



## 2020 Annual Report: Hope and Happy Tails

Giving voice to the voiceless • Healing journeys for pets in crisis  
Rescued “Dug” learns to trust • A new goal for pets and survivors



## Greetings!

**ENJOY THIS ISSUE** of *Companion* and know that YOU are a huge part of these success stories.

We are excited to look ahead to 2021 and beyond. We're taking huge strides in making more domestic violence shelters pet-friendly and building collaborative support networks that survivors can depend on in their communities—which include animal shelters and veterinarians. Our goal is to transform 25% of domestic violence shelters into pet-friendly spaces by 2025!

Our new online RedRover Responders volunteer training workshop has increased our volunteer corps to 4,611 strong! While we prepare for when we can safely deploy volunteers again, our staff is diligently working to support communities that need our assistance with emergency sheltering and care.

RedRover Readers and our *Kind News* magazine staff continue to produce compelling content for kids, and we have made free online resources available to keep kids engaged during remote learning. We are looking for major sponsors to help #SpreadKindNews starting this fall. To learn about *Kind News* and how you can help, join a special Zoom call that is just for members on May 13, 2021. This call is part of a new online series for you to meet our staff virtually, learn more about our programs, and find out the latest updates and ways you can help.

I also invite you to attend our virtual Annual Meeting on Saturday, May 15.



[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)

Meeting details, including how to sign up, are included on the enclosed envelope. I look forward to meeting you online!

Warmly,

**NICOLE FORSYTH**  
President and CEO

P.S. Enjoy this 2020 Annual Report edition of *Companion*, and know that your support makes our lifesaving work possible!

## Ballot for election of board directors



### ANTOINE JUNIOR MELAY

has adopted cats for the past 10 years in Boston, Massachusetts, and currently has a beautiful cat named Flash. He is

the Director of Experiential Education and Lecturer of Management at Emmanuel College School of Business and Management and sits on several other boards, including the Boston Arts Academy Foundation, and is the former president of the National Association of Black Accountants, Boston. He received his MBA and BS in Corporate Finance & Accounting from Bentley University.

### 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 11.

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.

### Board of Directors

Anna Straus	Belton Mouras, Jr.
Barbara Johnson	Bradley Carroll
Kasey Miller	Jenny Coupe



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## A young Humane Hero gives voice to the voiceless

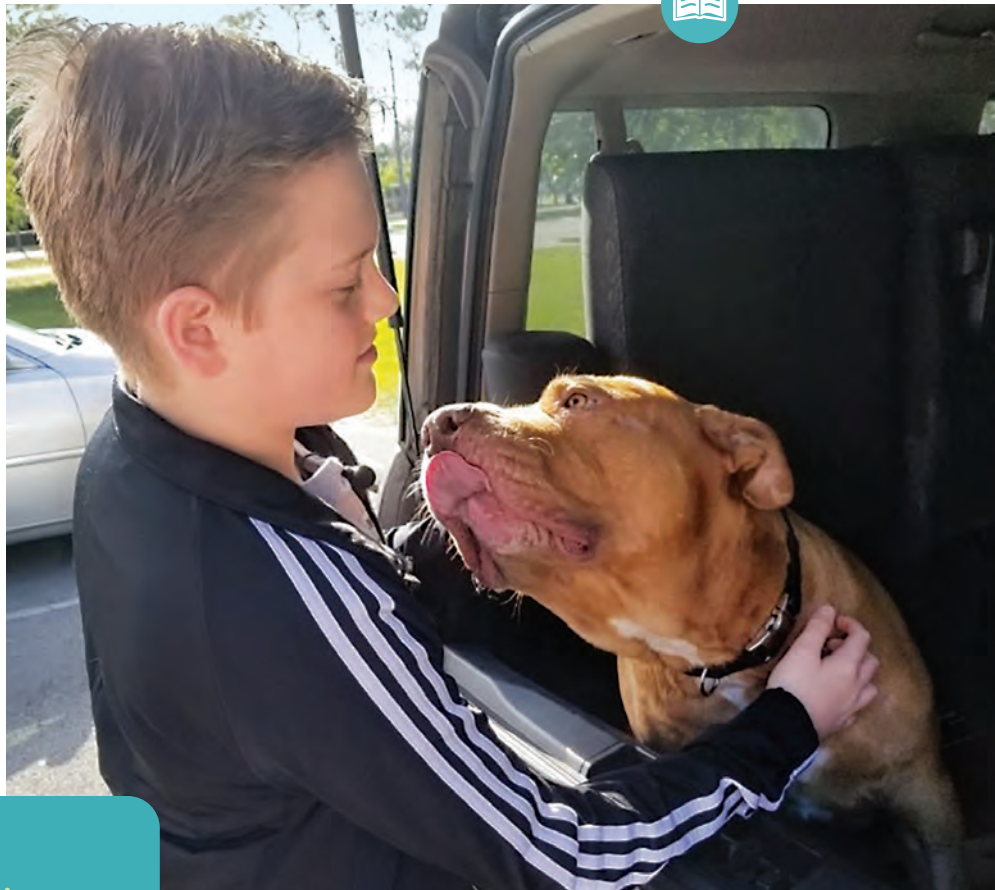
**MEET AUSTIN TESTA**, *Kind News* magazine's Humane Hero, featured in the January/February 2021 issue.

