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**FOR IMMEDIATE RELEASE**  
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## Gifts Supporting Homeless Animals Double on Giving Tuesday

*Donations to San Diego Humane Society will be matched, up to \$50,000, to help twice as many animals*

**SAN DIEGO** — A record of dogs 757 in care, the shelter operating above 150% capacity the entire year, and a 20% increase in lost pets not retrieved by their owners. 2023 has proven to be one of the toughest years in San Diego Humane Society’s history. That’s why, the nonprofit organization is especially asking for the community’s support this Giving Tuesday. **Thanks to a generous \$50,000 match by [The JEM Project](#), gifts received by 11:59 p.m. on Nov. 28, 2023, will be doubled to make twice the impact. To donate, visit [sdhumane.org/GT](https://sdhumane.org/GT).**



San Diego Humane Society continues to be there for animals and people who need support in our region. Every donation on Giving Tuesday will provide animals like Ladybug, the senior pictured here, with safe shelter, lifesaving medical care, behavioral training, rescue from cruelty and neglect and more. “We are there for the animals who count on us, but this year, more than ever, we need the community’s help,” said San Diego Humane Society Executive Vice President Brian Daugherty. “Running an animal shelter differs from a for-profit business. The shelter business model essentially operates at a deficit with each additional animal served.”

### **\*\*On Giving Tuesday, Nov. 28, 2023, Media Is Invited\*\***

**What:** San Diego Humane Society celebrates Giving Tuesday, with dogs and puppies available for adoption.

**When:** Tuesday, Nov. 28, 2023, 8-10 a.m.

**Where:** San Diego Humane Society, 5500 Gaines St., San Diego 92110.

**Who:** Interviews available with San Diego Humane Society staff and visuals of dogs who are looking for adoptive homes or foster homes!

**[B-roll/photos of SDHS’s work and Ladybug can be downloaded for media use here:](#)**

**<https://spaces.hightail.com/space/4lq4RHXrTE>**

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

**Suggested Tweet:** Donations to @sdhumane for #GivingTuesday on Nov. 28, 2023 will be doubled up to \$50,000, thanks to a matching gift from @TheJEMProject. Donate at [sdhumane.org/GT](https://sdhumane.org/GT)!

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

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