

**ANIMAL
RESCUE
LEAGUE
of BOSTON**



*****NEWS RELEASE *****

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2020: The Year to Give Back

GivingTuesday – A global day of charitable giving just hours away

For charitable organizations like the Animal Rescue League of Boston (ARL), the need for financial support has never been greater. Tuesday, December 1, is GivingTuesday, a day dedicated to charitable giving – GivingTuesday was launched in 2012 as a global movement to promote the importance of giving back.

The Covid-19 pandemic forced all of us to adapt to a new way of life; and while making adjustments to protect staff, volunteers, and animals in our care, ARL also developed a number of new programs and services to help those in our communities facing emergencies or hardship.

With winter upon us and the pandemic experiencing a surge not seen since the initial outbreak, the need for services will only continue to grow.

From ARL's S.A.F.E. (Supporting Animals Facing Emergencies) Program to its Temporary Housing Initiative, ARL has been working to keep pets and people together, because pets are more important to us than ever. These programs and services have been running in addition to ARL's existing services – which is why this season of charitable giving is so important for the 121-year-old organization.

There are tremendous benefits to supporting a charitable organization. It improves self-esteem and self-worth, improves mood and decreases depression by knowing that you are a part of an important cause and you are making a difference.

Many organizations offer match campaigns for #GivingTuesday so a donation can go twice as far. ARL's Board of Directors, past Board members, Leadership Council, and President and CEO are matching every dollar donated up to \$155,000.

ABOUT THE ANIMAL RESCUE LEAGUE OF BOSTON:

The Animal Rescue League of Boston (ARL) is an unwavering champion for animals in need, committed to keeping them safe and healthy in habitats and homes. Founded in 1899, ARL provides high-quality veterinary care, adoption, and rescue services; while also confronting the root causes of animal cruelty and neglect through innovative community programs, police investigations, and public advocacy. In 2019, ARL served more than 20,000 animals throughout Massachusetts. ARL is a non-profit 501(c)3 organization. The Animal Rescue League of Boston does not receive government grants or public funding (with the exception of limited COVID-19 relief funding) and relies on the generosity of our supporters to help animals in need. For more information please visit us online at; and be sure to follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

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