



FOR IMMEDIATE RELEASE

MEDIA RELEASE

A Season of Second Chances: “Hope for the Holidays” Campaign Brings Warmth and Compassion to Animals in Need

KITCHENER & STRATFORD, ONTARIO (November 17, 2025) – As the holiday season approaches, the Humane Society of Kitchener Waterloo & Stratford Perth (HSKWSP) has launched its annual “*Hope for the Holidays*” campaign. This is a heartfelt initiative to ensure that vulnerable animals receive the care, safety, and love they deserve.

As the HSKWSP’s largest fundraising effort of the year, Hope for the Holidays invites the community to make a meaningful impact by supporting animals in need. Over the past year, countless pets like Agnes have found care and a second chance thanks to the generosity of donors.

Agnes is a dog that came into our care with deep wounds, fever, and damaged ears after an attack. Today, she is recovering beautifully and learning to trust again in her foster home. Her story, and so many others, are only possible because of community support.

“This time of year is about hope and giving,” said Victoria Baby, CEO of the HSKWSP. “Every donation, no matter the size, helps transform lives. Your support ensures that animals like Agnes receive the care and compassion they deserve.”

There are several different ways in which you can support animals this year:

- **Adopt:** open your heart and home to an animal in need.
- **Give your time:** Host a food or supply drive, or organize a fundraiser.
- **Donate:** Make a one-time donation or become a monthly donor.
- **Gift:** shop the HSKWSP’s wish list and make an animal very happy this holiday season!

To make every donation go further, the HSKWSP is excited to feature matching gift opportunities throughout the campaign from generous community partners. The first of the season comes from long time supporters of Stratford Perth Humane Society, Mark and Debbie Thompson, who will match up to \$10,000 made between November 17th to November 23rd, supporting animals at the Stratford Perth Humane Society.

The HSKWSP invites individuals, families, and businesses to help make this season truly special for the animals who need it most. To avoid any mail delays, donations can be made quickly and securely online at www.kwsphumane.ca/events/hope-for-the-holidays or in our centres.

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We are leaders in animal welfare in our communities and committed to promoting the human-animal bond, while focusing on the responsible treatment of animals through education, collaboration, compliance, advocacy and care.
Charitable BIN 11898 3550 RR0001

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