy and treatable shelter animals. To learn more about Day of Giving and ways to get involved, visit [sddayofgiving.org](http://sddayofgiving.org).

**B-roll and photos for media use are available to download here: <https://bit.ly/3vW1XBj>**

**Suggested Tweet:** San Diego Humane Society will celebrate its sixth annual Day of Giving on Thursday, June 24! Generous supporters are matching all gifts made before Friday — up to \$200k! Donate at [sdhumane.org/givenow](http://sdhumane.org/givenow). #InspireCompassion.

### **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 located in Escondido, Oceanside and San Diego. For more information; please visit [sdhumane.org](http://sdhumane.org).

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