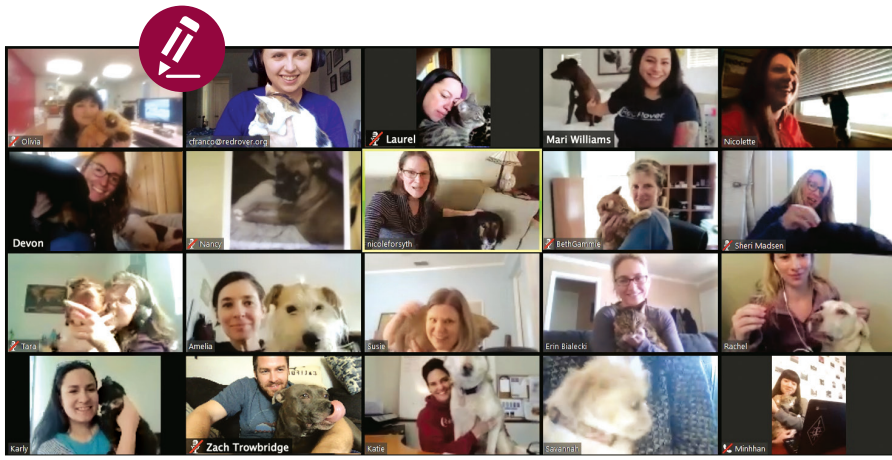




## 2019 Annual Report: Hope in Times of Crisis

A young hero steps up for animals • Braxton's second chance •  
What's it like helping 145 rescued animals?





[facebook.com/RedRoverOrg](https://facebook.com/RedRoverOrg)

[twitter.com/RedRoverOrg](https://twitter.com/RedRoverOrg)

[youtube.com/RedRoverOrg](https://youtube.com/RedRoverOrg)

[instagram.com/RedRoverOrg](https://instagram.com/RedRoverOrg)

[pinterest.com/RedRoverOrg](https://pinterest.com/RedRoverOrg)

## Greetings!

**I HOPE YOU AND YOUR LOVED ONES ARE WELL** given the COVID-19 crisis.

RedRover has expanded our RedRover Relief assistance programs to help more people and animals in crisis, particularly those impacted by COVID-19. If you want to learn more about our response and how you can help, please visit [RedRover.org/coronavirus](https://RedRover.org/coronavirus).

We have been greatly heartened—as I am sure you have—to see so many people step up to help during this difficult time. For example, many shelters were inundated with requests to foster animals in homes. Our efforts here are dedicated to making sure people are able to maintain their bonds with their pets. This means no one should be forced to surrender or

euthanize pets due to unemployment, illness, veterinary emergencies or other crises. Your continued support of RedRover makes this possible, and I am so deeply grateful to you.

This issue of the *Companion* features an 11-year-old hero for animals. During the COVID-19 crisis we have heard about so many heroes and continue to share these stories on social media. Our *Kind News* magazine also shares inspiring stories for kids to help motivate the next generation of kindness heroes. You can help spread these positive stories and inspire more people by following us on social media, sharing stories with your friends or giving a *Kind News* subscription to a child you know at [KindNews.org](https://KindNews.org).

Every time I hear about someone going above and beyond to help animals, I feel such a sense of hope that no matter what our society faces, there are always people to help. People like you. Thank you for believing in our mission and for being there when people and animals are at their most vulnerable.

Warmly,

*Nicole*

**NICOLE FORSYTH**  
President and CEO

P.S. Enjoy this 2019 Annual Report edition of *Companion*, and know that your support makes our lifesaving work possible!

## Foster Drive-thru



Last dog!

**IN RESPONSE TO COVID-19**, people around the world have stepped up to help one another and ensure that animals are safe and cared for. In March, Sacramento's Front Street Animal Shelter put out a plea for foster homes, and the community responded. Every dog in need (more than 100 total) got out of the shelter, and all the cats found safety. A representative said, "The shelter has never been this empty."

Find more heartwarming stories on our Facebook page:  
[Facebook.com/RedRoverOrg](https://Facebook.com/RedRoverOrg).

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Barbara Johnson  
Diana Ballew-Raihle  
Sharron Bradley  
Kasey Miller  
Belton Mouras, Jr.  
Jack Stone  
Bradley Carroll  
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# The next generation of Humane Heroes

**LAST YEAR,** RedRover received an email from an 11-year-old named Krithi telling us about a book she wrote about her adopted dog, Sushi. After learning about her amazing passion for animals, we asked if she would join RedRover's Junior Advisory Board — and she agreed!

