



2018 Annual Report: Better Together

A kids' app for a kinder future • Belle's Happy Tail after Hurricane Harvey • The Purple Leash Project gives pets safe refuge



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Greetings!

I AM SURE YOU FEEL AS WE DO

that pets are family and that we are better together. By being a part of our organization, you are helping animals in crisis and ensuring that their lives with people are free of unnecessary suffering. Thank you!

I think 2018 may have been my favorite year at RedRover to date. Our increased marketing efforts have brought a lot more attention to our program work, allowing us to increase our budget, hire more people and help more animals. Our staff and volunteers are energized, passionate, engaged and leverage their strengths to maximize what we can accomplish as a team.

We purchased our own building, setting the stage for a larger capacity for growth and financial stability, while also ensuring that

we can have our dogs, bunnies, cats and foster kittens visit the office!

We had 14 RedRover Responders deployments in 2018, helping thousands of animals and the people who love them. We now help more than 170,000 kids a year better understand and consider the wellbeing of animals through our *Kind News* magazine and RedRover Readers program. And we have made an enormous impact in the area of domestic violence and pets, distributing grants to 20 more domestic violence shelters so they can become pet-friendly. We only have six states left to meet our 2020 goal of establishing a pet-friendly domestic violence shelter in every state!

Our amazing new partnership with Purina will enable us to meet this goal, as well as increase awareness about the role pets play in the control and

manipulation of domestic violence victims. No person or pet should have to stay in an abusive home simply because they have nowhere else to go. RedRover and Purina are ensuring pets and people have the support they need to escape abuse and stay together through our Purple Leash Project. Learn more about the project and how you can help in this issue.

Warmly,

NICOLE FORSYTH
President and CEO

P.S. Enjoy this 2018 Annual Report edition of *Companion*, and know that your help makes all of this possible!

Board Directors

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Anna Straus

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Help create a kinder future for animals with “Raja Book 3”

WE ARE EXCITED to announce the release of “Raja Book 3,” the last empathy app in *The Restricted Adventures of Raja* series. This graphic novel and digital game app inspires kids to make the world a better place, while helping them develop empathy for people and animals. “Raja Book 3” is now available to download in the Apple App Store, Amazon and Google Play! Between \$0.70 and \$0.99 of each download supports RedRover’s mission! ♥



Here are some quick and easy ways you can help:

- Download the app
- Write a review of “Raja Book 3” in the app store
- Watch the recording of our Empathy App Launch event at RedRover.org/empathyapp

Learn more at RedRover.org/empathyapp

available at
amazon appstore

Download on the
App Store

GET IT ON
Google Play

Ballot for election of board directors



JENNY COUPE lives with her partner and their three rescue cats Mijo, Ryan and MuShu in San Jose, CA. As an army brat she grew up all over the world but regardless of where she lived, the house was always filled with dogs and cats. Jenny has a strong passion for animals and is very active in several organizations including the Best Friends Animal Sanctuary, Hope for Paws and The Soi Dog Foundation.

Jenny is a fourth generation Californian and has spent the last 25 years as a Marketing Executive in Silicon Valley. She holds a B.A. degree in Political Science from the University of the Pacific. ♥

Make your vote count

For your vote to be counted, please mark your vote on the enclosed postage-paid envelope and mail it by June 14. For a director to be elected by written ballot, he or she must receive a majority of affirmative votes. Votes withheld are not counted for or against a director.

Can an app build connection and improve the lives of animals?

By Nicole Forsyth, RedRover President & CEO

IN TODAY'S DAY AND AGE,

you have likely come across the question of whether spending too much time with digital technology is bad for kids—as well as adults. I have worried myself that “screen time” may be leading to more disconnection and loneliness in society. So why did I lead the charge for RedRover to create an app...on a screen...as a means of fostering empathy?

