



Established in 1987, RedRover (formerly United Animal Nations) is a 501(c)(3) nonprofit based in Sacramento, California, that serves the United States and Canada. It is funded solely by private donations and grants to bring animals from crisis to care, and does not receive government funding.

MISSION:

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.

HISTORY:

United Animal Nations (UAN) was founded in 1987 by a small group who wanted to help animals. The efforts focused on animals left behind during natural disasters, providing financial assistance for emergency care, offering support for local animal advocates, saving horses from the inhumane Premarin production industry and rescuing animals from deadly show fights.

United Animal Nations changed its name to RedRover on June 11, 2011, to better reflect their work. Red was an already important and active color in the organization, representing strength, determination and passion, and the name RedRover captured the energy, dedication and tireless work of the organization, volunteers, supporters and donors. The programs have since been streamlined to RedRover Responders, RedRover Relief and RedRover Readers.

GOVERNANCE:

RedRover is governed by seven voluntary Board of Directors serving a maximum of two, three-year terms. They attend quarterly board meetings, work closely with the Board Chair and President and CEO to help fulfill RedRover's mission and serve as ambassadors in their communities.

Since 2006, Nicole Forsyth has served as President and CEO of RedRover. In this role she has doubled the organization's budget, grown the staff from 12 to 20 and developed the RedRover Readers education program to help children develop empathy and critical thinking skills. Nicole graduated from the University of California, Davis, with a master's degree in Animal Biology. She holds a master's degree in Communication from the University of Maine and a bachelor's degree in English and Education from the University of Colorado.

TOP POLICY ISSUES:

Ensuring emergency disaster planning includes animals
Including pets in protective orders in domestic violence cases
Raising awareness about the link between animal abuse and abuse towards people
Promoting education reform to mandate social and emotional learning (particularly empathy for animals and people) in schools