

The Brix Challenge 2025 Great Results for Animals in Need in McDonough County

For twelve years Chris Brix has challenged others to join him in raising funds for the Humane Society of McDonough County during the month of October. Each year his challenge has been met with enormous support and this year's Brix Challenge was a record-breaking success, bringing in just over **\$38,000.00**. That is amazing and means great things for many animals in need in McDonough County. The success of this year's challenge will allow us to continue many ongoing services and programs for animals and pet owners and to continue providing direct support to the county-run animal shelter.

Our regional media venues helped us reach a large number of people again this year. With their support, that of members and friends, local businesses, mailings, social media and word of mouth Chris's challenge was met with the enthusiasm we have seen now for a dozen years. We are extremely grateful to everyone who participated in any way. It's difficult to express how much that support is appreciated or to explain the positive effect it will have on the animals whose lives it will touch. The generosity of those who participated in this year's Brix Challenge will make the world a better place for many animals in McDonough County. To everyone who became a part of this challenge, our most sincere thanks.

The Humane Society of McDonough County is an all-volunteer organization, 100% dependent on memberships, donations and gifts. While much of our work supports the McDonough County Animal Shelter we are a separate entity from the county shelter. Assistance to animals at the county-run shelter includes promoting adoptions, providing sponsorships, a rescue/foster/adoption program, providing emergency medical assistance, help with the care and socialization of the animals who find themselves at the shelter while they await loving forever homes and more.

It takes a lot of time, hard work and revenue to make a difference for the many animals needing extra help on their life's journey. An annual budget of approximately \$40,000 to \$50,000 is necessary to maintain our current initiatives and programs. The results of this year's Brix Challenge will go a long way to secure that budget for the coming year. As costs rise and need continues to grow we remain committed to the animal companions needing our help by promoting spay-neuter, reducing overpopulation and problems related to it, providing discretionary emergency medical assistance through the "Angel Fund", assisting pet-owners through a pet food pantry and much more. Expansions and improvements of these initiatives, plus the addition of new ones are always goals, as well. Currently raising the money needed to build a new, much-needed McDonough County Animal Shelter is a separate, yet simultaneous, effort.

Our most sincere thanks again to everyone who participated in the Brix Challenge 2025, for your generous support, for caring about the welfare of our community's animals and for your confidence in and partnership with the HSMC. As Chris Brix and his challenge remind us again this year, one person's dream, shared with others, can collectively create a reality of positive difference. And once again, for the animals whose lives will be touched, it has.