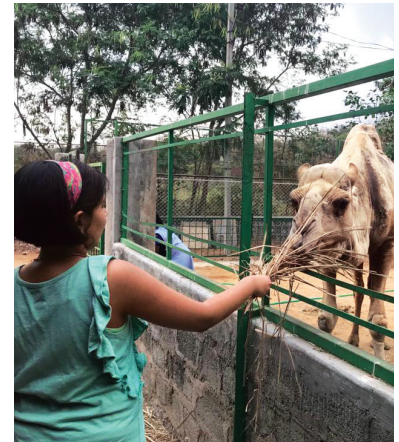
Krithi hopes to become an animal rights lawyer with her own rescue organization one day. But until then, Krithi will focus on creative ways she enjoys helping her furry friends.

When Krithi was seven, she and her family moved from Sacramento, California, to India. India has a high population of stray animals and not enough resources to take care of them all, so Krithi took action! Every Saturday during the school year, Krithi volunteers at an animal organization called Blue Cross in Hyderabad, India. She walks animals, bathes them, and helps with their adoptions.

After school, Krithi spends her time with members of FurEver, an animal club that she started with the help of her principal. They meet every other week to plan their goals, activities, and events. Through school events, they plan to create awareness and raise money for animals.

When Krithi is not planning club meetings, she writes books about her dog, Sushi. When Sushi was adopted, Krithi and her family's lives changed forever.

"He knows exactly how I am feeling," Krithi says. "Whenever I feel low, he cuddles with me and licks me to make me feel better. He is the biggest stress buster for everyone in my family."



Sushi makes everyone feel super safe, loved, and happy, so Krithi decided to write a book series about him called Super Sushi. Krithi hopes to become an animal rights lawyer with her own rescue organization one day. But until then, Krithi will focus on creative ways she enjoys helping her furry friends. Now, as a member of RedRover's Junior Advisory Board she helps make videos for our RedRover Reporters YouTube Channel and pitches content ideas for *Kind News* magazine. ❤️

[Learn more at KindNews.org.](https://www.kindnews.org)



11-year-old Krithi and her dog called Sushi

**Our RedRover Readers team** formed the Junior Advisory Board (JAB) in 2018 as a way to learn from kids what they wanted to see in magazines and apps. Soon the kids were creating their own content — not only for *Kind News*, but also for our YouTube channel RedRover Reporters! JAB has grown to about 10 members, all from different schools — and some even in different states and countries!





## Braxton's Happy Tail

By Savannah Verdon, RedRover Development and Engagement Coordinator

### **BRAXTON, AN ADORABLE CAVALIER KING CHARLES SPANIEL,**

had been poorly cared for and was in bad shape when Bradley and Qiana welcomed him into their home. He had been surrendered to a rescue because his owner was hospitalized and their adult children didn't want to take care of him. While their hands were already full with their two other dogs, Qiana wanted to give this sweet, seven-year-old dog the loving home he deserved.

He had lived a difficult life — Qiana believed he had been severely neglected for quite some time. He was unable to use one of his back legs. His teeth were in dire need of cleaning and extractions. He had a stage 4 heart murmur that required daily medication. His hair was terribly matted, and he had gone without a bath many months or more. His nails were almost grown back into his paw pads.

Bradley and Qiana were overwhelmed, but they committed to giving him the best life they could.

Right away, they took Braxton to a veterinarian to learn what treatment he would need. The veterinarian suspected that Braxton had torn

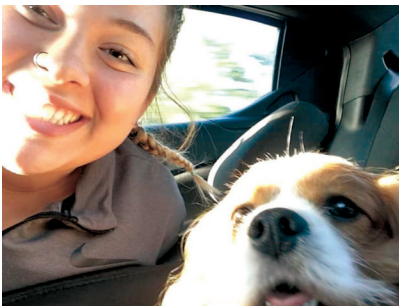


his ACL at some point and had not received treatment, leaving him unable to bend at the knee and dragging his leg behind him. Though his decaying teeth and heart murmur were also made worse by neglect, the veterinarian was hopeful that with proper care, Braxton could thrive.

They started him on heart medication and fitted him with a wheelchair while they worked on rehabilitating his leg, but before anything else

Braxton needed to have his teeth extracted. None of his other progress would matter if he developed an infection. They had a plan to pay for his other treatments moving forward, but his teeth were urgent, and they were out of money.

