

RedRover Readers Impact Report



The RedRover Readers program helps develop children's empathy for animals & increase children's understanding of animal behavior

Since 2007:



1,859
teachers, humane educators and volunteers trained

71,660
estimated children reached



We offer:

20 books with curriculum including Spanish



Empathy App
3,199 downloads



Parent + educator resources
Kind News magazine



Research shows:

✓ Children's self-reported quality time spent with their pets predicts their empathy scores and in turn predicts social behaviors.**

- ✓ The program builds self-esteem and students' empathy for pets*
- ✓ Positive change in how children treat people and animals after they participated in the RedRover Readers program***

Kids say...

"I used to think animals were just animals and who really cares? After reading the books I realize animals are fragile, they are not toys and they should be treated right." - Angela, 8 years old



Teachers say...

"It's absolutely changed the way I teach, interact with students, and frame my thinking. I LOVE it!!" - Sarah Kesty, 2014-2015 Teacher of the Year, Twin Rivers School District