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Dr. Seuss Foundation and Secret Donor Help San Diego Humane Society Kick Off *The Campaign for Animals* with Generous Donations

SAN DIEGO (Feb. 20, 2024) — San Diego Humane Society is proud to announce the launch of *More Humane: The Campaign for Animals*. The groundbreaking initiative aims to raise \$250 million to create a more humane world for animals and the people who love them — and keep pets and wildlife in our community safe, now and into the future.

The campaign kicked off today with a press conference at the organization’s San Diego Campus, unveiling two leading gifts of \$2.5M from an anonymous local foundation and \$1M from the Dr. Seuss Foundation.

The anonymous gift represents a commitment to expanding spay/neuter efforts to address the root problem of animal overpopulation, from community cats to owned pets throughout the county.

The donation from the Dr. Seuss Foundation endows a new Dr. Seuss Foundation Humane Educator position at San Diego Humane Society. “We are proud to ensure that our community’s youth have access to humane education, which has shown a direct link to compassion for animals, emotional literacy and academic engagement,” said Brian E.C. Schottlaender, President of the Dr. Seuss Foundation. “The Dr. Seuss Foundation Humane Educator will focus on under-served communities, delivering humane education while connecting them with the critical resources that San Diego Humane Society offers to help people keep their pets and coexist with wildlife.”

“We have an ambitious goal to achieve, and we are ready to rise to the challenge to ensure a safer future for animals throughout San Diego and our nation,” said Dr. Gary Weitzman, President and CEO, San Diego Humane Society. “Our innovative programs develop solutions to some of the most complicated challenges facing animal welfare organizations across the country.”

To learn more about *More Humane: The Campaign for Animals*, visit campaign4animals.org.

Photos, b-roll & sound from today’s press conference for media use here:

<https://spaces.hightail.com/space/6w5s5Mbs6V>

Soundbites with:

-Dr. Gary Weitzman, President and CEO, San Diego Humane Society

Brian Schottlaender, President of the Dr. Seuss Foundation.

-Staci Hurley, Dr. Seuss Foundation Humane Educator, San Diego Humane Society

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, visit sdhumane.org.

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