When Bradley and Qiana submitted their application for a RedRover Relief Urgent Care grant, their dedication to Braxton's health and happiness was clear:



*Qiana and Braxton*



We can't imagine not doing everything in our power to get him the care he needs.

Because of your support, Braxton will enjoy health and happiness with a family that loves him. Thank you for making Happy Tails like this possible! 🍷

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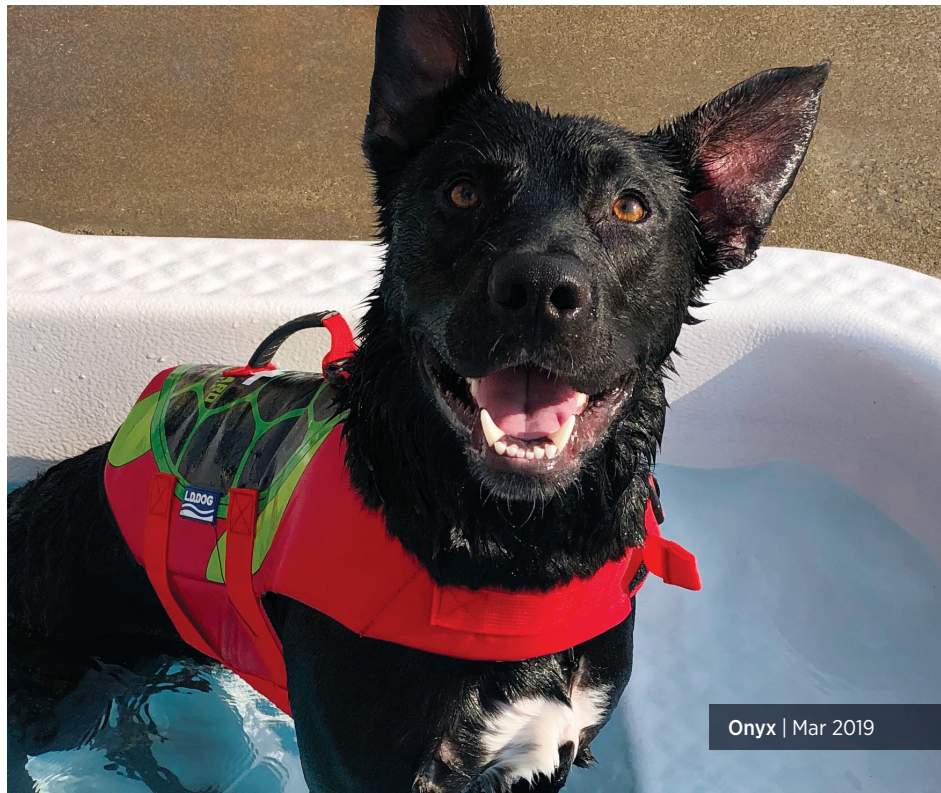
Hime | Feb 2019



Mr. Weenie | Oct 2019



Goosey | Oct 2019



Onyx | Mar 2019



## Life on the Ground: Behind the scenes of a recent deployment

By Devon Krusko, RedRover Field Services and Outreach Coordinator

**THERE WAS A STILLNESS** in the air the day 145 lives were changed forever. The weather in Dixie County, Florida, seemed fitting: cold, rainy and grey. There was a lot of work ahead for us and our partners at the Humane Society of the United States (HSUS). But our RedRover

Many hearts come together from across many states. It's really quite incredible, and every single time I am so grateful to be a part of it.

Responders volunteers were ready. Armed with rubber boots, rain coats and smiles, they arrived to put the finishing touches on a temporary emergency shelter that would hold 145 heartbeats — 145 deserving animals.

We'd been working for two days — scrubbing floors, unpacking supplies, creating vetting stations and setting up temporary kennels. The place had been transformed into a functional — and comfortable — shelter setting. Soft pine shavings were fluffed on the floors, beds were distributed, meals were prepped and water buckets were filled. We were ready.

