

MEDIA CONTACT:

Bree Steffen
619-851-1574 cell
bsteffen@sdhumane.org

FOR IMMEDIATE RELEASE
June 23, 2020

Day of Giving Donations Go Twice as Far Thanks to Matching Grants!

Gifts to San Diego Humane Society Made Before Midnight on June 25 Will Be Doubled

San Diego — San Diego Humane Society’s fifth annual [Day of Giving](#), one of SDHS’s largest fundraising campaigns of the year, will be held on June 25, 2020. To meet the fundraising goal of \$570,500, SDHS needs to raise an additional \$125,000 before midnight on June 25. Community support is crucial to providing nearly 50,000 animals with the relief and refuge they’re depending on this year.

SDHS invites the community to tune in to the organization’s [Facebook](#), [Instagram](#) and [Twitter](#) and follow #SDDayofGiving on June 25 to enjoy inspiring animal stories and live streams featuring adorable animals!

Instagram Live:

8 a.m. – Purina Puppy Play Yard
Noon – Project Wildlife Virtual Experience
4 p.m. – Kitten Nursery insider tour

Facebook Live:

9 a.m. – Purina Puppy Play Yard w/Dr. Gary Weitzman
1 p.m. – Project Wildlife Virtual Experience
5 p.m. – Kitten Nursery Insider Tour



Generous donors have committed more than \$200,000 in matching funds for donations made before midnight on June 25. [Community Partners](#) — businesses including breweries and stores with goods ranging from artwork to apparel — are also participating by donating a portion of sales during the month of June to support San Diego Humane Society. Browse all Day of Giving fundraisers at sdhumane.org/fundraisers.

“This Day of Giving, the support of our community is more important than ever,” said Dr. Gary Weitzman, president and CEO of San Diego Humane Society. “Providing a safety net for tens of thousands of pets and wildlife each year takes an incredible amount of resources, and support from animal lovers throughout San Diego is crucial.”

The funds raised for Day of Giving will support shelter expenses, veterinary care, wildlife rehabilitation, behavior training, humane law enforcement, community education and other vital SDHS programs and services. Donations can be made at sdhumane.org/givenow.

Video and photos can be downloaded here: <https://bit.ly/2UMzcGB>

Suggested Tweet: Make twice the difference for animals in need during @sdhumane’s 5th annual Day of Giving campaign. Donate before midnight on June 25, and your gift will be DOUBLED – up to \$200,000 – to save twice as many animals. Visit sdhumane.org/givenow.

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.