



Operation Kindness Will Allocate 100% of North Texas Giving Day Donations Directly to Animals

All Sept. 19 Contributions Will Provide Food, Medical Care, and Shelter for Cats and Dogs

CARROLLTON, Texas (Sept. 10, 2019) – [North Texas Giving Day](#) is the single largest fundraising day of the year for [Operation Kindness](#) – the original no-kill animal shelter in North Texas. This year, the nonprofit will use 100% of the funds raised during the 18-hour online day of giving for caring for cats and dogs. The restricted fund will be used only to provide food, lifesaving care, shelter and more and will not be used to cover any administrative or overhead expenses.

North Texas Giving Day, presented by [Communities Foundation of Texas](#), is the largest community-wide giving event in the United States. The fundraising event provides an opportunity for philanthropic-minded individuals all over the Dallas-Fort Worth metroplex to come together in support of causes that are close to their heart. The extraordinary event allows nonprofits to experience unprecedented awareness and support from the communities they serve. Over \$48 million was raised in 2018, benefiting 2,700 nonprofits, including Operation Kindness.

More than 1,700 supporters donated \$214,641 to Operation Kindness on the 2018 North Texas Giving Day. During this year's funding event, Operation Kindness is putting every dollar raised into a restricted fund that will be directly used to accomplish their mission of caring for homeless cats and dogs in a no-kill environment until each is adopted into a responsible home.

Any gift on North Texas Giving Day that exceeds \$25 will be matched in part with bonus funds provided by the Communities Foundation of Texas. Bonus funds are shared among all participating nonprofit organizations after being calculated at the conclusion of the event and in consideration of the total amount raised for all nonprofits.

"North Texas Giving Day is a wonderful opportunity for both the community and the organizations involved," said Natalie Buxton, director of marketing and communications for Operation Kindness. "We're excited to be a part of this special event again, and we wanted to be transparent about how we intend to use the donations from our supporters. Our mission is to take care of the animals we rescue, and with the generous support of the community, we will continue to save as many dogs and cats as we can."

The Addison Raising Cane's is also providing animal lovers the unique opportunity to support Operation Kindness simply by ordering any menu item from their location on Sept. 19. [Raising Cane's](#) will donate 15% of all sales made at the Addison location, located at 4100 Belt Line Rd, on Thursday, Sept. 19 directly to the nonprofit in support of their mission. Customers will need to mention "Operation Kindness" or "North Texas Giving Day" for donations to be counted.

The support of the community is what enables Operation Kindness to care for homeless pets. The average cost of care for an animal up until they are ready for adoption is roughly \$450. Breaking that down even further, food for 10 dogs or cats for a single day is \$25; vaccinations for 8 puppies or kittens is \$50 and spaying or neutering 1 dog and 1 cat is \$100.

Dogs and cats in the care of Operation Kindness are treated and assessed to make sure they are healthy and ready for adoption before they are safely placed into a forever home. The organization works with the animals to determine their medical needs while providing a safe environment until they find a loving, responsible home. The most recent recipients of Operation Kindness' care are a trio of animals that have benefited from the community's contributions:

- Tubbles, a happy, healthy 5-year old Basenji mix who ended up homeless through no fault of his own, found his forever home this past summer.
- Cotton, a 2-month-old Siamese kitten, was adopted by her foster family after healing from important medical treatment.
- Ellie, a 2-month-old land haired Chihuahua puppy was paired with a loving family who could not wait to take her home.

Community members can support Operation Kindness on North Texas Giving Day, held on Thursday, Sept. 19, from 6:00 a.m. to midnight. Scheduled gifts can be made in advance starting Sept. 9 for individuals who are unavailable the day of the event. As the single largest fundraising day of the year in North Texas, Operation Kindness is hoping to exceed their \$200,000 goal while raising awareness for the shelter and the many animals they help. To donate to the organization on North Texas Giving Day, visit <https://www.northtexasgivingday.org/operation-kindness>.

To learn more about North Texas Giving Day, visit <https://www.northtexasgivingday.org/>. For more information about Operation Kindness, please visit their website at <https://www.operationkindness.org> and follow them on [Facebook](#) and [Instagram](#).

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About Operation Kindness

Founded in 1976, Operation Kindness is the original no-kill animal shelter in North Texas. Its mission is to care for homeless cats and dogs in a no-kill environment until each is adopted into a responsible home. As an advocate for humane values and behaviors, Operation Kindness has been able to save more than 105,000 animals since its inception. The shelter assists more than 5,000 cats and dogs each year, caring for an average of 400 animals daily. To learn more about Operation Kindness, please visit their website at <https://www.operationkindness.org/>.

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