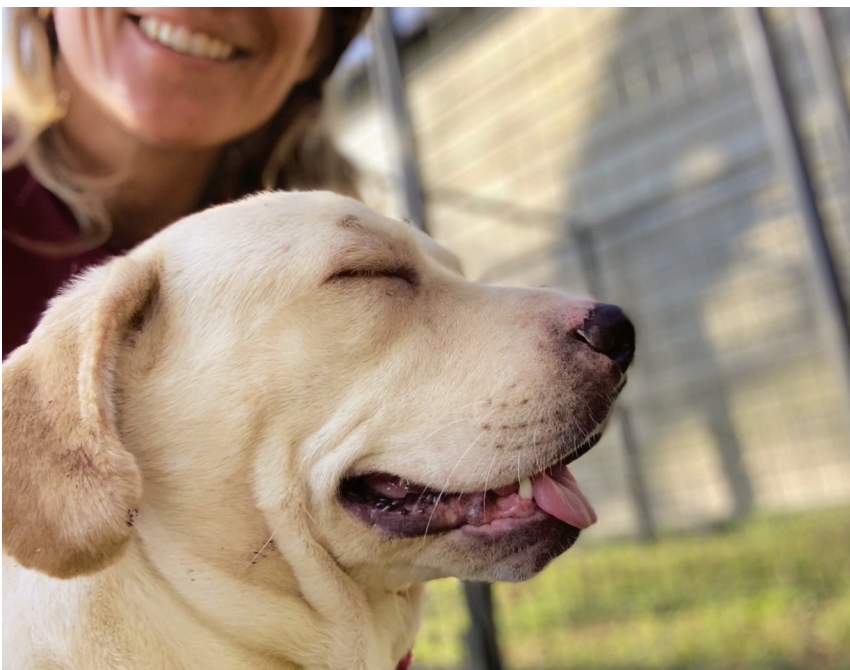
It was dusk when the first transport vehicle of dogs arrived.



There were 54 in the first group. My boots sank deep into fresh mud, the rain pooled at the brim of my hat and dropped onto my clipboard as I made my way to meet the HSUS team. We greeted each other with hugs and respect. It had been a long day for all.

It takes a village to make these rescues happen. A case like this one, where 145 animals were suffering from neglect, may start with a concerned neighbor or a tip to law enforcement. It could be that one person saw something and had the courage and compassion to say something. It takes countless hours of planning, resources,

It takes a village to make these rescues happen.





It takes countless hours of planning, resources, legal documents and preparation to successfully remove and care for this many animals.

legal documents and preparation to successfully remove and care for this many animals. Organizations come together to provide the space, food, medical care, investigative work and supplies to create a team of expert professionals. Veterinarians are on-site at the temporary shelter, and a menagerie of folks who see each other only for events like this are once again reunited. Many hearts come together from across many states. It's really quite incredible, and every single time I am so grateful to be a part of it.

On deployment, there's never enough time. You're up early, you stay late, and there's always more work to do. You get home, vow to never eat pizza again, and reflect on the whirlwind of an experience unique to you. And there's always one furry personality (well, let's be honest, maybe a few) that stick with you. For me, this time around, it was a chunky, short legged, tiny-eared female. Amidst the chaos of doggos barking and jumping for much deserved attention, she sat quietly in her new space, clean and dry, with her belly full. Calm. Content. What a whirlwind of change for her—really, for all of them.

We quickly utilized the outdoor play yard, and I'd be lying if I said I didn't get teary watching her do zoomies in the grass. Pure bliss. Happy life, sweet girl! ♥

## Helping pets escape abuse with the Purple Leash Project

**THROUGH OUR PURPLE LEASH PROJECT PARTNERSHIP WITH PURINA,** we continue to expand our resources to help domestic violence survivors and their pets escape abuse together.

Learn more at [RedRover.org/dvhelp](https://RedRover.org/dvhelp).





# 2019 Annual Report

## YOU DID IT!

You gave lifesaving care to animals. Your support brought RedRover's mission to communities where animals needed care. You are building 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 2019, **thank you for your steadfast dedication to helping animals.**

## 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

\$2,365,410 in 2019. We received a four-star rating — the highest possible — from Charity Navigator for excellent financial management and accountability. We are pleased to report that 84 cents out of every dollar was spent on programs serving animals, and 16 cents was spent on supporting services. RedRover closed 2019 with \$6,022,713 in ending net assets. ♥



### THREE CHEERS FOR VOLUNTEERS!

Our caring volunteers generously gave over 5,350 hours of their time providing emergency sheltering and care for rescued animals and helping children develop empathy for animals in 2019.

