

FOR IMMEDIATE RELEASE

Contact:

Che Green, Founder
Faunalytics
206-852-4848
che@faunalytics.org

Olympia-Based Nonprofit Joins the Global GivingTuesday Movement

Local efforts support animal protection around the world

Olympia, WA – Local nonprofit Faunalytics has joined the GivingTuesday movement, a global day of giving that harnesses the power of individuals, communities, and organizations to encourage philanthropy and celebrate generosity worldwide. GivingTuesday will kick off the “generosity season” this year by inspiring people to give back on December 3rd.

Faunalytics is an Olympia-based nonprofit that was founded by local Che Green, a Washington native who wanted to identify the best strategies to help animals. For twenty years, Faunalytics’ work has supported animal protection organizations through research to find the most effective messages and strategies to reduce animal suffering on a major scale.

“Giving to Faunalytics is a great opportunity to support a local organization whose work strengthens animal welfare across the country,” said Green. “Through research, we help animal charities be more effective in their efforts to end animal suffering.” Beginning on GivingTuesday (December 3) through the end of the year, a generous donor will match all donations made to Faunalytics, up to \$25,000.

People demonstrate generosity in many ways on GivingTuesday. Whether it’s helping a neighbor or stranger out, showing up for an issue, or giving to charity, every act of generosity counts. “GivingTuesday inspires people all around the world to embrace their power to drive progress around the causes they care about, not just on one day but throughout the year,” said Asha Curran, GivingTuesday’s CEO.

GivingTuesday has raised billions of dollars for critical causes around the world and gets more than 14 billion impressions on social media from people and organizations speaking up for the causes that matter to them and encouraging others to get involved. Last year, Faunalytics raised nearly \$15,000 on GivingTuesday, and they hope to break that record in 2019. All donations raised will go toward their 2020 planned research projects that support and enhance the work of major animal protection organizations.

Those who are interested in supporting Faunalytics’ GivingTuesday efforts can visit <https://faunalytics.org/donate/>. For more details about the GivingTuesday movement, visit

www.givingtuesday.org.

About Faunalytics

Faunalytics is a 501(c)(3) nonprofit organization that collects and conducts essential research on animal-related issues to help animal advocates increase their impact. Faunalytics manages the world's biggest collection of opinion and behavior research on this topic. The free library includes the organization's independent studies as well as research it collects and summarizes from others. Animal Charity Evaluators has rated Faunalytics a standout charity since 2015. Visit faunalytics.org to learn more.

About GivingTuesday

GivingTuesday is a global generosity movement unleashing the power of people and organizations to transform their communities and the world. GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past seven years, it has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

##