



Special 2011 Annual Report Edition

Celebrating our shared successes for the animals

Keeping a promise to 66 rescued dogs and puppies

Rallying the online community for RedRover Readers





Greetings!

CHANGING OUR NAME FROM UNITED ANIMAL NATIONS TO REDROVER

on June 11, 2011, propelled RedRover in a bold, new direction; a direction fueled by the need to battle animal cruelty and neglect from every angle possible and help an ever-growing number of animals in crisis.

We looked ahead to launch ambitious goals for 2015, and already we are well on our way towards doubling our RedRover Relief budget, increasing the

number of RedRover Responders volunteers by 50 percent, developing empathy in 30,000 children through RedRover Readers and expanding our RedRover Reporters program to empower more people to report and prevent animal cruelty.

Our new name has already attracted the attention of a diverse cross-section of animal lovers and has brought us dozens of new outreach opportunities and business partners, such as Groupon, Squidoo, My Broker Donates, SurveyMonkey, Rover.com and DogWonderful. These partnerships have helped to introduce caring individuals like you to join our efforts to help the animals.

RedRover Relief, in addition to helping nearly 350 pets and their families so far in 2012, also launched a new program to help domestic violence shelters provide housing for animals on-site, saving beloved pets alongside human victims of abuse.

In celebration of our 25th Anniversary, we set a goal to hold 25 RedRover

Readers workshops and 25 RedRover Responders workshops, and to date we've had 16 each, with many more scheduled through the rest of the year. Demands for our services to help the animals continue to increase. We saw a record 18 deployments in 2011 and so far in 2012 we've responded 9 times to come to the aid of animals who desperately need us.

In July of 2012 we launched our "Cool Crew," a new group of RedRover Reporters volunteers dedicated to educating people about the dangers of leaving dogs in hot cars. We also ran a My Dog is Cool public service announcement on the CBS Super Screen in Times Square, New York City, to run throughout the summer.

I hope you are as proud as I am to be part of our bold new vision for growth that will help us bring even more animals from crisis to care. We could not be here without you, and I can't thank you enough for your commitment to our cause. Enjoy reading this special Annual Report edition of our *Companion*, and know that you are a part of every success story! ♥



NICOLE FORSYTH
President and CEO



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.



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Thank you!

Thanks to the remarkable generosity of members like you, RedRover raised \$2,380,026 in 2011. We are pleased to report that 79 cents out of every dollar was spent on programs serving animals, with the remaining 21 cents spent on supporting services. We closed 2011 with \$2,432,218 in ending net assets.

2011 EXPENSE BREAKDOWN*

RedRover Responders (formerly Emergency Animal Rescue Service)	382,394
RedRover Relief (formerly LifeLine)	255,133
Public Education	277,008
RedRover Readers (formerly Humane Education Ambassador Readers)	164,475
RedRover Reporters (including the My Dog is Cool campaign)	37,176
Advocacy	7,558
Management/General	152,138
Fundraising	154,651
Total	\$1,430,533

*Based on our 2011 audited financial statements.

Read more at www.redrover.org/financial.

2011 BY THE NUMBERS

18

RedRover Responders **deployments**: natural disasters, puppy mill seizures, hoarding cases and other significant abuse situations

4,300

Animals helped through RedRover Responders

8,750

RedRover Responders **volunteer hours**

148

New RedRover Responders **volunteers trained**

447

RedRover Relief **grants issued**

2,819

RedRover Relief **applications received**

\$87,339

RedRover Relief **grant dollars**

321

Number of RedRover Readers **visits**

2,684

Children reached through RedRover Readers

39,000

My Dog is Cool **fliers distributed**

1 YOU!

Number of people it takes to make an impact

**WE EACH CAN MAKE A DIFFERENCE
IN THE LIVES OF ANIMALS.**

Caring for animal victims of disasters, cruelty and neglect

IN 2011, RedRover Responders volunteers deployed to 18 crises to care for thousands of animals in need. These 266 volunteers provided 8,750 hours of shelter and care for 4,300 animals displaced by natural disasters, puppy mill seizures, hoarding cases and other significant abuse situations. Here is a look at some of our work from last year:

IN FEBRUARY, 25 RedRover Responders volunteers deployed to Springfield, Ohio, to help care for 350 dogs removed from overcrowded and filthy conditions at a private animal sheltering operation. Rescuers found these dogs housed in hog barns, living in stacked crates and in their own waste, alongside rats and other vermin. RedRover Responders volunteers stepped in to provide daily care and comfort for these deserving animals.