First of all, an app can reach more people who otherwise may not have exposure to the RedRover Readers program. The full RedRover Readers program trains educators in how to use specially-chosen stories paired with questioning strategies to help kids learn the **three steps for empathy**:

1

Recognize emotional states

2

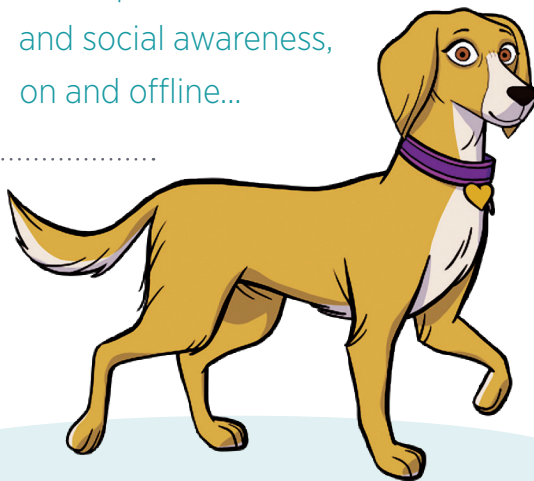
Share emotional states

3

Regulate emotional states to make better decisions and build positive relationships



Kids are growing up in a totally different world, and a compassionate and empathetic future will require more self- and social awareness, on and offline...



The Restricted Adventures of Raja book app series provides an interactive RedRover Readers experience that is as close to the program implementation as possible without a student having to physically be in a classroom with a trained educator.

Secondly, the app is designed to encourage connection. Surprisingly, the amount of screen time kids get has remained relatively stable since I was a child; it is just the types of screens that have changed. And it is not the screen itself that isolates someone, it is the content and how we engage with the content and communicate with others through technology. Rather than perpetuate the silo effect that can so easily

“The full RedRover Readers program trains educators in how to use specially-chosen stories about human-animal relationships paired with questioning strategies to help kids learn the three steps for empathy...”



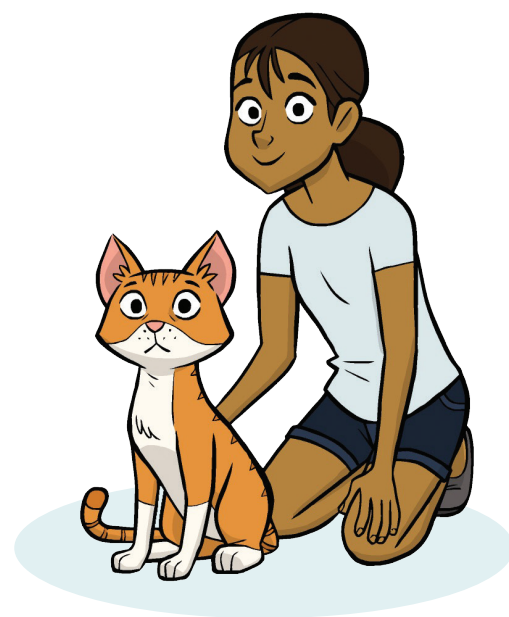
happen, the Raja apps are designed for an adult to read with kids and use the pop-up questions to initiate conversations about animals and emotions and the relationships between the various characters and their own lives.

Although practicing face-to-face communication is extremely important, kids also need to learn what empathy looks and feels like digitally. All empathy takes practice and guidance, and kids need better models of how to do this well in person *and* online. Kids are

growing up in a totally different world, and a compassionate and empathetic future will require more self- and social awareness, on and offline, in order for kids to become competent and responsible citizens and have happy, healthy relationships with animals and people.

Digital technology can open doors as much as close them; being an optimist I see them opening, but not without help. ♥

Read the full blog at RedRover.org/buildconnection.



A second chance for a Hurricane Harvey hero

BELLE, a five-year-old Rhodesian Ridgeback mix, wasn't just a beloved member of the family; she was also responsible for helping her family escape Hurricane Harvey.

During the storm, David and his family—including his two dogs, Belle and Pumpkin—had to be rescued by boat due to severe flooding. David is in a wheelchair, and Belle often helps him with daily tasks. During the family's rescue, Belle actually pulled David's wheelchair across the highway to drier ground where help could get to them.

"After the surgery, Belle's smile never left... we are forever grateful."



So when Belle broke her leg and needed surgery, David knew he had to do everything he could to help her.

