



Join Operation Kindness for the Hope Gala Virtual Silent Auction & Raffle

Guests Will Have a Chance to Win Prizes and Assist Pets in Need April 5-10

CARROLLTON, Texas (April 5, 2021) – Transforming their annual spring gala to a new online format, [Operation Kindness](#) is hosting an online auction and raffle event for the first time in place of an in-person event. The newly designated [Hope Gala Virtual Silent Auction & Raffle](#) will raise critical funds for the animal organization to continue its lifesaving work on behalf of homeless animals. Guests, from the comfort of their homes, are free to join the virtual celebration with the opportunity to bid on items during a week-long silent auction. Beginning Monday, April 5, and ending the evening of Saturday, April 10, attendees can support the leading no-kill animal shelter in North Texas to support and save the lives of thousands of pets in need of a loving home.

“One of the greatest aspects of Operation Kindness is the fact that every day is a new adventure when working with adorable dogs and cats. Because of that, we felt inspired to do things a little differently this year with our annual Hope Gala by introducing it as an online event,” said Natalie Buxton, the director of marketing and communications at Operation Kindness. “The benefits of doing so allow us to reach more participants, expand the awareness of the shelter and our programs, while also having fun. Our ability to interact with other animal enthusiasts from across the country is exceptional. We hope that we can encourage compassion and kindness for homeless animals who need it the most by hosting this event. We’re excited to present the Hope Gala Silent Auction & Raffle, and we can’t thank everyone enough for their continued support for what we do.”

While festivities have been postponed this past year due to the pandemic's health and safety concerns, Operation Kindness is bringing fun to the community with a safe virtual fundraising event. Typically, the Hope Gala is an in-person extravaganza, but the animal organization is utilizing social distancing restrictions to fully convert the annual event to an online format, especially for future events. The opportunity allows individuals who do not live in North Texas to interact with Operation Kindness, even while living miles away. Guests are free to join the virtual auction and bid on exclusive items from their mobile phone or computer. They will also have an opportunity to submit an entry into the raffle for a chance to win a 4-day, 3-night vacation to a Fairmont Resort of their choosing. Also included in the raffle prize is a \$500 Visa gift card for travel expenses.

Setting a goal to raise funds to better serve dogs and cats impacted by the heartbreaking issue of pet homelessness, the shelter is looking to raise funds for its programs and resources through the silent auction and raffle. The resources Operation Kindness offers give pets a second chance at a great quality of life. These essential programs include lifesaving medical treatment, training, behavioral assessments, food distribution, spay/neuters, and adoption and fostering opportunities. The generosity provided by attendees of the event will impact the organization's ability to positively impact animal welfare and continue its mission initially established over 45 years ago.

Building a community and an organization that raises awareness for pet rehabilitation opportunities and providing chances for families to find a loving furry friend to call their own, Operation Kindness envisions a world where all dogs and cats receive the love and kindness they deserve.

HOPE GALA

Virtual Silent Auction
April 5-10, 2021



Through partnerships, programs, resources, campaigns and fundraisers, the shelter ensures thousands of animals are safe and protected with love, kindness, and care.

For individuals who would like to join the virtual silent auction and raffle event, both complimentary tickets and tickets with donations that allow guests to bid on auction items once the event starts are available. From April 5-10, attendees can bid on auction items and submit an entry into the raffle for the Fantasy Fairmont vacation grand prize. The raffle winner will be drawn Saturday, April 10, at 7:55 p.m. and will be contacted afterward. Guests who win any auction item can schedule a pickup or delivery time after the event has ended.

To learn more about the Hope Gala Virtual Silent Auction & Raffle fundraising event, visit www.operationkindness.org/hope-gala/ for more information. Guests will find links and FAQ material to ensure they have what they need to support, register and participate. For more details about Operation Kindness and its efforts to address the complexity of animal homelessness, learn more at www.operationkindness.org/about/.

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About Operation Kindness

Founded in 1976, Operation Kindness is a pioneer in North Texas for providing assistance to animals in need of medical care, companionship, and most of all, a home. 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 112,500 animals since its inception. To learn more about Operation Kindness, please visit www.operationkindness.org/.

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