At the age of just six years old, Austin founded the 501(c)(3) nonprofit organization Every Bark Counts to help animals in need. He was first inspired to help when he went to the store with his mom to buy LEGO toys and walked past a shelf of fleece blankets. The blankets made him think of shelter dogs who may be in outdoor cages during the cold winter months, so he told his mom he wanted to help.

Since starting his nonprofit six years ago, Austin has raised more than \$85,000 for supplies and care for thousands of animals, and even saved a pregnant horse from a slaughterhouse. He raises money through t-shirt sales, sponsorships, and by selling cotton candy and popcorn at local festivals. With these funds, he buys food and supplies for animals at shelters across the nation. The funds are also used to supplement emergency veterinary care for animals in need.

"Every Bark Counts because animals can't speak for themselves," says Austin.

"We are the voice for the voiceless and all animals depend on us to protect them and be their voice. When we work together we do make a difference for the voiceless. Let's work together and help your local shelters and rescues. Because of them, the animals get a second chance at life and love." ♥



**Do you know a child who goes above and beyond to show kindness towards animals?**

Submit a kindness story for a chance to be featured on RedRover's social media channels, and potentially be chosen as a Humane Hero: [KindNews.org/shareyourstory](https://KindNews.org/shareyourstory).



### Calling all educators!

Bring social and emotional learning to your community with our new virtual workshops and online resources.

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

## A year of remarkable Happy Tails

By Savannah Verdon, RedRover Development and Engagement Coordinator

### FOR MORE THAN 33 YEARS,

RedRover has promoted the philosophy that pets are family as we fulfill our mission to bring animals from crisis to care. When COVID-19 began impacting families across the country, there was no question that the RedRover Relief program would rise to the challenge to keep pets and people together through this historic crisis.

In addition to helping hundreds of families afford emergency veterinary care for their pet with Urgent Care grants, as well as giving survivors of domestic violence and their pets peace through Safe Escape grants, we began offering Emergency Boarding grants to pet owners hospitalized with COVID-19, and to those who are recovering at home and unable to

care for their pet. Their gratitude has been enormous — and so is ours.

We are proud to share these little snippets of Happy Tails because *you* make them possible. In a year when so many lost so much, your compassion and generosity have kept families whole — and allowed hope to flourish in uncertain times. Thank you. ♥



“Riley Winston has been by my side for almost 10 years traveling coast to coast and he is my constant ray of sunshine that keeps me in good spirits. He is officially home and the football-sized tumor on his spleen is out! I’m so grateful for RedRover coming to our aid during such a tough and emotionally draining time in our lives. Thank you, thank you & THANK YOU!”

♥ LORA

## Safe Escape

### Atlas\* and Tammy\*

When Tammy first entered a domestic violence shelter, she left her sweet pup Atlas in the care of a trusted friend. But before long, her friend's boyfriend started kicking Atlas and threatening to abandon him somewhere. With a Safe Escape grant, both Tammy and Atlas were finally able to find the quiet and calm they needed to heal.