IN MAY, 14 volunteers cared for more than 500 cats, dogs and other companion animals who were displaced by flooding in Kennett, Missouri.

A MONTH LATER, we deployed 20 volunteers to help care for 700 cats removed from deplorable conditions at a private cat sanctuary in Alachua County, Florida.

IN JULY, 15 RedRover Responders volunteers deployed to care for approximately 300 pets displaced by flooding in Minot, North Dakota.

IN NOVEMBER, we sent 12 volunteers to Garland County, Arkansas, to care for 170 dogs removed from a puppy mill. Volunteers found puppies living in their own filth and in substandard conditions, with skin infections and flea infestations. Volunteers worked 10 to 12 hour days through Thanksgiving week to socialize the dogs and ensure they had clean housing, food and daily care.



WE WELCOMED 148 NEW REDROVER RESPONDERS VOLUNTEERS TO OUR TEAM, training them at 7 workshops in 6 cities throughout the United States. RedRover Responders also continued its membership and leadership in the National Animal Rescue and Sheltering Coalition. ♥

REDROVER RESPONDERS GOAL FOR 2015:

Increase the number of RedRover Responders volunteers by **50%**

HOW YOU CAN HELP: Watch our Facebook page for volunteer training workshop announcements in your state and share them with local animal lovers: www.facebook.com/RedRoverOrg.





Keeping a promise to 66 rescued dogs and puppies

LESLIE ZUREICK WAS COMMITTED to saving Ruth Wilder's dogs.

Ruth was living in extreme poverty with dozens of dogs on her rural property in Brown County, Ohio. She struggled to afford food or veterinary care for the 66 dogs she had collected and was hardly able to afford medication for herself. Ruth was overwhelmed. However, unlike most hoarders, she decided to surrender the dogs and reached out to the Brown County Humane Society (BCHS) for help.

Leslie, BCHS President, was set on rescuing the dogs from these difficult hoarding conditions and keeping her promise to Ruth that the animals would not be euthanized if she surrendered ownership.

With little resources or expertise in field seizures and emergency sheltering, the small but determined Brown County Humane Society called on the RedRover Responders program for support.

In June 2012, twelve RedRover Responders volunteers traveled to Ohio to set up a temporary shelter for the beleaguered dogs, who suffered from conditions typically associated with hoarding: skin disease, eye infections and parasites. RedRover Responders volunteers assisted Jenny Cowdery, DVM,

with the intake exams and vaccinations. And for the next 12 days, the volunteers coaxed the timid dogs back to life.

The dogs began to settle into their safe shelter. Pregnant females nested, puppies mewled and the adults checked out their new digs. Despite the neglect they had suffered, the 66 dogs proved to be sweet and loving, and responded well to simple daily care, including good nutrition, clean cages and baths.

RedRover Responders volunteers also played an instrumental role in placing the dogs with rescue groups. Nova Keaton conducted outreach to rescue groups to take some of the dogs into their programs. Marcia Goodman, another RedRover Responders volunteer

RedRover is the best organization ever! Out of all the groups I have ever worked with, I've never come across a group that has been so nice, cooperative, resourceful. You took what could have been an awful situation and made it fun. You are just wonderful people.

— LESLIE ZUREICK

and Communications Assistant, took adoption photos for the BCHS's special Facebook page to showcase the dogs' gentle spirits. As of this writing, each dog and pup has either found its forever home, or has been placed in foster homes committed to connecting them with loving families.

The work of the RedRover Responders program made a lifelong impact on these animals, giving them a chance at loving forever homes. It also provided a much-needed boost to a small humane society striving to do the right thing by the animals in their county. Leslie had kept her promise to Ruth. ❤️



Helping to care for animals in life-threatening situations through financial assistance

WE CONTINUED TO SEE A HIGH DEMAND FOR REDROVER RELIEF GRANTS IN 2011, receiving 2,819 applications for financial assistance. As one of the

only animal emergency programs of its kind, RedRover Relief provided guidance, case management and financial assistance to Good Samaritans, animal rescuers and pet owners to help them

2,819

APPLICATIONS FOR FINANCIAL ASSISTANCE

obtain emergency veterinary care for animals in life-threatening situations. RedRover Relief case managers also partnered with domestic violence shelters to help victims

22

ANIMALS ESCAPED TO SAFETY

safely escape abusive environments without having to leave their pets behind.

447

REDROVER RELIEF GRANTS

Through these efforts, we helped 22 animals escape to safety. RedRover Relief staff issued 447 grants, totaling \$87,339. ♥



REDROVER RELIEF GOAL FOR 2015:

Double the RedRover Relief budget

to increase the number and size of grants awarded

HOW YOU CAN HELP: Recruit a friend to become a member of RedRover. We rely on the support of generous donors like you to provide financial assistance to help pets in life-threatening situations.