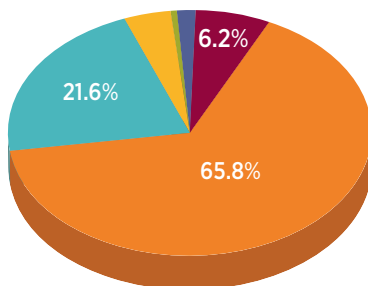
**Fair market value of volunteer hours in 2019: \$136,050**



### 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.

## 2019 Income Breakdown\*



Bequests	\$ 221,024
Contributions	2,365,410
Interest and investment income	777,005
Program services	142,678
In-kind donations	18,795
Other income	\$ 66,277
<b>TOTAL</b>	<b>\$ 3,591,189</b>

\*For complete audited financial statements, visit [RedRover.org/financial](https://www.redrover.org/financial).



# 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.



- 18,357 new children were reached to develop empathy for animals
- 231 readings and classroom visits were conducted
- 12 training workshops held
- 237 new volunteers, teachers and educators were trained
- 146,198 children reached through *Kind News* magazine
- 103,817 total estimated children reached through the RedRover Readers program to date



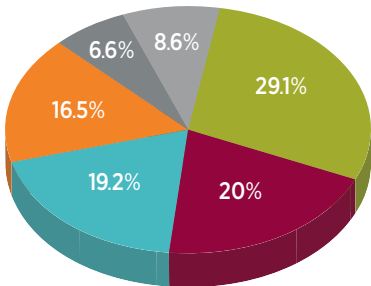
## Inspiring kids for a kinder future

2019 was a very exciting year for the RedRover Readers program! *Kind News*, our humane themed children’s magazine, has reached over half a million children to date and continues to grow. We facilitated 12 RedRover Readers workshops and taught 215 educators how to use the program to promote empathy and critical thinking with their students, effectively reaching an estimated 103,817 children.

The RedRover Readers program reached more than 18,000 children in 2019 alone. Check out a short video with our 2019 program highlights on our YouTube page! ❤️

Watch the video at [Youtube.com/RedRoverOrg](https://www.youtube.com/RedRoverOrg).

## 2019 Expense Breakdown\*



RedRover Relief	\$ 1,210,947
RedRover Responders	832,042
RedRover Readers	800,671
Advocacy, Public Education and Outreach	686,000
<b>Total program services</b>	<b>\$ 3,529,660</b>
Management and General	273,477
Fundraising	356,170
<b>Total supporting services</b>	<b>\$ 629,647</b>
<b>TOTAL EXPENSES</b>	<b>\$ 4,159,307</b>

\*For complete audited financial statements, visit [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.



- **1,750** animals in crisis were helped through emergency sheltering and care services
- **3,856** more animals were helped through advice and other services from RedRover staff
- **4,953** hours of volunteer work providing direct sheltering and animal care services

## 2019 Emergency Responses

**FEB 27-MARCH 3**  
Domestic Violence  
Pet Shelter Build  
Maricopa County, AZ

**APRIL 3-12**  
Domestic Violence  
Pet Shelter Build  
Leon County, FL

**MAY 8-14**  
Animal Hoarding  
El Dorado County, CA

**MAY 31-JUNE 2**  
Remote Area  
Medical Clinic  
Harrogate, TN

**MAY 31-JUNE 8**  
Floods  
Tulsa County, OK

**JUNE 4-12**  
Animal Hoarding  
Decatur, TX

**JUNE 13-23**  
Cat Hoarding  
TX

**JUNE 15-23**  
Dog Hoarding  
Madison, NJ

**JULY 11-18**  
Canine Influenza  
Outbreak  
Oakland, CA

**AUG 6-10**  
Domestic Violence  
Pet Shelter Build  
Androscoggin  
County, ME

**AUG 15-21**  
Dog Hoarding  
Holmes County, FL

**SEP 28-OCT 2**  
Domestic Violence  
Pet Shelter Build  
Salina County, KS

**OCT 15-21**  
Puppy Mill  
Hillsborough  
County, FL

**OCT 25-30**  
Puppy Mill  
Hillsborough  
County, FL

**OCT 28-NOV 6**  
Cat Hoarding  
Pennsylvania

**DEC 5-14**  
Domestic Violence  
Pet Shelter Build  
Hart County, GA

## Help us reach our goal!

**REDROVER RESPONDERS** was busier than ever in 2019. And we expect this pace to continue, considering the predictions of severe natural disasters, as well as our ongoing work deploying volunteers to help build some of the pet-friendly domestic violence shelters we fund. Therefore, we know we will need more volunteers who are ready to respond when they hear the call for help. You can help us reach our goal of 5,000 trained volunteers by 2022 simply by telling others about us. Connect with us through email or social media at [@RedRoverorg](https://www.redrover.org) and share. ❤️