**“I have to take a moment and give you praise and thanks.** I am in a domestic violence shelter and I have a service animal who cannot be here with me. If it weren't for your help, who knows what would have happened to my baby. Because of your organization, I know he is safely boarded and very close. He is all I have. I will never be done thanking you for keeping him safe!”

♥ TAMMY\*

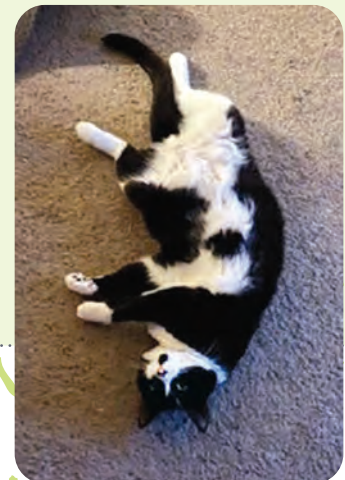
## Emergency Boarding

### C.C., Echo, and Kristine

Kristine's battle with COVID-19 left her unable to care for her two handsome cats, C.C. and Echo. As she made slow and steady improvement undergoing intensive treatment at home, an Emergency Boarding grant from RedRover gave her peace of mind knowing her boys were getting all the love and attention they needed as they waited patiently for her to recover.

**“I was a nurse in the Navy, and I was severely injured in Iraq.** C.C. and Echo are part of my family, and are an important part of my support. I have devoted my life to them. Their well-being is vital to my recovery from COVID-19 and my continued healing.”

♥ KRISTINE



## Urgent Care

### Riley Winston and Lora

The pandemic had an overwhelming effect on Lora's finances. Just when it felt like it couldn't get any worse, her beloved dog of 10 years fell ill and lost interest in everything that made their bond special. The massive tumor on his spleen threatened to take Riley Winston away from Lora, but with help from an Urgent Care grant, these two are still together today and ready to face whatever comes next.



## A journey of healing: South Korean dog rescue

By Devon Krusko, RedRover Field Services and Outreach Coordinator

**IN OCTOBER 2020**, I traveled to Maryland to help our friends at the Humane Society of the United States set up a temporary shelter for 140+ dogs rescued from a dog meat farm

in South Korea. With just a week to put together a shelter from scratch, there wasn't a moment of downtime.

In February 2021, I returned to the shelter that I had helped create.

The four months had made a world of difference: only 17 dogs remained! The others had moved on to their next chapter — placement with rescue partners — and many were well on their way to learning how to “dog” in their new homes.

For the remaining residents, they had spent the last months working hard on their behavior and socialization plans with the HSUS staff — and goodness, how far they had come! The pups were becoming acclimated to leash walking and enrichment activities like toys, Kongs, and busy boxes. They were also learning to interact with each other during play groups!

For these pups it's been a journey of recovery, healing, and learning to love.

During my time at the shelter I had the opportunity to work with large and small dogs. The large dogs, mostly Tosas, are all about 100+ lbs. I so loved seeing the different personalities that had emerged over time: playful, bouncy, pup-like behavior in big boy bodies, and an affection for cream cheese treats. One dog, Dug, became a quick favorite with his face full of wrinkles. Hesitant of the slippery shelter floor, staff created a walkway of pine shavings for Dug to walk on as he explored the environment outside of his kennel space... Success!



One dog, Dug, became a quick favorite with his face full of wrinkles.

The Littles, as they are affectionately called, are a group of 10 smaller dogs housed in large enclosures with a secure perimeter so they can explore freely and interact with people on their own time. These tiny tots aren't quite ready for leash-walking yet, but they have shown amazing growth during their time at the temporary shelter and have developed a love of playing with toys, each other, and accepting coveted hot dogs from staff members.

For these pups it's been a journey of recovery, healing, and learning to love. It's the beginning of a fresh start, it's daily personal growth, and teaching incredible lessons of resilience to the staff and volunteers who have cared for them. ♥



## Hope is in our Hands



**MAY IS NATIONAL PET MONTH** and an opportunity to celebrate the joy and strength of our bonds with our pets. This May, Purina's "Hope is in our Hands" campaign will focus on the Purple Leash Project and our efforts to help people and pets in crisis. Our goal? Ensure that at least 25% of domestic violence shelters nationwide are pet-friendly by 2025.

