

UAN is now RedRover...
see inside front cover for details.



UNITED ANIMAL NATIONS

2010 Annual Report

BRINGING ANIMALS OUT OF CRISIS AND INTO CARE



STRENGTHENING THE BOND BETWEEN PEOPLE AND ANIMALS

Dear Members,



WE LEARNED A LOT AT UNITED ANIMAL NATIONS (UAN) IN 2010, BUT THE MOST OBVIOUS WAS THAT ANIMALS NEED US NOW MORE THAN EVER. IN ORDER TO GROW AND BECOME STRONG ENOUGH TO MAKE LIFE BETTER FOR ANIMALS FOR YEARS TO COME, WE NEED TO TAKE BOLD ACTION.

To that end, UAN has adopted a new name and vision for the future. We are rededicating ourselves to the passionate efforts and effective programs that strengthen the bond between people and animals.

OUR NEW NAME IS REDROVER. Red is already an important and active color in our organization, representing strength, determination and passion. Rover: Always on the move. Always searching. Always on the lookout.

RedRover captures the energy, dedication and tireless work of our organization, volunteers, supporters and donors. It differentiates us from the “acronym soup” of other nonprofit groups and agencies. It personifies our organization and is active by definition. It connects us to the color red that has been a key identifier for our volunteers involved in emergency sheltering.

We have also linked our programs to our core brand. Over the years, our programs have taken on a life of their own without connection to each other or the organization itself. These splintered program brands created a difficult environment for communications, outreach and fundraising. Now we can be more clear, more effective and more focused so we can help more people and animals than ever before.

We are...

- **RedRover Responders** (formerly Emergency Animal Rescue Service)
- **RedRover Readers** (formerly Humane Education Ambassador Readers)
- **RedRover Relief** (formerly LifeLine Grants)
- **RedRover Reporters** (animal cruelty rewards and My Dog is Cool Campaign)

Research clearly indicated that a name change was needed. We are so excited to launch our new brand. We will grow our programs, connect our volunteers and make a difference in the communities we serve.

RedRover is a soft hand and warm heart in times when animals and people are in need, crisis and pain. Our passionate volunteers, donors

and supporters recognize that the world would be darker and colder without us. So they mobilize. They answer when the RedRover rally cry is called.

You are the foundation of our work to connect suffering animals with people who care. We appreciate your ongoing support of United Animal Nations and now RedRover. We urge you to tell others about what we do and ask them to **GET INVOLVED. THE ANIMALS NEED ALL OF US.**

Warmly,

Nicole Forsyth | PRESIDENT AND CEO



Emergency Animal Rescue Service

UAN's Emergency Animal Rescue Service responded to 11 crises in 2010, sheltering 2,769 animals.

Six responses were for animals removed from hoarding situations, an indication that a growing number of law enforcement and animal control agencies recognize the psychological condition that causes people to take on more animals than they can properly care for and are committed to saving the animals victimized by such neglect.

Shasta's life improved dramatically after a UAN emergency response. In July she was removed from a southern California "rescue" where she had been living

"She is a dream, she is the best dog. I thank UAN so much for what you do to help these rescued animals."

with nearly 200 other animals, barely receiving the food, water and care she needed to survive. A month later, Shasta was adopted by Monica McAtee of Sacramento, California who says, "She is a dream, she is the best dog. I thank UAN so much for

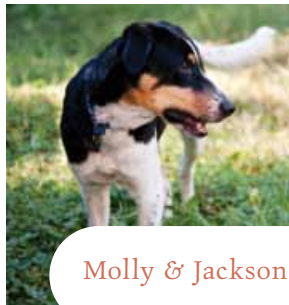
what you do to help these rescued animals. I believe every one of them would make just as great a pet as Shasta has, with the proper love and trust."

MOLLY AND JACKSON HAVE A BETTER LIFE, TOO, AFTER UAN VOLUNTEERS EXPOSED THEM TO HUMAN CONTACT AND AFFECTION FOR PERHAPS THE FIRST TIME IN THEIR LIVES. They were among 96 dogs living in Montana with one man who started out with three dogs but never altered them and quickly grew overwhelmed by the out-of-control family. His house had thick layers of feces on the floors and counters and most of the dogs had never set foot outside.

Today Molly and Jackson live with their adoptive parents Don and Debbie Felio in Colorado. "I am amazed at how well they've adjusted," Debbie said. "I think it speaks to their spirits that they were able to survive their previous situation and are flourishing."



Shasta



Molly & Jackson



TOP: Shasta being groomed after her rescue from a hoarding situation in Kern County, California and in her loving new home LEFT, CLOCKWISE FROM TOP: Molly and Jackson were rescued from a hoarding situation in Montana; today they live and walk happily with adopters Don and Debbie Felio.

2010 EARS DEPLOYMENTS

Puppy mills	2
Hoarding	6
Cruelty / Neglect	2
Dogfighting	1

LifeLine Grant Program

High unemployment and a stagnant economy pushed demand for UAN's financial assistance grants to an all-time high in 2010.

We received a record 2,908 applications for LifeLine Grants — an 18 percent increase over 2009 and a 104 percent increase over 2007.

