



RedRover®

SPRING 2018

companion



2017 Annual Report: Pets are family

A #paws4love happy tail for Ladybird • How do you play with your pet?
Safe Escape for Sunny the parrot • Keeping families together during disasters



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Greetings!

REDROVER BELIEVES that companion animals are family, and our programs strengthen this bond and keep families together. Please enjoy this special Annual Report edition of *Companion*, which celebrates the power of our connection with animals and the successes we've had in 2017. You are a big part of our success!

Last year we deployed to eight emergency responses, including Hurricanes Harvey, Irma and Maria.

Projections for 2018 put us on the path of continued strategic growth. RedRover Responders volunteer trainings throughout the country and further collaborative partnerships will help us increase our capacity to help more animals in natural disasters as well as other crisis situations.

We are expanding our domestic violence initiatives and programs to ensure survivors can escape their abusive situations with their pets. And this year, we are partnering with Scholastic to test market our RedRover Readers program to 64,500 teachers in California. This will help us achieve our goal of doubling the number of children who receive the RedRover Readers program by 2022.

Subscriptions to our new *Kind News* magazine for kids are growing as well, and we plan to increase subscriptions by 30%. Plus, our bilingual, interactive "Raja Book 2" app gives parents and educators a taste of what the RedRover Readers program is

all about: increasing understanding about animal behavior and emotions and teaching the skills kids need to develop empathy.

We hope you feel proud knowing you've been a key part in improving the lives of animals and people. Thank you!

Warmly,

NICOLE FORSYTH
 President and CEO

P.S. Enjoy this 2017 Annual Report edition of *Companion*, and know that your help makes all of this possible!

Help spread connection with "Raja Book 2"

WE ARE EXCITED TO ANNOUNCE

the release of "Raja Book 2," part of *The Restricted Adventures of Raja* series. This app inspires kids to make the world a better place, while helping them develop empathy for people and animals. "Raja Book 2" is now available to download for free in the Apple App Store, Amazon and Google Play!



Here are a few quick and easy ways you can help:

- **Share our RedRover Readers video** (RedRover.org/empathyvideo) with a teacher you know who would like to see more connection and compassion in their classroom
- **Download our new app, "Raja Book 2,"** in the Apple App store, Amazon or Google Play and share with a child in your life
- **Write a review** of "Raja Book 2" in the app store

Learn more at RedRover.org/empathyapp.



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A #paws4love winner finds her forever home

AS PART OF OUR VALENTINE'S DAY PARTNERSHIP with Russell Stover, we invited people to show the creative ways they bond with their pets through our #paws4love video contest. We received 20 heart-warming videos from people across the U.S.

The grand prize went to Sam and his one-year-old bluenose pitbull, Necro, who are perfect examples of the simple joys and unconditional love we share with our pets, through activities like sharing peaceful walks together.

One of our runner-up winners, Ladybird and Kelsey, turned into a true happy tail story. Sacramento resident Kelsey was fostering Ladybird, a rescue who needed a forever home, and created a moving video of how she saved Ladybird from the streets and helped her overcome her fear. Our Education Coordinator, Tara, fell in love with Ladybird when they came to visit the office, and now Tara has officially adopted her! ♥

View all the winning #paws4love videos at RedRover.org/paws4lovewinners.



Sam & Necro



Kelsey & Ladybird



More reasons to play with your pet

Looking for an excuse to take time to play?

Research suggests play is good for the brain, so go ahead and take that time—and include your pets!

Exploring objects and practicing movements like running, twisting and jumping may help animals when they come across something new and unexpected. As a result, they may feel less scared and are less likely to be caught off-balance. And it's good exercise!

It also appears that learning rules and dealing with conflict when feeling safe during play may also help some animals, as well as people, treat others more fairly in real situations. Therefore, play may also help build trust and strong bonds between you and your pets, as well as your family and friends.



A play bow is one clear sign that play is what dogs want, and most dogs also like a good game of chase.





What if you have a pet who won't play?

If there are no underlying health or age issues, it may be that your companion animal wasn't exposed to play behavior when young, or maybe you haven't communicated clearly that you're up for a game.

Dogs obey clear rules when they play with each other and show appeasement behaviors— they apologize! — when they accidentally play too rough. A play bow is one clear sign that play is what dogs want, and most dogs also like a good game of chase. Scientists in one study found that people who “gave chase” to dogs received a playful response 100% of the time! Also, people who did a play bow in front of their dogs received a playful response most of the time.

