



Join the Summer Fun with Operation Kindness' Annual Matching Fundraising Campaign

Impact Homeless Animals with Double the Love and Double the Lifesaving

CARROLLTON, Texas (June 30, 2020) – Due in part to the generous donations of the community, Operation Kindness provides a positive environment that helps dogs and cats thrive all year-round, but with summer in full swing and the ability to catch a breath of fresh air, the nonprofit organization is hosting its annual summer matching fundraising campaign to further support homeless animals and double the positive impact for them. While soaking up the sun and having fun while healing, finding companionship and waiting for a loving home, pets at Operation Kindness will benefit from one of the largest fundraising campaigns of the summer beginning June 30 and running through July 31.

"The summer months are always an exciting time at Operation Kindness because it means great weather, more time outdoors with the animals and the ability to raise awareness for what we do," said Natalie Buxton, director of marketing and communications at Operation Kindness. "Every year we are amazed by the generosity of North Texans and their willingness to support our mission to prioritize animal wellness. Because of them, we can continue our partnerships with municipal shelters, fund vital programs such as our pet food pantry and humane education curriculums, as well as provide lifesaving medical care for dogs and cats looking for a second chance. We hope to double our impact to ensure we're giving thousands of pets the assistance they need."



Rosalyn is an adorable furry friend at Operation Kindness helping raise kindness and awareness.

To add a special twist to the fundraising campaign, a matching opportunity for Operation Kindness will be available. Provided by the generosity of Pet Supplies Plus and an anonymous donor, gifts to the summer campaign will be matched up to \$10,000. Through both digital and mail campaigns, Operation Kindness' goal is to reach \$115,000 in donations, using the funds to maintain and continue its mission to provide the necessities homeless animals need until they find a responsible home. The nonprofit organization not only gives dogs and cats a safe place to rest, but it provides food, medicine, training, bedding and toys for each animal during their stay.

Since its inception in 1976, Operation Kindness lives by its mission to provide a no-kill, safe environment for animals in need of kindness and care. Understanding that pet homelessness is a vast and complex issue, the animal organization goes above and beyond to implement programs and services that not only benefit the animals they intake, but the community that has graciously supported them throughout the years. With partnerships and resources integral to animal welfare such as fostering and volunteering, Operation Kindness prioritizes every dog and cat, preparing them for a second chance at a great quality of life. Envisioning a world where all cats and dogs find a loving, responsible home, the shelter cares for an average of 400 pets daily and approximately 5,000 pets annually.

Community members interested in supporting Operation Kindness during their summer matching campaign can do so by visiting <https://www.operationkindness.org/> or donating [here](#). For individuals who would like to support the organization with goods or supplies, guests can do so by dropping off items at

the shelter. Donating crucial supplies such as food or toys allows the shelter to continue operating as close to normally as possible. For a contactless drop-off, donations can be left at the nonprofit's front door, located at 3201 Earhart Drive, Carrollton, TX 75006. Community members maintaining social distancing can ring the front door and leave. A staff member will walk out to collect the donations, thereby avoiding person-to-person contact.

Additionally, Operation Kindness has updated its Amazon wish list, and donors can ship items directly to the nonprofit: <https://smile.amazon.com/gp/ch/list/75-1553350>.

For more information about Operation Kindness and its efforts to save homeless animals, visit <https://www.operationkindness.org/about>. To learn more about fostering opportunities, visit <https://www.operationkindness.org/foster/>.

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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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