UAN issued 285 LifeLine Individual Grants totaling \$36,281 to families whose pets required lifesaving emergency veteri-

Preventing Dog Deaths

In 2010, UAN's My Dog is Cool Campaign saved lives by telling people about the dangers of leaving dogs in hot cars. We distributed more than 31,000 pieces of literature and educated more than 53,000 visitors to MyDogIsCool.com.

nary care they could not afford and 223 LifeLine Rescue Grants totaling \$36,729 to Good Samaritans and rescuers who saved animals from crisis situations. We also issued 12 Crisis Relief Grants totaling \$2,983 to victims of personal tragedies like house fires and a \$37,954 grant to the Animal Relief Coalition for Haiti (ARCH) to care for animals after the devastating earthquake there. ARCH

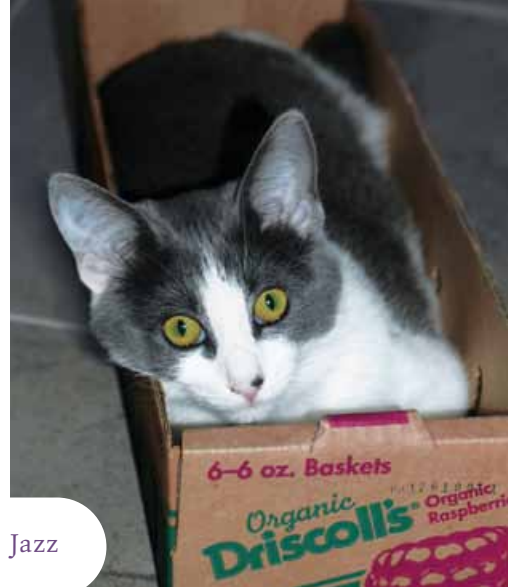
Unable to afford the entire cost of surgery, the Bachs reached out for assistance.

provided vet care to 64,862 animals, vaccinated 13,884 against rabies and trained Haitian veterinarians to deal with disaster situations in the future.

JAZZ WAS SAVED THANKS TO A UAN LIFELINE GRANT.

The curious indoor cat slipped outside one day and her owner, Chantal Bach, later found her seriously injured on the doorstep. She rushed Jazz to the vet and learned she had suffered internal damage and

needed immediate surgery to repair a hernia. Unable to afford the entire cost of surgery, the Bachs reached out for assistance. A \$200 LifeLine Grant from UAN was just enough to close their financial gap and get Jazz's lifesaving surgery underway.



Jazz



Haiti



TOP: Jazz's life was saved thanks to a LifeLine Grant from UAN. LEFT, CLOCKWISE FROM LEFT: As part of the Animal Relief Coalition for Haiti, UAN helped provide vet care for nearly 65,000 animals in the earthquake-shattered nation; beloved pet Rocky got lifesaving surgery after he fractured his leg during a play session at the park; Bandit's family turned to UAN when an intestinal obstruction threatened her life.

Humane Education Ambassador Readers

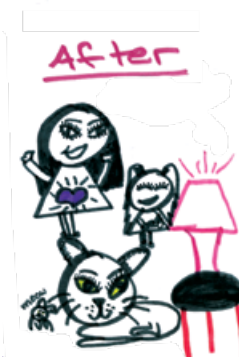
UAN's Humane Education Ambassador Reader (HEAR) program continued to grow in 2010.

HEAR volunteers reached at least 1,685 children through 214 reported visits — a 70 percent increase in the number of children reached and a 61 percent increase in the number of visits over 2009. Since the program's inception in 2007, UAN

has delivered the HEAR program to more than 4,460 children, **INSTALLING TRAITS LIKE TRUST, RESPECT, RESPONSIBILITY, KINDNESS AND EMPATHY.**

UAN trained 60 new HEAR volunteers at six workshops in San Antonio, Texas; Chicago, Illinois; Boston, Massachusetts; Edinburg, Texas; and Sacramento, California. In April, we formed a partnership with the Edmonton Humane Society in Edmonton, Alberta, Canada in an effort to expand the reach of the HEAR program, cultivate new volunteers and reach more children.

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ABOVE: UAN's humane literacy program helps children develop compassion and empathy for animals. LEFT: Artwork by Sarah Cerda, a student at Bowling Green Charter School in Sacramento, California who participated in the HEAR program in 2010.

Financials

Thanks to the generosity of our members, UAN raised \$1,507,338 in 2010.

Supporting services accounted for 20 percent of our 2010 expenses, leaving 80 cents of every dollar to be spent on programs serving animals. Ending net assets closed 2010 at \$1,482,725.

80%

Programs serving animals

20%

Management/general and fundraising

2010 EXPENSE BREAKDOWN*

EARS	362,118	27%
LifeLine	259,082	19%
Public Education	233,398	18%
HEAR	190,012	14%
Advocacy	17,321	1%
My Dog is Cool	15,730	1%
Management/General	154,297	11%
Fundraising	122,424	9%
Total	\$1,354,382	100%

* Based on UAN's 2010 audited financial statements

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UAN's mission 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. UAN accomplishes its mission by engaging volunteers and supporters, collaborating with others and maximizing the use of online technology.

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