



## **Operation Kindness raised \$350,689 on North Texas Giving Day**

Operation Kindness brought in a record-breaking number of donations

CARROLLTON, TX (September 22, 2023) — More than 1,500 donors raised a record-breaking \$350,689 for Operation Kindness as a part of North Texas Giving Day — helping the organization provide even more food, shelter and lifesaving medical care for animals in need.

North Texas Giving Day, an online gift-giving event presented by the Communities Foundation of Texas, raised over \$63 million for local organizations, including Operation Kindness. Operation Kindness received 11% more in donations than on North Texas Giving Day last year. All money raised from the campaign will continue quality care for dogs and cats by providing fostering and adoption programs, lifesaving care, food, shelter, medication and other resources to benefit animals in need.

Operation Kindness received 1,568 total gifts, or donations, with the average amount per gift coming in at around \$170. A total of 3,195 organizations participated in the fundraising event this year. Operation Kindness ranked 14<sup>th</sup> in revenue among organizations considered “large,” or organizations with operating budgets above \$1 million. This ranking was up a placement from 2022.

In addition to the numerous gifts made throughout North Texas Giving Day, Operation Kindness secured over \$77,782 in early donations gifted during the month of September leading up to the day-long event.

The total revenue raised could not have been possible without the generous matching funds of \$90,000 from some incredible donors. This number of matching funds is record-breaking for Operation Kindness as well, compared to the \$75,000 in funds from 2022.

North Texas Giving Day is the single most significant fundraising day of the year for Operation Kindness’ animals and programs. Funds from the giving day also help support Operation Kindness’ Community Initiatives program, providing accessible and affordable veterinary services to community pets.

For those who missed out on North Texas Giving Day and would still like to support Operation Kindness, the shelter accepts [monetary donations](#) as well as supplies, food and toy donations for all animals in the organization's care. Donations are collected from 11 a.m. to 7 p.m. daily, left at the nonprofit's front door, located at 3201 Earhart Drive, Carrollton, TX 75006. Operation Kindness also has an updated [Amazon wish list](#) in which donors can ship purchased items directly to the shelter.

###

### **About Operation Kindness**

Operation Kindness, a 501(c)(3) non-profit animal welfare organization, operates a lifesaving animal shelter and programs to assist people and pets. In addition to pet adoptions and lifesaving medical care, Operation Kindness’ programs provide foster care for

vulnerable animals, behavior and training support for pet parents, affordable veterinary services for community pets, a pet food pantry, and volunteer opportunities. To learn more about Operation Kindness, please visit their website at [www.operationkindness.org](http://www.operationkindness.org).

**Media Contact**

Natalie Buxton, Director of Marketing & Communications

Operation Kindness

Cell: 972-813-9944 Email: [nbuxton@operationkindness.org](mailto:nbuxton@operationkindness.org)