



Operation Kindness Breaks Fundraising Record During Giving Tuesday With Support from Community Generosity

Animal Nonprofit Will Positively Impact Homeless Animals with Lifesaving Services

CARROLLTON, Texas (Dec. 8, 2020) – [Giving Tuesday](#) is a global generosity movement inspiring millions of people to celebrate and transform their communities by supporting meaningful causes and charity organizations. [Operation Kindness](#), the leading no-kill animal shelter in North Texas, participated in the special day of giving to spread awareness for its mission to care for homeless pets in need. With the support and kindness of everyone who donated during the annual event, the animal shelter not only exceeded its initial fundraising goal but broke its record from previous years by raising over \$78,000 from 755 donors on Tues., Dec. 1. The funds will help the organization continue providing [lifesaving services](#) for dogs and cats needing a loving home.

“Every year, we’re amazed at how much support and generosity we receive from individuals who share the same passion as all of the staff and volunteers at Operation Kindness. Without their efforts, we wouldn’t be able to make a profound impact on the lives of dogs and cats who need it the most. We want to thank every donor for their wonderful kindness given during Giving Tuesday,” said Natalie Buxton, director of marketing and communications at Operation Kindness. “We’re extremely committed to making a profound impact on the lives of homeless pets in North Texas, and with this support, we’ll remain diligent in our mission to provide a brighter future for all animals at Operation Kindness.”

As the ongoing pandemic creates unique opportunities for fundraising events—such as Operation Kindness hosting their annual Canines, Cats and Cabernet Gala last month through a “party in place” format where guests joined a livestream from the comfort of their home—many feel the economic impact from canceled or postponed in-person events. Giving Tuesday has always had an online component given its mission to encourage kindness worldwide, but this year’s event was more important than ever to help those affected by COVID-19. With its initial goal to reach \$40,000 to support its endeavors to provide essential programs, services, and treatment for homeless pets, Operation Kindness raised a record-breaking amount through the community’s kindness and generosity that believes in the advocacy of humane values and behaviors for all animals.

With the ability to continue addressing the heartbreaking issue of pet homelessness, Operation Kindness will enable dogs and cats to have a second chance at a great quality of life. The treatment, behavioral, and rehabilitation programs funded with donations from community members are essential to the organization and its efforts to prioritize animal health and wellness across North Texas. Programs include lifesaving medical treatment, food distribution, spay/neuters, behavioral assessment, training, adoption and fostering opportunities. Thousands of more pets will have a chance to receive the love and kindness they deserve until they’re ready to be a furry friend to a wonderful family who will love them dearly.

“To not only reach our goal but to exceed it is a joyous moment for everyone at Operation Kindness because it means that we have so many people out there who believe in what we do. We’re so thankful to have supporters who believe in the health and wellness of dogs and cats and want to see them find a family to call their own,” said Buxton. “We couldn’t be more grateful for everyone who participated during Giving Tuesday. We’re beyond excited to continue providing vital community services, and we look forward to administering care to more animals in need of kindness and care.”

Saving thousands of homeless pets yearly, Operation Kindness envisions a world where all cats and dogs have the support and resources they need to thrive until they’re ready to be adopted. By utilizing partnerships and community encouragement through campaigns, fundraisers and events, the leading no-

kill animal shelter has an opportunity to go above and beyond to prioritize animal welfare. Animal homelessness is a complex issue, but with the community's generosity over the past 40 years since the shelter's establishment, the nonprofit organization provides lifesaving services and a safe environment for each animal that finds its way to the shelter. From executive leadership to staff, to volunteers and the community, each plays an integral role in providing a safe haven for animals in need.

To learn more about Operation Kindness and their support of homeless pets through community generosity, visit www.operationkindness.org/about/. To support Operation Kindness and their mission, donate at www.operationkindness.org/other-ways-to-give/. For more information about the global impact of Giving Tuesday, learn more at www.givingtuesday.org/.

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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 110,000 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 <https://www.operationkindness.org/>.

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