However, other popular behaviors that humans do, like patting the floor, clapping or tapping the dog did not



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do as well. For example, patting the floor only got a playful response 38% of the time.

So if your dog feels safe and comfortable, and still won't play, get down on those knees and try a play bow! ♥



The Restricted Adventures of Raja Book 1 & Book 2

REDROVER READERS HELPS KIDS

understand animal behavior, like play bows, through *Kind News* magazine, a classroom-based curriculum — and now



through the newest book app and game from *The Restricted Adventures of Raja series*, “Raja Book 2.” Both Book 1 and Book 2 apps are available at no cost in the App Store, Google Play and Amazon.

Help us increase awareness of the series by downloading and writing a review!

Sunny the parrot finds Safe Escape

REDROVER SAFE ESCAPE GRANTS

HELP cover the cost of pet boarding while domestic violence survivors are staying in a domestic violence shelter. Through the years, we have helped board dogs, cats, horses—and even birds!

When Sunny* the parrot needed immediate boarding because her family was escaping domestic violence, RedRover stepped in to make sure she stayed safe. Sunny was a much-loved member of the family, but the domestic violence shelter was not equipped to house birds. Within hours of submitting the application, a Safe Escape grant had been approved for Sunny to move into a boarding facility, where she was safely boarded until she could be reunited with her family.

An advocate at the domestic violence shelter told RedRover, “You are all such a blessing to our clients. Your services give them the peace of mind that they would not otherwise have.”

Thank you for helping Sunny and her family find safety! ♥

*Name has been changed

Learn more about our domestic violence grant programs at [RedRover.org/DV](https://www.redrover.org/DV).



Sunny was a much-loved member of the family, but the domestic violence shelter was not equipped to house birds.



Plan-ahead tips for DV survivors to safely leave with pets

- 1. Establish pet custody.** Take steps to prove ownership of your pet, including registrations and vaccinations in your name.
 - 2. Find your pet shelter.** Visit our site, SafePlaceforPets.org, to find a domestic violence shelter that accepts pets, or work with a domestic violence shelter to apply for a Safe Escape grant to help cover the cost of boarding your pet.
 - 3. Pack a pet safety kit.** Include a few days' worth of pet food and any necessary supplies, including a collar with ID tags and a leash, vaccination records and medicine.
 - 4. Seek legal pet protection.** In most states, pets can be included in protective orders.
- Visit SafePlaceforPets.org to see if there are any domestic violence shelters in your area with pet housing or resources for survivors who also have pets.**

Emergency animal sheltering: keeping families together

by Beth Gammie, RedRover Director of Field Services

THIS PAST STORM AND WILDFIRE

SEASON in 2017 was a very busy time for the RedRover Responders program! In July we responded to the Wall Fire in Oroville, CA, and from August through September we responded to Hurricanes Harvey, Irma and Maria in quick succession.

RedRover is an organization dedicated to promoting the human-animal bond. In natural disaster responses, we protect that bond by keeping families together through emergency animal sheltering.

When residents fled the Wall Fire in Northern California last July, we partnered with the North Valley Animal Disaster Group to provide daily care for their pets. We gave the animals the comfort and care they needed in a temporary shelter. Also, by taking care of their animals, we provided peace of mind to the people who love them. One family who lost their home in the Wall Fire found refuge for their three dogs as they began picking up the

pieces and were so grateful for the ongoing support. They told us:

“We were so grateful our dogs were in good hands...The help that we have received from everybody that has been connected to this is immeasurable.”

In Texas, we cared for the pets of people who fled the devastation wrought by Hurricane Harvey. We partnered with the SPCA of Texas to care for pets in a temporary animal shelter near the “mega shelter” for human evacuees. I talked with one woman who visited her small dog every day. She showed me how she lifted him up above her shoulders as she and her family escaped the rising water. I saw the relief in her eyes as she told me she did not know what she would have done if they couldn't have brought their dog with them. All of their material goods were lost, but their family was intact.

Because of the work RedRover has done for the past three decades to educate people about pet safety in disasters, people now realize that if conditions are not safe for them, their pets aren't safe either—and they evacuate the entire family, pets included. By providing emergency sheltering, people fleeing natural disasters know there will be a place for their pets, so they are more likely to evacuate with them.

