



RedRover®
SUMMER 2021

companion



You give second chances

More safe options for survivors and pets • Cinnamon's new beginning • Collaborating for homeless animals in Houston • Bring kindness to the classroom



GREETINGS AND HAPPY SUMMER!

With COVID-19 vaccines making it safer to travel again, we are grateful to resume deploying volunteers to help animals in crisis! We recently partnered with Houston PetSet to rescue animals living on the streets and help transport them out for adoption. Learn more about this deployment on page 4 of this issue of the *Companion*.

I have really enjoyed meeting many of you, our valued supporters, on our Zoom calls the past few months! One positive side to the pandemic is how much easier it has become to connect

with people virtually. To sign up for these special online updates about our program work, where you can meet the staff and ask questions, visit RedRover.org/Zoom.

We are gearing up for two big campaigns this summer and fall. The first is a Back to School push to help reach more kids with *Kind News* magazine. We are partnering with a board game called Dogs BOND, and we're seeking more sponsors! The second campaign is for Domestic Violence Awareness Month, where — through partnership with Purina — our Purple Leash Project will continue to build awareness about the link between domestic violence and pets and create more pet-friendly shelters. To learn how you can help spread awareness and support our goal to create more pet-friendly shelters, please sign up for email updates on our website (RedRover.org) and follow us on social media.



facebook.com/RedRoverOrg
twitter.com/RedRoverOrg
youtube.com/RedRoverOrg
instagram.com/RedRoverOrg
pinterest.com/RedRoverOrg

Lastly, with the year-end approaching, this fall our staff and board will begin our strategic planning for 2022 and beyond. This is also a great time of the year for you to think about planned gifts. RedRover has some valuable information and resources to help! Visit RedRover.org/legacy to learn more.

Thank you for supporting our mission and for the compassion you add to the world!

NICOLE FORSYTH
President and CEO

Join us in October for Domestic Violence Awareness Month

OCTOBER IS DOMESTIC VIOLENCE AWARENESS MONTH, and you can join us in helping more survivors and pets find safety together.



Learn how you can help by signing up to receive email updates: RedRover.org/email.



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Huge strides in Safe Housing

OUR SAFE HOUSING GRANT PROGRAM

helps domestic violence shelters create pet housing options to allow pets and people to escape abuse together. And wow, has this program come a long way!

When we started the program in 2012, we offered grants of up to \$2,000 to enable domestic violence shelters to build pet housing on-site. Since then, we have not only increased the amount of funding available for shelters, but also expanded the options for how they can create pet-friendly programs.

Not every shelter is able to house pets on-site. With our grants, animal shelters can now create pet housing programs, and domestic violence shelters are able to:

- provide housing on-site
- create their own pet boarding program
- partner with an animal organization to house pets off-site

Currently, domestic violence shelters and animal organizations can apply for funding up to \$20,000, but starting in October we will offer funding up to \$60,000!



We are also streamlining the application process. Through one application channel, domestic violence shelters and animal organizations will be able to apply for funds to support a pet program that best fits the needs of their community. The increase in grant size will enable us to not only support some larger construction projects, but also expand the services domestic violence shelters can offer clients and their pets. This expansion will include items such as pet deposits, veterinary care, play yards, and other quality of life items, as well as behavior needs and/or training. ♥

Learn more about how you can support domestic violence survivors and their pets at RedRover.org/dvhelp.



photo by Greater Good Charities

Pets of survivors now have their own space at Sojourner Center in Arizona.

DON'T FORGET THE PETS
powered by
Greater Good Charities + RedRover

**Introducing:
Don't Forget the Pets**

TOGETHER WITH RESCUE REBUILD, we've launched the "Don't Forget the Pets" website, made possible by a generous \$100,000 donation from PetSmart Charities. This valuable resource assists human and animal welfare organizations working to support survivors of domestic violence. Check it out at DontForgetThePets.org.

My service dog, my hero: Cinnamon's Happy Tail

By Lisa, RedRover Relief Urgent Care grant recipient

IN OCTOBER OF 2020, I ADOPTED A DOG NAMED CINNAMON from a rescue organization. I was told that she had been turned in to the shelter for being food aggressive. The foster family said that she was a picky eater and that they had not found a food that she really liked.

