RedRover Readers Impact Report

The RedRover Readers program helps develop children’s empathy for animals & increase children’s understanding of animal behavior

Since 2007:
- 124 workshops
- 2,259 teachers, humane educators and volunteers trained
- 111,284 estimated children reached
- 24 states/provinces

We offer:
- 20 books with curriculum including Spanish
- Empathy App downloadable on Android and iPhone
- Parent + educator resources Kind News magazine

Research shows:
- Children’s self-reported quality time spent with their pets predicts their empathy scores and in turn predicts social behaviors.**
- The program builds self-esteem and students’ empathy for pets*
- Positive change in how children treat people and animals after they participated in the RedRover Readers program***

Kids say...
"I used to think animals were just animals and who really cares? After reading the books I realize animals are fragile, they are not toys and they should be treated right.” - Angela, 8 years old

Teachers say...
"It's absolutely changed the way I teach, interact with students, and frame my thinking. I LOVE it!” - Sarah Kesty, 2014-2015 Teacher of the Year, Twin Rivers School District