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MEDIA RELEASE

Humane Society of Kitchener Waterloo & Stratford Perth Gets Creative for Giving Tuesday Amid Canada Post Strike

Kitchener-Waterloo, ON – The KWSP Humane Society is stepping up with inventive and resourceful fundraising efforts this Giving Tuesday, as the ongoing Canada Post strike presents unique challenges for nonprofits during the critical holiday giving season. With traditional mail appeals off the table, the Humane Society is embracing a dynamic blend of digital innovation and grassroots outreach to ensure their message reaches as many supporters as possible.

“We’re getting scrappy and inventive this year,” said Victoria Baby, CEO of KWSP Humane Society. “Our mission to provide second chances to animals in need doesn’t stop for a mail strike. We’re leveraging the power of social media, digital outreach, and good old-fashioned community connections to make sure we reach everyone who wants to make a difference for the animals we care for.”

This year’s campaign features two exciting matching gift opportunities. For **Giving Tuesday**, [Kerri Kendrick, of CIBC Mortgages in Stratford](#), will match donations up to \$1,000. Additionally, [Helmutz Landscape & Interlock](#) will match every donation dollar-for-dollar from December 2 to 8, up to \$12,500. These matching gifts will double the impact of every contribution, making it an incredible time to give.

In order to ensure that these matching gifts are reached, the Humane Society is embracing creativity to connect with the community. Digital channels, including social media campaigns and email outreach, are being heavily utilized to spread awareness. Simultaneously, the team is deploying grassroots tactics such as postering and utilizing community bulletin boards to make up for the lack of traditional mail communications.

“We’re relying on a blend of old and new tactics,” Baby added. “From using the latest digital tools to rediscovering the power of a simple poster on a community board, this Giving Tuesday is all about finding fresh ways to inspire our community to support our work.”

Giving Tuesday falls in the middle of the Humane Society’s year-end **Hope for the Holidays** campaign, their largest annual fundraising effort. With the community’s support, the organization aims to provide critical care and second chances to animals in need along with education and outreach support programming.

The Humane Society of Kitchener Waterloo & Stratford Perth is looking for support from the community in the following ways:

- [Adopt](#): Welcome a loving pet into your home and change their life forever.
- [Volunteer](#): Share your time and talents to bring joy to animals in our care.
- [Gift](#): Donate items from our wish list to support our furry friends.
- [Donate](#): Your financial contributions, big or small, make a lasting difference.

To make a donation or learn more about how you can help, visit <https://kwsphumane.ca/events/hope-for-the-holidays>.

Together, we can make a lasting difference in the lives of animals this holiday season.

About the Humane Society of Kitchener Waterloo & Stratford Perth

The Kitchener Waterloo & Stratford Perth Humane Society is dedicated to improving the lives of animals in Kitchener, Waterloo, Stratford, and Perth. Through rescue, rehabilitation, and community programs, the Humane Society helps thousands of animals each year.

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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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