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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 \$40,000, to help twice as many animals.

SAN DIEGO — This Giving Tuesday, San Diego Humane Society will inspire generosity with a \$40,000 matching campaign from the Resource Partners Foundation. Gifts received by 11:59 p.m. on Nov. 30, 2021, will be doubled to save twice as many animals in need.

[Giving Tuesday](#) is a global charity movement with the goal to inspire people and organizations to transform their communities and beyond by giving back. Thanks to the generosity from the community, San Diego Humane Society can be there for animals and people who need support in our region. Every donation will provide animals like Torrey, the puppy pictured here, with safe shelter, lifesaving medical care, behavioral training, rescue from cruelty and neglect and more.



Despite the challenges of the pandemic, San Diego Humane Society's work has not wavered. As an essential service provider, the organization has remained open and committed to helping animals and the people who love them.

So far in 2021, San Diego Humane Society has:

- Reopened its campuses to the public after implementing a virtual adoption process and appointment-based services in 2020 to maintain social distancing and safety.
- Adopted out nearly 14,000 animals and placed more than 5,200 animals in foster homes.
- Welcomed 224 dogs from other shelters and rescues who needed help due to overcrowding.
- Provided 1.3 million pet meals and additional supplies to families who needed help.
- Extended Dispatch Call Center hours to 24/7, so the public can report animal-related emergencies around the clock.
- Humane Law Enforcement Officers rescued more than 5,700 animals and brought them to safety.
- Became the first in California to work under the direction of CDFW to rehab mountain lions with the intention of releasing them back into the wild.
- Took in six orphaned bear cubs for care and rehabilitation at its Ramona Wildlife Center.
- Opened a Raccoon Nursery, rehabilitating 87 orphaned raccoons for a return to the wild.
- Deployed its Emergency Response Team to the Caldor Fire in South Lake Tahoe, rescuing more than 70 pets.

"Today's the day for doing good deeds — and there's no better deed than saving the lives of TWICE as many homeless pets and wildlife in need," said Senior Vice President and Chief Philanthropy & Communications Officer Brian Daugherty. "Today is the perfect opportunity to make a lasting difference for a suffering animal in our community."

To donate to San Diego Humane Society on Giving Tuesday, visit sdhumane.org/GT or text "match" to 50155.

B-roll/photos of San Diego Humane Society's work in 2021 can be downloaded here: <https://bit.ly/3qCP5jA>

Suggested Tweet: Donations to @sdhumane for #GivingTuesday on Nov. 30, 2021 will be doubled up to \$40,000, thanks to a matching gift from the Resource Partners Foundation. Donate at sdhumane.org/GT or by texting "match" to 50155.

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.

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