In Your Words

"A couple months ago, my house burned down and I lost all of my fur babies. I had a puppy, a bunny, two mice and my kitty, Wizard. When the fire department arrived, the only one they could revive was Wizard. They sent him to a vet's office; Wizard needed tons of IV's, medicine, and was placed in an oxygen therapy tank for three days. Being that we lost everything in the fire and had no money, a friend on Facebook told us to try RedRover. I filled out my application and not even 15 minutes later I got a phone call telling me that I had a RedRover Relief grant coming my way! But even then, my vet bills exceeded the amount of money that we had, so RedRover also put a picture of Wizard on their

website with a phone number to text in donations. And as if that weren't enough, they also offered to match the donations made within 24 hours! They helped me so much in my time of utter despair. Now, my family is rebuilding and I have one very happy and healthy kitty who is a blessing to us every day. Each day I thank God that RedRover is around, and I will be volunteering and spreading the word about them!

♥ LEAH N.



Wizard, a 2012 RedRover Relief grant recipient

Share your RedRover story on GreatNonprofits.org

Encouraging people to watch for and report animal abuse and neglect

USING PUBLIC EDUCATION AND STRATEGICALLY PLACED FINANCIAL INCENTIVES,

RedRover Reporters led the way in making animal welfare everyone's responsibility. The

program encouraged people to watch for and report animal abuse and neglect, and raised publicity for unsolved animal cruelty cases in

order to help bring abusers to justice.

This program also saved lives by telling people about the dangers of leaving

dogs in hot cars through the My Dog is Cool campaign. We provided over 39,000 "Is it too hot in here for me?" fliers to animal advocates wanting to help spread this important safety

The program encouraged people to watch for and report animal abuse and neglect, and raised publicity for unsolved animal cruelty cases in order to help bring abusers to justice.

message and educated more than 70,000 visitors through MyDogsCool.com. Additionally, RedRover Reporters produced a short public safety video, teaching viewers how to prevent and address hot car animal emergencies.

Visit MyDogsCool.com to see what happens to a "chocolate dog" on a hot day and share it with pet owners. ♥



My Dog is Cool

Visit MyDogsCool.com to see what happens to a "chocolate dog" on a hot day, then share it with pet owners.



REDROVER REPORTERS GOAL FOR 2015:

Initiate a volunteer crew of RedRover Reporters

HOW YOU CAN HELP: Be vigilant about watching for and reporting situations of animal abuse and neglect. Visit www.redrover.org/reporters for information, then go to www.mydogiscool.com for resources for educating others about the dangers of leaving dogs in hot cars. You can help save lives by ordering a pack of our educational My Dog is Cool fliers to share with local veterinary offices, animal shelters, pet supply stores and fellow animal lovers.

Helping children explore the bond between people and animals

THE REDROVER READERS PROGRAM CONTINUED TO GROW IN 2011.

Through this innovative program that aligns with academic content standards, RedRover Readers volunteers helped 2,684

children explore positive relationships between people and animals through stories and discussion.

The program added 40 new, carefully screened and trained RedRover Readers volunteers

who worked with other volunteers and staff to provide a total of 321 visits in

elementary school classrooms,

after-school programs,

animal shelters and

other venues to read

to children and lead

meaningful discussions,

helping children develop

critical thinking skills and empathy.

RedRover continued to lead the Humane Literacy Coalition, which is working to

unite humane education vision and goals,

conduct research and integrate

humane education into

public schools. ♥

40

TRAINED
VOLUNTEERS

321

VISITS TO
CLASSROOMS

2,684

CHILDREN
EXPLORED PEOPLES'
RELATIONSHIPS
TO ANIMALS



The RedRover Readers program is a social and emotional learning experience that promotes positive relationships and empathy through stories and critical thinking discussions.



REDROVER READERS GOAL FOR 2015:

To reach 30,000 children with the opportunity to practice empathy for animals

HOW YOU CAN HELP: Contact local elementary schools to tell them about the RedRover Readers program. Share this article with teachers to encourage them to sign up for the online training course starting on October 27.



Rallying the online community for RedRover Readers

REDROVER READERS IS ANNOUNCING EXCITING PLANS TO REACH MORE CHILDREN THAN EVER

BEFORE through its unique and impactful humane education program.

This year, we are harnessing the power of social media to support teachers' efforts to promote empathy and critical thinking in their classrooms.