Because of the location of the break, the veterinarian recommended amputation. David was able to come up with some funds for surgery, but being disabled and on a fixed income, the total cost was more than he could cover on

his own. He reached out to RedRover for help, and thankfully, we were able to provide a grant to cover the remaining surgery costs.

Within a week, Belle was able to get the surgery she desperately needed and has since made a complete recovery—she's even adjusted well to life with three legs! Belle's family says, "After the surgery, Belle's smile never left...we are forever grateful." Belle is now back to playing with her sister Pumpkin, assisting David with his daily tasks, and being spoiled by her loving family.

Thank you for helping this Hurricane Harvey hero get her smile back—and keeping Belle with the family who loves her. ♥

For more Happy Tail stories, visit RedRover.org/happytails.

Partnering with Purina for the Purple Leash Project

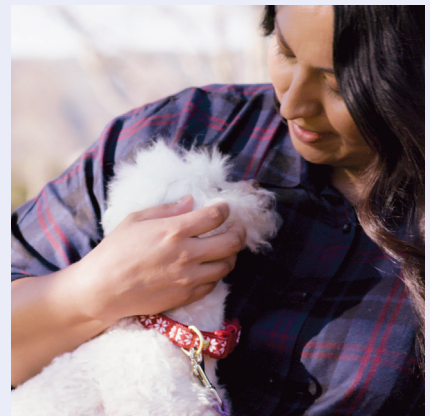
WE ARE EXCITED TO ANNOUNCE

our partnership with Purina on the Purple Leash Project, which helps more domestic violence shelters across the United States become pet-friendly—so pets and their people can escape abuse together.



Purina is committing more than \$500,000 over the next four years to RedRover + Purina Purple Leash Project grants through RedRover's Safe Housing program. These grants will be awarded twice a year and will provide the funding and resources needed to transform domestic violence shelters into safe spaces for survivors with pets. ♥

Learn how you can help this initiative at RedRover.org/purpleleashproject.



Building a better future for pets

IN FEBRUARY, our RedRover Responders team was on the ground at Sojourner Center in Arizona, assisting GreaterGood's Safe Haven team to expand the domestic violence shelter's pet-friendly spaces. Over six days, the volunteers and crew built a "catio," demolished walls to renovate dog and cat rooms, and enhanced outdoor kennels.

Last month, we teamed up with Safe Haven again to help Refuge House, a domestic violence shelter in Florida, become pet-friendly. Our RedRover Responders volunteers were on the ground renovating the shelter to include new indoor/outdoor dog kennels, a dog visitation lounge, a dog play yard, new cat cages, a cat colony room, and an outdoor "catio."

Refuge House was also the recipient of our first Purple Leash Project grant, in partnership with Purina! This partnership helps expand the Safe Housing program and allows RedRover to expedite its goal of establishing a pet-friendly domestic violence shelter in every state by 2020. We're working to ensure that domestic violence shelters in the remaining states of Hawaii, Maine, Mississippi, New Hampshire, Rhode Island and West Virginia will become pet-friendly soon.

We're so happy that this project will enable more survivors to find safe haven with their pets! ♥

To see more photos, visit our Facebook page: facebook.com/RedRover.org.



Over six days, the volunteers and crew built a "catio," demolished walls to renovate dog and cat rooms, and enhanced outdoor kennels.



2018 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 2018, **we thank you for your dedication to RedRover and the animals.**



WE LOVE OUR VOLUNTEERS!

Our caring volunteers generously gave more than 4,319 hours of their time providing emergency sheltering and care for rescued animals and helping children develop empathy for animals in 2018.

