

RedRover President and CEO Nicole Forsyth



Since 2006, Nicole Forsyth has served as President and CEO of RedRover, a national 501(c)(3) nonprofit organization that brings animals out of crisis and strengthens the bond between people and pets. To better reflect its work, she led the organization through a major rebranding effort in 2011, which successfully laid the groundwork for current growth initiatives. RedRover now has a staff of 23 and a budget of \$4.3 million.

The organization is focused on three main programs, all steadily growing in size and impact: RedRover Relief, RedRover Responders and RedRover Readers. Each program reflects the philosophy that pets are family. The RedRover Responders and RedRover Relief programs help people and animals in crisis. Whether people are facing a natural disaster, pandemic, emergency veterinary expense or difficulty escaping an abuser, these programs work to keep people and their pets

together during a crisis whenever possible.

RedRover Relief provides grants to domestic violence organizations and animal shelters to help care for the pet victims of abuse. Thanks in part to a partnership with Purina, the Purple Leash Project, this program has grown dramatically over the past few years. RedRover Relief also provides grants for emergency veterinary care and temporary boarding for pets when their owners are ill or hospitalized due to COVID-19, or when survivors cannot bring their pets with them to a domestic violence shelter. RedRover Relief also manages SafePlaceforPets.org, a comprehensive searchable database of pet programs in the United States and Canada that assists domestic violence survivors and their pets in leaving their abuser.

In 2007, Nicole initiated the RedRover Readers program. RedRover Readers works to further strengthen the human-animal bond by helping children, ages 5 - 11, develop the steps necessary for empathy: recognize human and animal emotions, share emotions and regulate emotions in order to connect in positive ways with others. Educators and volunteers are trained to implement the social and emotional learning (SEL) program in elementary schools throughout the United States and Canada. She later co-wrote and directed the development of an interactive, bilingual digital book and game app series as part of the program. In addition, she now serves as Editor for the *Kind News*[™] magazine for kids.

Nicole's combined experience in nonprofit management, scientific research, education and hands-on animal care has helped develop the strategic focus of the organization -- seeking positive, innovative solutions to alleviate suffering, prevent animal abuse and create a more compassionate society for all. Committed to applying research and data to her work, she holds a Master of Science degree in Animal Biology/Welfare from the University of California, Davis. She also holds a Master's degree in Communication from the University of Maine and a Bachelor's degree in English and Education from the University of Colorado. Nicole previously worked in fund development for the Placer SPCA in Roseville, California, and was the development director for a habitat conservation organization. She has also worked as a classroom teacher to middle school and at-risk high school students.