



FOR IMMEDIATE RELEASE

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SVS Encourages Community to Support DV Survivors This Cyber Monday and Giving Tuesday

SALT LAKE & TOOELE COUNTY, UT— December 1, 2025 — This Cyber Monday, South Valley Services is encouraging community members to keep local domestic violence survivors in mind while shopping online. SVS has released updated Amazon wish lists for both of its shelters, offering an easy way for supporters to purchase urgently needed items for adults, children, and families seeking emergency shelter.

These wish lists include everyday essentials, comfort items, and supplies that help create a stable and healing environment—needs that tend to rise sharply during the winter season.

Following Cyber Monday, the organization will kick off its annual end-of-year fundraising campaign with a **Giving Tuesday campaign**. This year, thanks to a generous partner, SCHEELS (Sandy), all gifts made on December 3 will be matched up to \$2,500, doubling the community's impact and helping the organization reach its \$10,000 Giving Tuesday goal.

Funds raised will support a number of needs, including operational support for both shelters, preparation for an upcoming pet-inclusive program, and essential wraparound services for survivors.

As part of the campaign, the organization will release **shareable social media templates designed for supporters to highlight stories or photos of their own pets**. These posts will help spread awareness about the upcoming pet program and encourage others to participate in Giving Tuesday.

Giving Tuesday will also mark the start of the organization's six-week end-of-year fundraising campaign. The campaign will highlight community needs, survivor-centered services, and opportunities to support families entering safe housing during the holiday season.

How to Support Today

- **Visit the Amazon Wishlist's to purchase items for both shelter locations:** <https://svsutah.org/get-involved/urgent-needs-list/>
- Mark your calendar for Giving Tuesday on December 3 to maximize your impact through the matching gift.
- Keep an eye out for our pet-themed media kit to help spread the word.

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South Valley Services (SVS) is a 501(c)(3) non-profit organization that has served the local community since 1998. South Valley Services is a survivor-centered organization where individuals impacted by domestic abuse and sexual violence can realize their strength, courage, and resilience while on their path to an empowered future. For more information, please visit our website at www.svsutah.org.



**GIVING
TUESDAY**

\$2.5k MATCH PLEDGE:
SCHEELS

Add your pet and photo name here...



Help South Valley
Services Raise \$10K
this Giving Tuesday!

**SCAN
ME**



**\$2.5K MATCH:
GIVING
TUESDAY!**

WWW.SVSUTAH.ORG/DONATE



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SCHEELS