



FOR IMMEDIATE RELEASE

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Contact: Harvey Potts, harvey@dogsforbetterlives.org, (541) 826-9220

Pawing It Forward During Giving Tuesday and Annual Holiday Match

CENTRAL POINT, OR – Annually, Dogs for Better Lives (DBL) kicks off the fall season of giving with *Giving Tuesday* and the *Holiday Match*. This year *Giving Tuesday* falls on December 1st, following Black Friday and Cyber Monday, as a national day of philanthropic giving to the nonprofit community.

GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. GivingTuesday is a global generosity movement unleashing the power of people and organizations to transform their communities and the world.

Thanks to client and board member Dr. Danielle Rose’s generosity, she has recently made a \$15,000 gift, challenging DBL’s donors to match it at a minimum of 1-to-1, in working towards raising more than \$30,000 on December 1st.

“As a successor client, I have benefitted enormously from Dogs for Better Lives for more than 25 years. First with Chuckie and Ginger and now with my third dog, a black Labrador named Delight,” stated Dr. Danielle Rose. “More recently I have joined the Board of Directors and am pleased to give back to this organization that has given me and my family so much peace over the years. As a pediatrician, my Hearing Assistance Dog benefits more than just me, because Delight acts as a welcoming comfort to my younger patients.”

Thanks to the generosity of another philanthropic group of DBL donors, throughout the months of November and December, our supporters and friends are being challenged to match the initial \$150,000 secured for the *Holiday Match*, with an ultimate goal of raising \$300,000 by the end of the calendar year.

“Annually, throughout November and December, there is a major push during the *Holiday Match*, to raise critical dollars to support our programmatic needs in the new calendar year,” stated CEO Bryan Williams. “We’re so thankful for those that committed to the initial \$150K and now ask others to consider supporting this campaign at a meaningful level, whatever that may be.”

100% of each donation goes directly to supporting programmatic services. Administrative and fundraising expenses are fully funded by our endowment, specifically the interest earned from DBL’s long-standing investments made possible by our Guardian Society donors.

To learn more about how you can participate, while engaging your colleagues, friends, and family in the *Giving Tuesday* or *Holiday Match* challenges, visit [here](#).



Dogs for Better Lives is a nationally recognized 501(c)(3) nonprofit organization focusing on the training and placing of Hearing Assistance Dogs, Autism Assistance Dogs, and Facility Dogs. Accredited by [Assistance Dogs International \(ADI\)](#) and recognized by [Charity Navigator](#) as a 4-star nonprofit, DBL has been rescuing dogs, bettering lives, and providing Assistance Dogs since 1977.