Fair market value of volunteer hours in 2018:
\$106,636

RedRover Financials

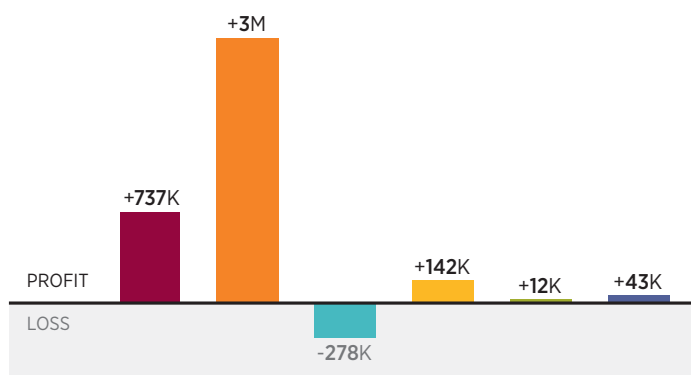
THANK YOU! Your love of animals helps us bring so many of them out of crisis and into care and strengthen the bond between people and animals. Thanks to your devoted membership and generous contributions, you gave a total of \$3,726,779 in 2018. We received a four-star rating — the highest possible — from Charity Navigator for excellent financial management and accountability. We are pleased to report that 82 cents out of every dollar was spent on programs serving animals, and 18 cents was spent on supporting services. RedRover closed 2018 with \$6,692,260 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.

2018 Income Breakdown*



Bequests	\$ 737,829
Contributions	3,020,820
Interest and investment income**	-278,592
Program services	142,617
In-kind donations	12,988
Other income	\$ 43,444

TOTAL

\$ 3,679,106

*Based on our 2018 unaudited financial statements.

View the audited statements at [RedRover.org/financial](https://www.redrover.org/financial).

**Unrealized investment loss due to fluctuations in value of investments at end of 2018.

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
- **147** readings and classroom visits were conducted
- **9** training workshops held
- **106** new volunteers, teachers and educators were trained
- **154,615** children reached through *Kind News* magazine
- **71,660** total estimated children reached through the RedRover Readers program to date

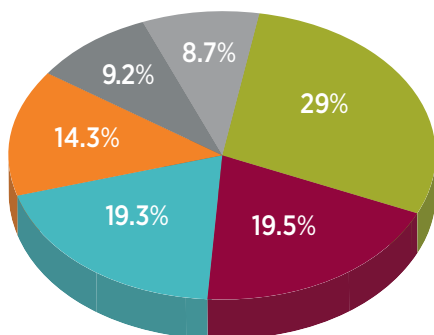


A year of growth for RedRover Readers

2018 was a very exciting year for the RedRover Readers program! *Kind News*, our humane themed children's magazine, has reached 154,615 children to date and continues to grow. We facilitated nine RedRover Readers trainings and taught 106 educators how to use the program to promote empathy and critical thinking with their students, effectively reaching an estimated 71,660 children to date. ♥



2018 Expense Breakdown*



RedRover Relief	\$ 1,059,739
RedRover Responders	714,591
RedRover Readers	707,070
Advocacy, Public Education and Outreach	521,823
Total program services	\$ 3,003,223
Management and General	338,496
Fundraising	317,901
Total supporting services	\$ 656,397
TOTAL EXPENSES	\$ 3,659,620

*Based on our 2018 unaudited financial statements.
View the audited statements at [RedRover.org/financial](https://www.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.

- **2,256** animals in crisis were helped through emergency sheltering and care services
- **3,586** more animals were helped through advice and other services from RedRover staff
- **4,026** hours of volunteer work providing direct sheltering and animal care services



Disaster Resources

IN 2018, our RedRover Responders team deployed to five natural disaster emergency responses, including Hurricane Florence and the Camp Fire. We also distributed seven disaster relief grants totaling \$206,261, helping 678 animals affected by natural disasters including Hurricane Harvey and Hurricane Michael. These grants are designed to help communities rebuild after massive disaster.

Another way we support communities in times of crisis is by providing natural disaster resources for pet owners on our website and social media. If you hear of a natural disaster or need resources in your area, please visit our website or Facebook page and share our resources on your networks. ♥