We've long been a part of keeping the entire family together in natural disasters, and this past year showed that to be true more than ever. ♥

To learn how to become a RedRover Responders volunteer, visit RedRover.org/Responders.

Prepare your pet emergency kit

STOCK UP ON THE ITEMS YOU MAY NEED during a disaster now so you don't get caught unprepared. Below are basic items you should include in your pets' disaster kits. Store your disaster kit supplies in an easy-to-grab container.

- One-week supply of food
- One-week supply of fresh water
- Medication
- Copies of vaccination records
- Photographs of you with your pets to prove ownership
- Photographs of your pets in case you need to make “lost pet” fliers
- Pet first aid kit
- Temporary ID tags
- Carrier or leash for each animal

For more preparedness tips, visit RedRover.org/DisasterTips.



2017 Annual Report



YOU MADE A DIFFERENCE!

Because of you, we were there for the animals who needed us most. You brought RedRover's mission to communities where animals needed care. You built the foundation for future animal protectors to carry on our work. On behalf of every animal we brought out of crisis and into care in 2017, **we thank you for your dedication to RedRover and the animals.**

RedRover Financials

THANK YOU! Your love of animals helps us bring so many out of crisis and into care and strengthen the bond between people and animals. Thanks to your devoted membership and generous contributions, you gave a total of \$3,312,233 in 2017.

We received a four-star rating — the highest possible — from Charity Navigator for excellent financial management and accountability. We are pleased to report that 79 cents out of every dollar was spent on programs serving animals, and 21 cents was spent on supporting services. RedRover closed 2017 with \$6,647,272 in ending net assets. ♥

MISSION STATEMENT

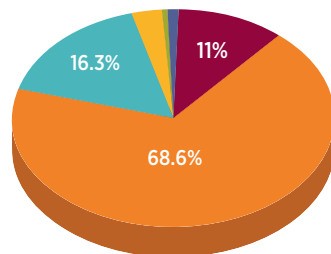
The mission of RedRover is to bring animals out of crisis and strengthen the bond between people and animals through emergency sheltering, disaster relief services, financial assistance and education. RedRover accomplishes its mission by engaging volunteers and supporters, collaborating with others and maximizing the use of online technology.

WE LOVE OUR VOLUNTEERS!

Our caring volunteers generously gave over 1,749 hours of their time providing emergency sheltering and care for rescued animals and helping children develop empathy for animals in 2017.

Fair market value of volunteer hours in 2017: \$35,596

2017 Income Breakdown*



Bequests	\$ 363,682
Contributions	2,272,355
Interest and investment income	540,600
Program services	109,011
In-kind donations	6,056
Other income	\$ 20,529

TOTAL INCOME \$ 3,312,233

*Based on our 2017 audited financial statements. Read more at RedRover.org/financial.

RedRover Responders

SHELTERS AND CARES for animals displaced by natural disasters and other crises, such as criminal seizures and hoarding cases in the United States and Canada.



- **1,436** animals in crisis were helped through emergency sheltering and care services
- **191** more animals were helped through advice and other services from RedRover staff
- **1,516** hours of volunteer work providing direct sheltering and animal care services



Texas | AUG



New Jersey | FEB

2017 Emergency Responses

JAN 17-19

Korean Dog Rescue
Vero Beach, Florida

FEB 14

New Jersey Cat Rescue
St. Hubert's, New Jersey

FEB 17-22

Oroville Dam Crisis
Chico, California

MAY 18-23

Tornado Response
Canton, Texas

JUL 12-13

Wall Fire
Butte County, California

AUG 31-SEPT 6

Hurricane Harvey
Dallas, Texas

SEPT 19-23

Hurricane Irma
Irma, Florida

OCT 4-9

Hurricane Maria
St. Hubert's, New Jersey



Florida | SEP



Texas | MAY



Florida | SEP

UPCOMING WORKSHOPS

RedRover Responders Volunteer Training Workshops

June 3 — Vero Beach, FL

June 10 — Madison, NJ

June 16 — Clarkston, MI

Texas | MAY



RedRover Readers

A UNIQUE SOCIAL AND EMOTIONAL LEARNING PROGRAM that helps children develop empathy and explore the bond between people and animals through stories and discussion.



