

Programs Overview

RedRover Responders

Shelters and cares for thousands of animals displaced by natural disasters and helps reconnect them with their human companions. RedRover Responders has deployed volunteers to more than 200 crises, including wildfires, floods, tornadoes, hurricanes, puppy mill seizures and cruelty and neglect cases in the United States and Canada.

- There are currently 4,300+ active, trained RedRover Responders volunteers in the United States and Canada.
- 200 RedRover Responders volunteers undergo training per year on average.
- RedRover Responders volunteers must attend a half day training and are required to complete a FEMA online course.
- Volunteers are trained in emergency sheltering and caring for animals in stressful situations. They also educate communities about the need to include animals in disaster planning.
- In 2019, volunteers responded to 16 emergencies, sheltering more than 1,750 displaced animals.
- RedRover Responders average 11 deployments per year.

RedRover Relief

Provides financial assistance, resources and emotional support to pet owners and Good Samaritans to help them care for animals in life-threatening situations. Through this program, resources are also available to help domestic violence survivors escape abusive environments with their pets.

- RedRover Relief offers Urgent Care grants to pet owners struggling with economic hardship when pets are in life-threatening situations. Case managers provide emotional support and guidance throughout the application process.
- RedRover Relief also offers Safe Escape grants to provide boarding and vet care while a domestic violence survivor is in shelter.
- Since 2012, RedRover's Safe Housing grants have helped domestic violence shelters become pet-friendly
 - RedRover's Safe Housing On-site grants allow domestic violence shelters to build housing for pets at their shelters.
 - RedRover's Safe Housing Startup grants allow domestic violence shelters to create their own programs to help domestic violence survivors and their pets escape together.
 - RedRover's Safe Housing Off-Site and Animal Shelter grants enable domestic violence shelters to partner with an animal shelter or rescue sanctuary to build housing at their facility specifically for animals whose owners are staying at the domestic violence shelter.
- RedRover's SafePlaceforPets.org is a national directory of pet support programs for those seeking to escape domestic violence with their pets.

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RedRover Readers

Designed to prevent animal neglect and abuse by helping educators teach kids the three steps to empathy: recognize emotional states, share emotional states and regulate emotions to make better decisions about how to treat people and animals.

- RedRover Readers curriculum is a Social and Emotional Learning program that aligns with curriculum standards in the United States and Canada.
- RedRover provides training opportunities for teachers and volunteers (online and in-person professional development workshops).
- The program's academic, non-judgmental approach challenges students to think critically about the role of animals in our lives, and can be seamlessly implemented in schools, after-school programs, shelters and other venues.
- Trained teachers read carefully selected, illustrated books and follow a research-based teaching methodology that combines listening, discussion and reflection to learn about animal behavior and emotions and practice empathy.
- Since 2007, RedRover Readers has reached more than 103,000 children nationwide and trained more than 2,200 teachers, humane educators and volunteers to implement the program.
- RedRover launched a book and game app series called The Restricted Adventures of Raja as a complement to the RedRover Readers program.
- RedRover acquired Kind News Magazine™ to further expand the reach of its educational approach.