



## **Operation Kindness Joins North Texas Giving Tuesday Now May 5 Event**

Early Gift Giving for Local Nonprofit Organizations Begins April 14

CARROLLTON, Texas (April 10, 2020) – As nonprofit organizations are beginning to feel the economic impact of COVID-19, [North Texas Giving Day](#) has taken action, establishing North Texas Giving Tuesday Now ahead of their fall fundraising event. Participating in this extraordinary online relief and recovery effort is [Operation Kindness](#), the leading no-kill animal shelter in North Texas. Understanding that homeless animals will be impacted now more than ever, the shelter is raising funds to maintain their support of homeless dogs and cats by providing lifesaving care and an opportunity to find them a loving, forever home. Early giving for North Texas Giving Day begins April 14 and Giving Tuesday Now will be held from 6 a.m. to midnight May 5.

With the goal to provide relief to nonprofit organizations during the pandemic, North Texas Giving Tuesday Now, presented by [Communities Foundation of Texas](#), is hosting their 18-hour online day of giving for nonprofits hit with economic uncertainty. The fundraising effort to help those adversely affected by the impact of the COVID-19 crisis allows organizations like Operation Kindness a chance to continue providing important resources for community betterment. For Operation Kindness, North Texas Giving Tuesday Now will allow them to provide food, shelter, medicine and lifesaving medical treatment to homeless animals in the North Texas region. The communitywide giving event is one of the largest in the United States and allows individuals across the Dallas-Fort Worth metroplex to raise awareness and support for philanthropic organizations that uplift and assist the communities they serve.

“As the pandemic continues, it’s important for us to remain diligent in our efforts to save homeless animals and be a resource to pets in need of food, shelter and lifesaving medical care,” said Bob Catalani, chief executive officer of Operation Kindness. “Analysts are projecting that nonprofits will be severely impacted by the pandemic, and animal welfare experts suggest that more animals will be in need than ever before. Our mission is to combat animal homelessness, and we’re grateful for the Communities Foundation of Texas for giving us a platform to continue fighting for animals in need of a loving, forever home during the pandemic.”

To further help with the online fundraising relief, a special matching opportunity for Operation Kindness will also be available. Any gift on or before North Texas Giving Tuesday Now will be matched up to \$20,000 through the generosity of anonymous donors. This not only allows the nonprofit a chance to care for homeless animals but also those in foster care due to COVID-19. As part of their fostering program, the organization provides families with all the necessities needed to care for their temporary companion. Having placed over 213 pets into foster homes, Operation Kindness continues to care for them by providing food, toys and medicine, if needed, to foster families. Generous donations given by the community also allow the shelter to provide the best quality environment for animals recovering in the medical wing.

Beginning Tuesday, April 14, and leading up to the giving extravaganza, early gifts can be made in advance for individuals who are unavailable the day of the event. Operation Kindness is hoping to exceed \$50,000 while raising awareness for the shelter and many of the animals they help. For individuals looking to support the local North Texas animal shelter, donations can be made by visiting <https://www.northtexasgivingday.org/operation-kindness>.

Those who would like to support Operation Kindness in other ways can do so with crucial donations of supplies, food or toys. These necessities allow the shelter to continue operations and function as close to normally as possible. Operation Kindness has created a contactless process to collect community donations daily from 8 a.m. to 5 p.m. Donations of supplies, food and toys 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>.

With the mission to save and support homeless cats and dogs in a safe environment, Operation Kindness goes above and beyond to fight the heartbreaking issue of pet homelessness. Taking in animals in need of lifesaving services and routinely providing a safe haven for pets in need, the organization envisions a world where all cats and dogs have a second chance at a great quality of life. Through partnerships, programs and resources, thousands of animals have an opportunity to be cared for until they're ready for adoption. Advocating for humane values and behaviors, Operation Kindness prioritizes pet well-being, companionship, love and, most importantly, finding all cats and dogs a responsible, loving home.

For community members looking to learn more about North Texas Giving Tuesday Now, visit <https://www.northtexasgivingday.org/>. To support Operation Kindness, their donation page can be found at <https://www.northtexasgivingday.org/operation-kindness>.

For more information about Operation Kindness and its efforts to save homeless animals, visit <https://www.operationkindness.org/aboutUs>. To learn more about volunteer and fostering opportunities, go to at <https://www.operationkindness.org/volunteer> and <https://www.operationkindness.org/volunteer3>.

###

### **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/>.

### **Media Contact**

Ann Littmann  
TrizCom PR on behalf of Operation Kindness  
[Ann@TrizCom.com](mailto:Ann@TrizCom.com)  
Office: 972-247-1369  
Cell: 469-978-1793