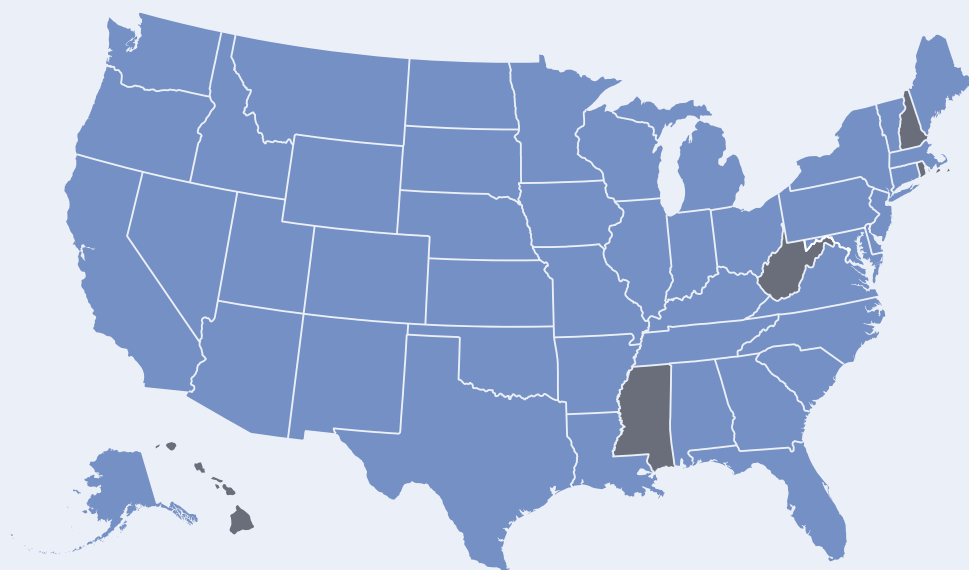
# RedRover Relief

**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 survivors of domestic violence escape abusive environments with their pets.



- **485** pets received urgent veterinary treatment through \$135,204 in financial assistance
- **4,204** animals were helped through consultation and other referral from RedRover staff
- **219** animals in domestic violence situations were helped through RedRover's Safe Escape program
- **1,360** estimated total of animals in domestic violence situations helped through Safe Housing program
- **6,484** nights safe from abuse for domestic violence survivors' pets were given, totaling \$129,500 in grants
- **26** domestic violence shelters received \$404,765 from RedRover's Safe Housing program to build on-site housing for pets
- **753** programs listed on **SafePlaceforPets.org** to help pets escape domestic violence at the end of 2019

## Pet-friendly domestic violence shelters



Soon this map will be filled with a pet-friendly domestic violence shelter in every state!

## Safe Place for Pets

Visit [Safeplaceforpets.org](https://Safeplaceforpets.org) to see all the domestic violence shelters and programs in your area with pet housing or resources for survivors who have pets.

- These states have pet-friendly domestic violence shelters
- These states **DO NOT** have pet-friendly domestic violence shelters

We are working to make more domestic violence shelters pet-friendly, especially in these 5 remaining states:

- Hawaii
- Mississippi
- New Hampshire
- Rhode Island
- West Virginia





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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.

## Leave a Legacy for Your Pets

**HAVE YOU THOUGHT** about what would happen to your pets should something happen to you?

You are invited to join a phone call with Peggy Hoyt, attorney, animal advocate and pet mom, as she shares various ways you can include your pets as part of your estate plan.



**Tuesday**  
**August 11, 2020**  
**1:30 pm PST**  
**4:30 pm EST**

Please RSVP with your name, email and phone number to [ebialecki@redrover.org](mailto:ebialecki@redrover.org) by Tuesday, July 21.



## Prepare your pet emergency kit



**STOCK UP ON THE ITEMS YOU MAY NEED** during an emergency now so you don't get caught unprepared. Below are basic items you should include in your pets' emergency kits. Store your emergency 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

You may also want to designate someone to care for your pets in the event you cannot. For an Emergency Pet Caregiving Agreement Form and more preparedness tips, visit [RedRover.org/emergency](https://www.redrover.org/emergency).