2018 Emergency Responses

MAR 26-31

Rabbit Rescue
Sacramento, California

JUN 29-JUL 1

Remote Area Medical Clinic
Harrogate, Tennessee

JUL 11-21

Dog and Cat Rescue
Jones County, Mississippi

AUG 1-7

Carr Fire
Anderson, California

SEP 17-26

Puppy Mill
Stevens County, Washington

SEP 22-28

Hurricane Florence Relief
Florence, South Carolina

SEP 29-OCT 3

Puppy Mill
Stevens County, Washington

OCT 16-20

Hurricane Michael Relief
Pensacola, Florida

OCT 19-23

Hurricane Michael Relief
Freeport, Florida

OCT 20-23

**Domestic Violence
Pet Shelter Build**
Wayne, Michigan

NOV 18-23

Cat Hoarding
San Marcos, Texas

NOV 19-24

Camp Fire
Chico, California

DEC 14-17

Community Cat TNVR
Taylor County, Florida

DEC 15-18

**Domestic Violence
Pet Shelter Build**
New London, Connecticut

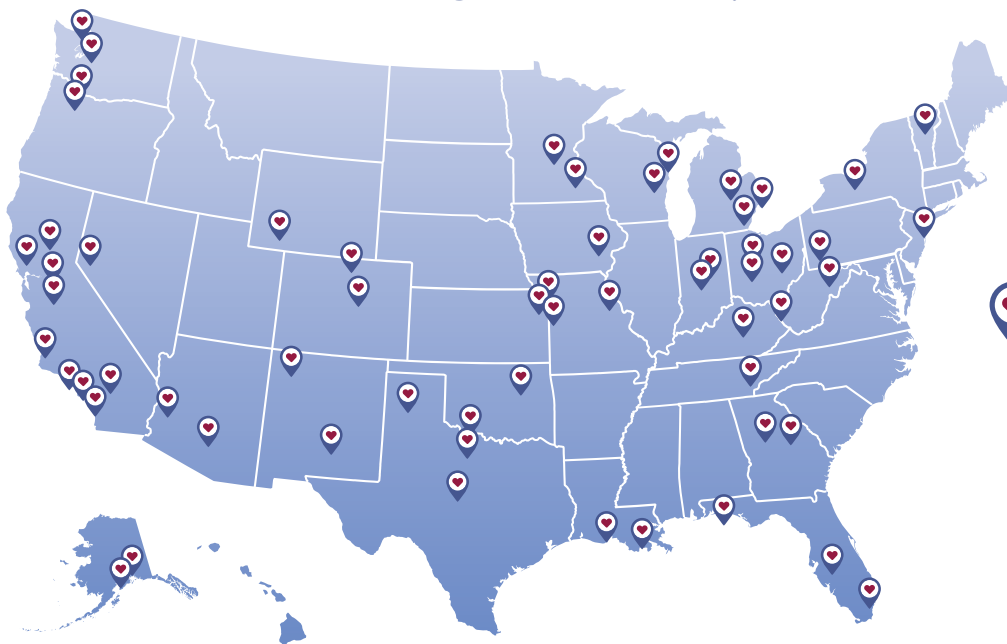
RedRover Relief

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.



- **498** pets received urgent veterinary treatment through \$133,508 in financial assistance
- **4,074** animals were helped through consultation and other referral from RedRover staff
- **210** animals in domestic violence situations were helped through RedRover's Safe Escape program
- **880** estimated total of animals in domestic violence situations helped through Safe Housing program
- **6,823** nights safe from abuse for domestic violence victims' pets were given, totaling \$120,891 in grants
- **20** domestic violence shelters received \$310,499 from RedRover's Safe Housing program to build on-site housing for pets
- **657** programs listed on SafePlaceforPets.org to help pets escape domestic violence at the end of 2018

Safe Housing Grant Recipients



Safe Place for Pets

Visit Safeplaceforpets.org to see all the domestic violence shelters and programs in your area with pet housing or resources for survivors who have pets.

RedRover has helped make more than 70 domestic violence shelters across the U.S. become more pet-friendly.



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Companion is printed using vegetable-based inks on paper made entirely from recovered fiber.

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.



Learn more at
KindNews.org.

Kind News is a Parents' Choice approved award winner for 2019!

"**KIND NEWS**" magazine's goal is to help children understand how important it is to be kind to animals, and to people too. Via stories, facts, questions and games, the eight-page publication's message is clear: the bond between humans and animals is important; empathy for others enriches the lives of both... For classrooms and/or parents seeking affordable and relatable ways to teach empathy, *Kind News* demonstrates the practice of learning to care for and about others."

♥ Parents' Choice Children's Media and Toy Reviews

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.