- **17,703** new children were reached to develop empathy for animals
- **47** classroom visits were conducted
- **319** new volunteers, teachers and educators were trained
- **69,092** total estimated children reached through the RedRover Readers program to date

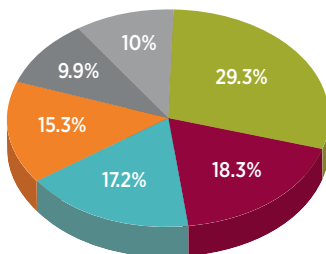
An inspiring year for RedRover Readers

2017 was an exciting year for the RedRover Readers program! We adopted *Kind News* magazine, released the second book in *The Restricted Adventures of Raja* app series and created an inspiring new video with the help of a classroom and Chocolate the dog.

On March 2, RedRover Readers celebrated the importance of reading with classrooms across America. We had volunteers, teachers and students from San Diego to New York reading and celebrating with us! ♥



2017 Expense Breakdown*



RedRover Relief	\$ 785,882
RedRover Responders	487,991
RedRover Readers	458,970
Advocacy, Public Education and Outreach	407,759
Total program services	\$ 2,140,602
Management and General	263,501
Fundraising	266,639
Total supporting services	\$ 530,140
TOTAL EXPENSES	\$ 2,670,742

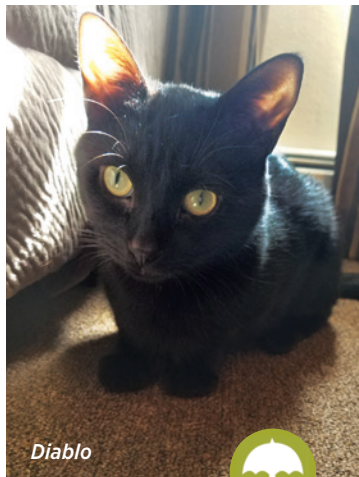
*Based on our 2017 audited financial statements. Read more at RedRover.org/financial.

RedRover Relief

PROVIDES FINANCIAL AND EMOTIONAL SUPPORT to Good Samaritans, animal rescuers and pet owners to help them care for animals in life-threatening situations and resources to help victims of domestic violence escape abusive environments with their pets.



- **525** pets got urgent veterinary treatment through **\$140,098** in financial assistance
- **3,691** more animals were helped through advice and other services from RedRover staff
- **164** pets escaped domestic violence through RedRover's Safe Escape program
- **5,084** nights safe from abuse for domestic violence victims' pets were given, totaling **\$82,854** in grants
- **10** domestic violence shelters received **\$65,439** from RedRover's Safe Housing program to build on-site housing for pets
- **945** pets stayed at SAF-T shelters funded by Safe Housing program
- **637** programs listed on SafePlaceforPets.org to help pets escape domestic violence at the end of 2017
- **68** Pet Food Pantries received **\$131,000** in financial assistance



Diablo



Happy Tail

"RedRover helped save my cat's life. He needed an emergency surgery, and without their help I would not have been able to afford it. Diablo is recovering so well and is so excited to have a new lease on life. Thank you, RedRover, for all that you've done for my family and other animals in need!"

♥ Kelly

Share your RedRover story on GreatNonprofits.org.



Duchess



Pegasus



Maxi



Coach



Blacky



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Share our stories! Leave *Companion* at your doctor's office, vet clinic, gym, lunch room or coffee shop. To protect your privacy, please clip out or blacken your name and address above.

RedRover earns highest rating from Charity Navigator

FOR THE FOURTH CONSECUTIVE YEAR, we have been awarded a prestigious 4-star rating from Charity Navigator, America's largest independent charity evaluator. The 4-star rating was based on our sound fiscal management practices and commitment to accountability and transparency.

It's important to us that you know we're using our funding wisely to help animals in crisis. We take our fiduciary and governance responsibilities very seriously. Thank you for your generous support of RedRover!



You can read more about our 4-star rating at RedRover.org/4stars.




Here's what they are saying about RedRover:

"RedRover helped me save Tiger's life. I'm so grateful to RedRover for all of their support!"



"This organization is absolutely wonderful! I couldn't be more thankful to RedRover for helping Duke and me. You guys are the best!"

"This wonderful organization helped me to be able to afford this necessary surgery to save my prairie dog's life."

