



## North Texas Giving Day Gives Nonprofits the Platform They Need After a Difficult Year

Operation Kindness Fundraising to Save the Lives of Homeless Animals, Sept. 17

CARROLLTON, TX (Sept. 3, 2020) – The impact of the coronavirus pandemic has been wide-reaching, especially creating new and unique challenges for nonprofits who rely on fundraising to further their mission. After having to cancel regularly scheduled in-person fundraising events, North Texas nonprofits are turning to the community for much needed support on North Texas Giving Day. [North Texas Giving Day](#) is a community-wide fundraising event during which residents of the North Texas area band together to support local nonprofits. [Operation Kindness](#), the leading no-kill animal shelter in North Texas, is [joining the community-wide giving event](#) to raise funds for their mission of providing lifesaving care, food, and shelter for homeless cats and dogs as well as other additional resources that positively impact North Texans.

Designed to empower individuals to give back to their community through local causes, [Communities Foundation of Texas](#) established North Texas Giving Day in 2009 to strengthen the awareness and support of nonprofit organizations making an impact on the communities they serve. The 18-hour online day of giving will not only help those impacted by the pandemic but provide a source of good news during a time when everyone needs a little positivity and hope. The online giving movement has transformed the idea of fundraising and turned it into a yearly event that continues making a difference in so many lives. Over \$50 million was raised in 2019, benefiting 3,000 nonprofits, including Operation Kindness.

More than 1,500 supporters donated \$220,000 to Operation Kindness during the 2019 North Texas Giving Day. During this year's fundraising event, the animal shelter's goal is to raise \$215,000 to care for pets in need of a second chance at a great quality of life. While the online fundraising campaign will be held on September 17, early giving has begun where individuals can donate early if they are unable to participate the day of the event.

"This year has left a lot of us feeling uncertain and confused, but with events like North Texas Giving Day, it reminds us that as a community, we're here to support each other and make the world a little bit brighter," said Natalie Buxton, director of marketing and communications for Operation Kindness. "Having the opportunity to participate in this special event again is not only exciting but heartwarming as the love, support and donations we receive will go a long way for us at Operation Kindness. It will help us continue our mission to save the lives of many animals and provide resources that contribute to helping those affected by the pandemic."

Understanding that pets are an important part of so many people's lives and that they deserve a loving home, Operation Kindness advocates for animal welfare and humane values and behaviors by creating programs, partnerships and resources to further their mission to save the lives of cats and dogs. This need has increased due to the COVID-19 situation, and as an active way to give back to the community, the organization continues to provide multiple services to better support animals and their owners when they need it the most.

Services at Operation Kindness include:

- **Adoption:** with the introduction of [tele-adoptions](#) at the end of April, Operation Kindness helps change the lives of dogs and cats looking for a loving, responsible home. Guests may browse the shelter website for pets available for adoption, fill out an online questionnaire and schedule a

phone call with an adoption counselor. If the adoption goes through, a time to pick up their new pet will be arranged.

- **Fostering:** families are given all the necessities they need to help their temporary furry friend grow and socialize until they're ready to be adopted. [Fostering](#) saves the life of a pet and makes room for additional animals to be brought in for lifesaving treatment. The shelter also provides around-the-clock training and support for every family.
- **Pet Food Pantry:** as a pet food assistance program, the organization provides temporary dog and cat food to families so that they can continue to sustain their furry friend with necessities like food and litter. Recently, the shelter transitioned the pantry from appointment-only to curbside pickup every Saturday, so that those in need of support can pull up and pick up what they need while adhering to social distancing guidelines.
- **Partnerships:** building [partnerships](#) provides Operation Kindness an opportunity to further fight the heartbreaking issue of pet homelessness. The shelter works with 40 rescue groups to help deliver and provide food. Not only is Dallas Animal Services the #1 rescue partner of Operation Kindness, they also work together to help find foster families for expecting dogs and cats and to share resources.
- **Medical Care:** just like humans, dogs and cats can be sick or injured, and Operation Kindness goes above and beyond to [provide lifesaving medical treatment](#) for animals brought into the shelter. Medical care includes care before, during and after surgery, wellness exams, heartworm treatments and more.

The support of North Texans is what allows Operation Kindness to continue to do what they do and provide a better quality of life for both pet and owner alike. To be able to spread awareness and their message to others gives them an opportunity to return the kindness they're shown and make a monumental difference in the area in which they were founded. North Texas Giving Day is also a chance to participate in a spectacular event to support organizations and spread the message that kindness goes a long way in creating a flourishing community of people that believe in making a positive impact on others.

For community members who would like to support Operation Kindness on North Texas Giving Day, held on Saturday, September 17 from 6:00 a.m. to midnight, they can do so by visiting <https://www.northtexasgivingday.org/operation-kindness>. Early giving can be made in advance starting now leading up to the online giving event for individuals unavailable the day of. To learn more about North Texas Giving Day, visit <https://www.northtexasgivingday.org/>. For more information about Operation Kindness and its efforts to save homeless animals, visit <https://www.operationkindness.org/about/>.

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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 <https://www.operationkindness.org/>.

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