

AUBURN, Ala. – The 2023 Iron Bowl had a “ruff” ending for the Auburn Tigers, but the dogs at CARE Humane Society celebrated a victory with their tails wagging and tongues out.

On November 25, the CARE Humane Society commemorated another successful "Bark Bowl" season. They raised \$183,922 during the campaign, nearly doubling their goal of \$100,000. CARE Humane Society Director of Development, Jenny Warren shared, "We are immensely grateful for each and every contribution."

The Bark Bowl started in 2021 with the Tuscaloosa Metropolitan Animal Shelter, transforming a rivalry into an uplifting collaboration for the animals in need. It has since become an annual fundraiser with several events spanning through the month of November.

The CARE Humane Society promoted this year's campaign on their Instagram and Facebook pages, inviting their followers to contribute to the cause. The Instagram, @carehumanesociety, has 11,800 followers, allowing the Humane Society to reach a vast audience.

They used a clever tactic to entice the fans of the rival teams, by providing two separate donation links labeled "War Eagle" and "Roll Tide". This leveraged the competitive spirit of the fanbases and enabled donations throughout the month.

On the evening of November 9, Opelika restaurant, Botanic, hosted the main event of the campaign, the Bark Bowl Bash. Families, couples, and animal lovers filled the beautiful, candlelit restaurant dressed for a night of food, drinks, and bettering the four-legged community. The guests snacked on charcuterie and sipped on chardonnay while participating in a silent auction.

The tickets for the Bark Bowl Bash were sold for \$150, directly benefiting the CARE Humane Society and its mission to alleviate animal suffering. Botanic provided guests with an elegant dining experience featuring high-quality food and beverage options to enjoy.

When asked about her experience, passionate dog lover Emma Grant said, “The Bark Bowl Bash was an amazing event. Botanic is a beautiful venue, and the food was delicious!”

She added, “Growing up in Auburn, the CARE Humane Society has always been close to my heart. I have adopted four dogs from the shelter, and I still love to volunteer and donate whenever I can.”

The compassion of volunteers, employees, locals, the campaign sponsor, Publix, and the spirit and beverage sponsors, including the Woltosz family, Bell family, Sexton family, Floyd family, UDA Technologies, and Railroad Investment Group, played a vital role in the success of the event.

Auburn University student, Hattie Holliday, who attended the Bark Bowl Bash with her boyfriend, stated, “The Bark Bowl Bash was a perfect date night. We were surrounded by

people with the same passion for helping animals as us. It was an amazing feeling to contribute to such an important cause.”

The event brought in over \$11,000 and aided the CARE Humane Society and its commitment to advance humane treatment and responsible ownership of companion animals.



Bark Bowl Bash guests delighting in their dinner at Botanic in Opelika (Credit: @carehumanesociety, Instagram, November 10)

Shortly after the Bark Bowl Bash, the animals and employees of CARE Humane Society prepared for the second event of the fundraiser, a Mini Golf Tournament. It took place on November 18 at the Tiger Town Sports Center on a sunny Saturday afternoon. The day was filled with wholesome family fun and wagging tails. Each guest paid \$10 to play, swinging to win prizes and contribute to the community.

The Bark Bowl Mini Golf Tournament was another huge success in raising awareness and donations for the campaign. It provided additional publicity and created opportunities for dogs, exemplified by Mr. Salad (pictured below), to secure their forever homes.

After months of dedicated preparation for the events involved in CARE Humane Society's biggest fundraiser of the year, employees and volunteers celebrated the prosperity of this year's campaign.

Although the Auburn Tigers did not win the 2023 Iron Bowl game, they won the hearts of the shelter animals whose lives will forever be changed.



Mr. Salad enjoying a walk with a volunteer (Credit: @carehumanesociety, Instagram, November 15)

Warren expressed, "The Bark Bowl Bash, Mini-Golf Tournament, and several online donations made such an impact on the animals at the shelter. This was our most successful campaign yet!"

Whether you were cheering “War Eagle” or “Roll Tide” at this year’s Iron Bowl, the dogs at the CARE Humane Society and Tuscaloosa Metropolitan Animal Shelter were barking with joy, demonstrating that with compassion and community, anything is paws-ible.