Four Purina brands have signed on to help our campaign, bringing more awareness to this issue by turning the aisles in pet food stores purple in May!

# 2020 Annual Report

## YOU DID IT!

You gave lifesaving care to animals. Amidst a challenging year, your support brought RedRover's mission to communities where animals and families needed support. You are building the foundation for future humane heroes to carry on our work. On behalf of every animal we brought out of crisis and into care in 2020, **thank you for your steadfast dedication to helping animals and their families when they need us most.**

## 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 \$3,729,028 in 2020. We are pleased to report that 80 cents of every dollar was spent on programs serving animals, and 20 cents was spent on supporting services. RedRover closed 2020 with \$7,017,562 in net assets. ❤️



### THREE CHEERS FOR VOLUNTEERS!

Our caring volunteers generously gave over 570 hours of their time providing emergency sheltering and care for rescued animals and helping children develop empathy for animals in 2020.

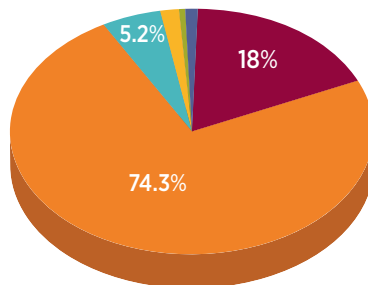
**Fair market value of volunteer hours in 2020: \$15,504**



### 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.

## 2020 Income Breakdown\*



Bequests	\$ 905,952
Contributions	3,729,028
Interest and investment income	260,503
Program services	93,756
In-kind donations	9,136
Other income	\$ 16,140

**TOTAL**

**\$ 5,014,515**

\*Based on our 2020 preliminary 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.



- **424** animals in crisis helped through emergency sheltering and care services
- **1,501** more animals helped through advice and other services from RedRover staff
- **554** hours of volunteer work provided direct sheltering and animal care services

## 2020 Emergency Responses

### FEB 23-29

Dog Rescue | Dixie County, FL

### AUG 11-17

Domestic Violence Pet Shelter Build  
Kanawha County, WV

### SEPT 17-27

Wildfires | Butte County, CA

### OCT 17-20

Domestic Violence Pet Shelter Build  
Cass County, MO

### OCT 18-23

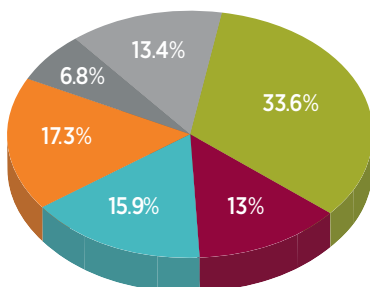
South Korean Dog Rescue | MO

## Help us reach our goal!

**REDROVER RESPONDERS** met the challenges of 2020 with our usual grit, readiness, and gusto. While deploying volunteers has been on pause due to COVID-19, our staff was able to safely assist with five emergency responses, in addition to creating a new online volunteer training. You can help us reach our goal of 5,000 trained volunteers by 2022 simply by telling others about the online training. Connect with us through email or social media at [@RedRoverOrg](https://www.RedRoverOrg) and share.



## 2020 Expense Breakdown\*



RedRover Relief	\$ 1,349,643
RedRover Responders	521,365
RedRover Readers	637,234
Advocacy, Public Education and Outreach	697,394
<b>Total program services</b>	<b>\$ 3,205,636</b>
Management and General	274,968
Fundraising	539,063
<b>Total supporting services</b>	<b>\$ 814,031</b>
<b>TOTAL EXPENSES</b>	<b>\$ 4,019,667</b>

\*Based on our 2020 preliminary unaudited financial statements. View the audited statements at [RedRover.org/financial](https://www.RedRover.org/financial)

# RedRover Readers and *Kind News*

A UNIQUE SOCIAL AND EMOTIONAL LEARNING PROGRAM that helps children develop empathy and explore the bond between people and animals through stories and discussion, now available with online resources for at-home learning.



