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IFAW (International Fund for Animal Welfare) MARKS $1 MILLION IN DONATIONS FROM PARTNER THE ANIMAL RESCUE SITE

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Yarmouth Port, MA – In August, IFAW, the International Fund for Animal Welfare, marked a milestone: $1 million in grants received from GreaterGood.org to help animals in crisis around the world.

GreaterGood.org distributes donations received from the GreaterGood Network’s collection of websites, including The Animal Rescue Site, which enable people to support charities and causes they care about. IFAW has been beneficiary of initiatives on The Animal Rescue Site and GreaterGood.org’s grants since 2008.

“The Animal Rescue Site makes it so easy for people to act upon their natural generosity and compassion. When so many individuals are willing to give just a little bit each, we can make a massive difference for animals,” said IFAW President and CEO Fred O’Regan.

Grants from GreaterGood.org have enabled IFAW to help animals around the world, including:

- Treating more than 50,000 animals after the 2010 earthquake in Haiti
- Rescuing and caring for koalas, kangaroos, and other wildlife in Australia after the 2011 cyclone Yasi and the 2008 bushfires
- After the devastating earthquake and tsunami in Japan, developing protocols to help animals in potential nuclear radiation zones
• Caring for orphan bears in Russia and elephants, rhinos, clouded leopards and other animals in India, until they can be returned to the wild
• Providing veterinary care to more than 40,000 dogs and cats in impoverished communities around Johannesburg over the last two years
• Care of dogs and cats in the wake of United States hurricanes and floods.
• Protecting African wildlife from poachers
• Rescuing stranded marine mammals on Cape Cod, United States

“Our community knows they can count on us to find the best charities to help animals in disasters, protect wildlife, and to help orphaned and injured animals,” said Lisa Halstead, Board President of GreaterGood.org. “The International Fund for Animal Welfare has a thoughtful and ethical approach, rescuing individual animals that would perish without help, but also addressing the root causes of problems so that over the long-term we can reduce animal suffering.”

IFAW has benefited from three different funding sources through The Animal Rescue Site. The first is The Animal Rescue Site’s “Click Here to Give” campaign, where as a “Click Partner,” IFAW receives a donation each time a visitor clicks the purple button at the top of the website's homepage. Anyone can click and every click is free for visitors: the donations are paid by The Animal Rescue Site’s sponsoring advertisers.

The second source of funding is The Animal Rescue Site store, where a percentage of each purchase is set aside for charity. And finally, the Gifts that Give More™ program gives donors a quick, easy way to help, including regional disaster relief efforts, through tax-deductible monetary contributions.

“In addition to the generous financial contributions we have received, The Animal Rescue Site’s petition functionality has been a powerful tool for IFAW’s advocacy work, mobilizing people to speak out to authorities whose decisions are affecting animal welfare. We look forward to many more years of effective partnership with The Animal Rescue Site community,” said O’Regan.

About IFAW
Founded in 1969, IFAW (the International Fund for Animal Welfare) saves animals in crisis around the world. With projects in more than 40 countries, IFAW rescues individual animals, works to prevent cruelty to animals, and advocates for the protection of wildlife and habitats. For more information, visit www.ifaw.org. Follow us on Facebook and Twitter. Photos and video available at www.ifawimages.com.

About The GreaterGood Network, The Animal Rescue Site, and GreaterGood.org
The Greater Good Network, a collection of websites dedicated to helping worth causes, began in 1999. Literally millions of people from around the world participate in its “Click Here To Give” program.

The Animal Rescue Site was added to the GreaterGood Network in 2002. The primary beneficiaries of its “Click Here To Give” button and The Animal Rescue Site store are


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