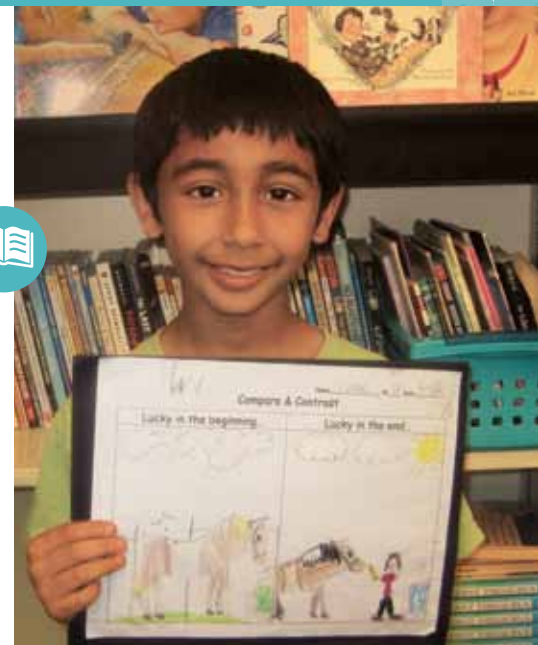
Through Facebook Causes, an online social networking website designed for individuals to help nonprofits, community members can raise funds to send a RedRover Readers Celebration Book Party Pack to educators newly trained in the RedRover Readers program. The Celebration Book Party Pack includes everything a teacher would need to implement the program:

a set of five humane-themed books, stickers, pencils and the entire RedRover Readers curriculum.

Do you know a teacher? Teachers who register for and complete the online RedRover Readers training course this

This year, we are harnessing the power of social media to support teachers' efforts to promote empathy and critical thinking in their classrooms.

fall can participate in the RedRover Readers Facebook Cause — an opportunity for educators, parents and community members to rally together in support of



empathy and compassion in the classroom.

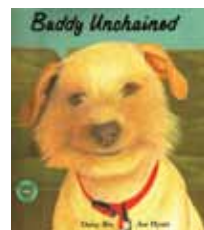
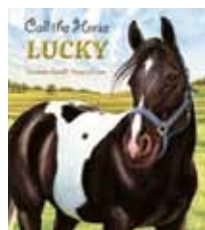
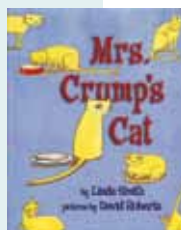
When a community raises \$250 to support an educator through Facebook Causes, they are giving a newly trained teacher the tools necessary to develop their students' compassion and critical thinking through RedRover Readers — not just for 2012–2013, but for many school years to come. ♥

Are you ready to bring the RedRover Readers program to your community?

- **Share this article with local teachers** and tell them about the RedRover Readers program, which helps children develop critical thinking skills and compassion to become responsible citizens.
- **Direct them to register** for the online RedRover Readers training course, which starts on October 27.
- **Go online to www.redrover.org/readers** for more information about Facebook Causes and see how you can get involved.

The online RedRover Readers course runs October 27 through November 10.

It is a self-paced online training entitled, "Humane Literacy: Promoting Empathy, Critical Thinking and Language Skills in the Classroom." RedRover's online training is offered through Humane Society University. Visit www.redrover.org/readers for registration information.





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Happy ending for Riley

KITTEN SEASON WAS IN FULL SWING in Maumee, Ohio, when a Good Samaritan came across a colony of 10 feral kittens. A white and black kitten stood out from the rest — he was very friendly and easy to approach. It didn't take long for the rescuer to realize that the kitten's back leg was seriously injured. Upon examination, it was revealed that Riley had a broken leg that had gone untreated for quite some time. After contacting Planned Pethood, Inc., a local rescue, for help with the kittens' spaying

and neutering, the rescuer also reached out to RedRover Relief for assistance with Riley's medical care. A Planned Pethood volunteer wrote to RedRover, "It is peak kitten season here and our finances are being stretched to the limit."

.....
Their plea was answered
with a \$150 RedRover
Relief grant to help pay
for Riley's treatment.
.....

Riley's surgery was a success and he has grown into a healthy, social, young cat. Because the injury was so far gone, Riley's leg had to be removed. He is currently in a foster home recovering from surgery, learning to get along as a three-legged kitty. Soon, he will be placed up for adoption. We wouldn't be surprised if adopters jump at the chance to provide Riley a forever home. ♥

To learn more about Planned Pethood's adoptable animals, visit www.plannedpethood.org.