- **6,971** new children reached to develop empathy for animals through RedRover Readers
- **74** readings and classroom visits conducted
- **6** training workshops held
- **87** new volunteers, teachers, and educators trained
- **213,496** children reached through *Kind News* magazine
- **111,284** total estimated children reached through the RedRover Readers program to date

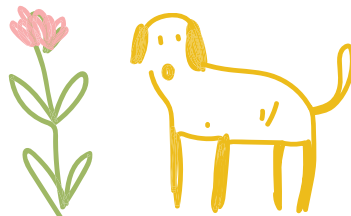


## Kind News in the classroom

**“Once we got *Kind News* out, we could have read and discussed it all day.** The children loved reading the stories about animals that were rescued, and had many opinions about endangered animals, and what could be done to help them. They especially liked to share stories and draw pictures of their own animals! When rescue workers were sent into flooded or tornado-torn areas, they all wanted to go help with rescue efforts. *Kind News* made the children aware of the many challenges some animals have to survive.”

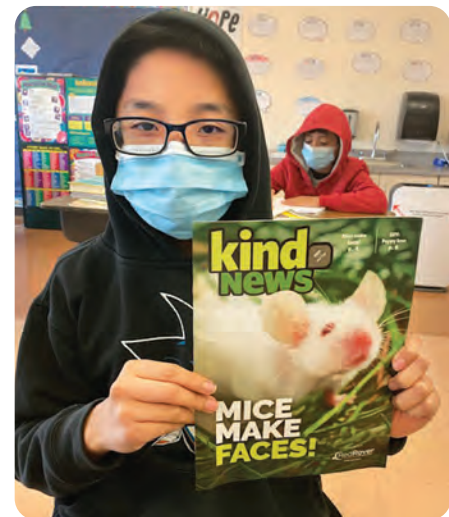
♥ **ONLINE COURSE PARTICIPANT**  
retired classroom teacher

Connecting with the next generation of animal rescuers



**“I teach a Special Education class of students** who have moderate/severe disabilities. *Kind News* is relevant and provides opportunities for increased communication and learning. They are always so excited when we read an issue and then they can take it home to share with their families. The learning is taken home with joy and enthusiasm.”

♥ **SPECIAL EDUCATION TEACHER**  
El Cerrito, CA



# 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, as well as resources to help survivors of domestic violence escape abusers with their pets.



- **513** pets received urgent veterinary treatment with \$147,834 in financial assistance
- **4,776** animals helped through consultation and other referral from RedRover staff
- **204** animals in domestic violence situations helped through RedRover's Safe Escape program
- **1,806** estimated total of animals in domestic violence situations helped through Safe Housing program
- **8,165** safe nights away from abuse for pets of domestic violence survivors totaling \$159,558
- **29** domestic violence shelters received grants totaling \$502,949 from RedRover's Safe Housing program to build on-site housing for pets
- **760** programs listed on [SafePlaceForPets.org](https://www.SafePlaceForPets.org) to help pets escape domestic violence at the end of 2020



## Safe Place for Pets

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

We are working to make more domestic violence shelters pet-friendly, especially in the remaining two states, Hawaii and Rhode Island.

By 2025, our goal is that 25% of all domestic violence shelters in the U.S. will be pet-friendly.



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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.



### A decade at the top!

RedRover has been honored with a distinguished Top-Rated Award by GreatNonprofits for the 10th year in a row! We received the award based on the overwhelming number of positive reviews written by community members who were helped by RedRover's programs, our volunteers, and supporters like you who care about animals. **THANK YOU!**



### New monthly Zoom series!

In an exciting new monthly Zoom series, you'll have the opportunity to learn more about RedRover's programs and services, talk to the program staff, and ask questions about who we are and what we do. View the full series schedule and sign up at [RedRover.org/zoom](https://RedRover.org/zoom). For more info, contact [ebialecki@redrover.org](mailto:ebialecki@redrover.org) or 916.429.2457 ext 313.



## 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/disastertips](https://RedRover.org/disastertips).