MEDIA CONTACT:
Dariel Walker
(619) 250-6801 *cell*
dwalker@sdhumane.org

San Diego Humane Society Receives $30,000 Matching Gift for #GivingTuesdayNow

#GivingTuesdayNow was created as an emergency response to the need caused by COVID-19

San Diego – San Diego Humane Society has received a $30,000 matching gift from the Koehler-Mahlstedt Family Foundation in memory of their dog Gretchen that will double donations given in honor of #GivingTuesdayNow, a global day of giving and unity that will take place on May 5. #GivingTuesdayNow was created as an emergency response to the unprecedented need caused by the COVID-19 pandemic.

During this time of social distancing, San Diego Humane Society is still taking in approximately 100 homeless pets and injured or orphaned wildlife each day. The organization has adapted its operations in response to the novel coronavirus, including developing a virtual adoptions process, placing hundreds of pets in foster homes and providing free pet food to families facing financial uncertainty.

Funds donated on #GivingTuesdayNow will help SDHS care for nearly 50,000 animals in need this year by providing shelter, medical care, behavior training, rescue from cruelty and neglect, and more. Contributions must be received by midnight on May 5 in order to be matched, and can be made by visiting sdhumane.org/givenow or texting "sdhumane" to 50155.

Suggested Tweet: Donations to @sdhumane for #GivingTuesdayNow on May 5 will be doubled up to $30,000, thanks to a matching gift from the Koehler-Mahlstedt Family Foundation. Donate at sdhumane.org/givenow or by texting "humane" 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 located in Escondido, Oceanside and San Diego. For more information; please visit sdhumane.org.

# # #