

EVENT ALERT



6814 Broadway, Galveston, Texas 77554
409-740-1919
GalvestonHumane.org

Dear Friends of the Galveston Island Humane Society,

We are thrilled to announce an exciting opportunity that has come our way!

On Monday, May 20th, from 10 AM to 1 PM, we will be teaming up with Kris Rotonda of Jordan's Way for an innovative online fundraiser at the shelter. While our organization has a rich history of fundraising, this approach is new to us, and we're eager to embark on this adventure.

Our goal for this event is ambitious: we aim to raise \$60,000 to purchase an adoption trailer that will enhance our off-site adoption events throughout the year. Achieving this goal will require the collective effort of our supportive community.

While we are reaching out to ask for your financial support. There are several ways you can help.

- Share our social media posts to amplify the reach of this event.
- Tune in to watch the live show and witness the excitement unfold.
- Consider a matching funds donation to leverage your impact, helping us meet our benchmarks and overcome the associated challenges. Each donation not only contributes to our goal but also offers an advertising opportunity to showcase your support. *Get your logo on the trailer with a donation of \$2,000/\$5,000/\$10,000/more.*

If you're interested in being more involved, perhaps even participating live, we would love to hear from you. Your business could play a crucial role in this fun-filled day at GIHS. Have a quirky challenge idea for us? Let us know so we can add it to our challenge board!

For more information about the event, please see the attached details from Jordan's Way.

We look forward to your enthusiastic participation and support. Together, we can make a significant difference for the animals in our care.

Warm regards,

A handwritten signature in blue ink, appearing to read "Josh Henderson".

Josh Henderson
Executive Director
Galveston Island Humane Society



This Live Event will be Hosted on
our Facebook Page please do
FOLLOW AND SHARE
@galvestonhumane



FOR IMMEDIATE RELEASE

Jordan's Way, LLC. embarks on their 3RD National Tour across the United States helping Animals Shelters & Rescues raise much needed funds!

TEXAS | May 2024: Kris Rotonda, founder of Jordan's Way, LLC., will head out on his journey through Texas to continue his fundraising tour visiting underfunded and overpopulated animal shelters and rescues. Kris will host 3-hour LIVE Facebook fundraisers filled with non-stop challenges, high energy fun while raising awareness for the animals and much needed money for the organizations. Jordan's Way aims to make a difference in the lives of animals across the country.

Rotonda founded Jordan's Way after his best friend, Jordan, passed away. Jordan was a shelter dog who spent the first 3.5 years of her life being overlooked in a shelter. He spent 11 years with her before she died of cancer. After she passed, Rotonda made it his mission to honor her life by helping raise awareness for overlooked shelter animals and helping them get the attention they deserve.

"No animal should have to spend their life in a shelter, and I am passionate to highlight and support the many organizations across our country who work relentlessly to ensure these pets find loving homes, despite their age, breed, or health issues", said Rotonda. "Each stop on the Jordan's Way tour offers the ability to bring awareness to the importance of the saying "Adopt, Don't Shop" to an entirely new community". "The system with animal welfare is broken, and Jordan's Way want to help become THE VOICE to Fix it", said Kris.

Jordan's Way has been highly effective in bringing attention to the shelters and rescues through their work with dogs. However, highlighting these dogs in the context of how they would behave in a home or with people is a game changer. It's important to note that a dog's initial reaction doesn't reflect their true personality. Rather, it's how they interact with people they know and trust over time that truly showcases their unique character.

Since beginning their nationwide tour in January 2021, Jordan's Way, LLC., has helped raised close to \$8 million in much needed funds for shelters and rescues across the United States. They have also influenced thousands of animal adoptions, some even during the LIVE Fundraising event. To learn more about Jordan's Way and follow their journey, visit www.JordansWayTour.com or their Facebook page at: www.facebook.com/jordanswaytour for more details.

CONTACT:

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**The Galveston Island Humane Society
is seeking to purchase a \$60,000
ADOPTION TRAILER and we need your help!**



This adoption trailer will provide:

- Climate control at our many annual events;**
- More animals available to be showcased off-site;**
- A safe way to showcase cats at our events;**
- An additional resource in times of emergency;**
- Transport vehicle for mass spay /neuter days;**
- Get your logo on the trailer for a donation of \$2,000/\$5,000/\$10,000/More**