Once I got her home, I noticed that she would be so excited and wagging her tail when I was fixing food, but once I put it down, she would move it around in her mouth and spit it out and then eat a small piece at a time. I decided to pick up some canned food and try that. She ate it right up and after feeding her this for several days, I made an appointment with a vet because I thought that perhaps her teeth were a problem. The vet said she had severe periodontal disease and a cracked tooth. He said her mouth was

most likely very painful. He put her on an antibiotic and pain meds, and we scheduled a dental appointment.

The estimated cost of dental was between \$400 and \$700. This was way more than I had in my savings account! I filled out the RedRover Urgent Care grant application and was thrilled when they offered to pay \$200 towards her dental bill.

This would be the happy ending for Cinnamon—her mouth felt better. She is a gentle, smart, and athletic girl.

RedRover helped our new beginning together be less stressful and I am ever so grateful!



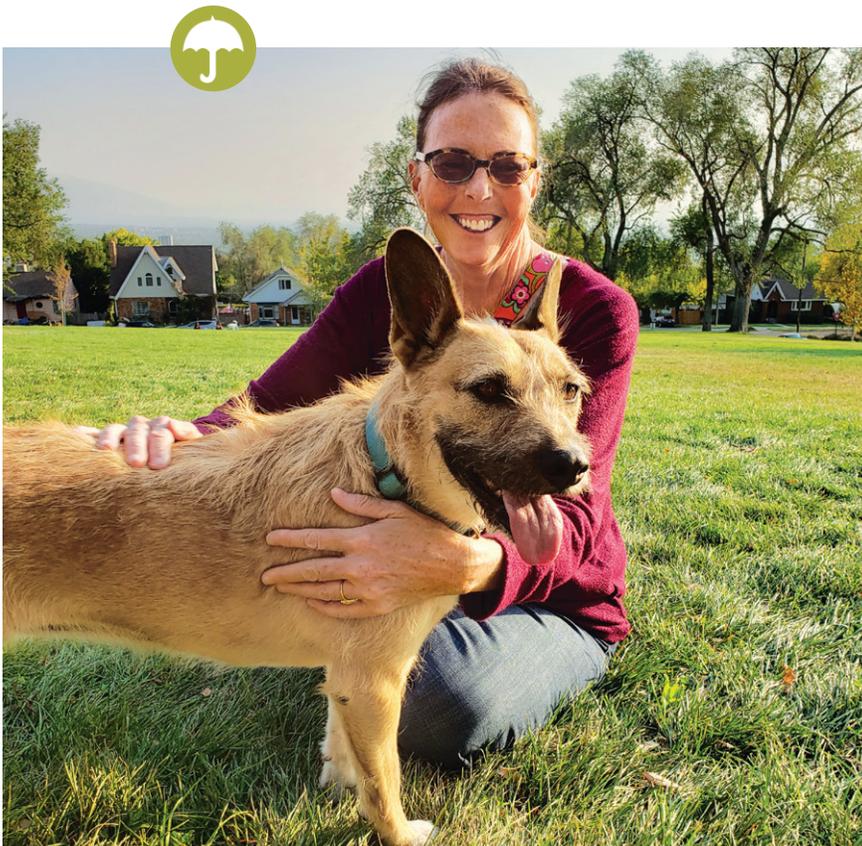
But this is not the only happy ending. Last July 2020, I had a stroke that left me with a weak left leg. I have always been an active hiker that loves an adventure, and I had not been stable enough to take a hike on a trail with any slope on it at all. Then along comes Cinnamon.

One day, about a month after I got her, we were walking along a flat mountain trail, and I decided to explore a deer trail. It didn't look too steep, so up we went. However, when we were coming back down, I slipped and fell. Cinnamon immediately came to my side and walked sideways in front of me to help me get down the slope!

Since then, she has naturally figured out that I need some assistance sometimes and all I have to do is call her to my side and hold her vest handle, and she will stay with me navigating down or up the mountain. Because of her, I have been able to continue to have adventures and get the exercise my body needs to recover. I owe it all to her. She is my hero. She is now my official service dog and goes everywhere with me.

RedRover helped our new beginning together be less stressful and I am ever so grateful! ♥

Read more inspiring Happy Tails and share your own at GreatNonprofits.org/org/redrover.





THROUGH OUR REDROVER RELIEF program and your support, we have helped thousands of animals receive Urgent Care and provided hundreds of thousands of safe nights for pets fleeing abusive households across the United States.

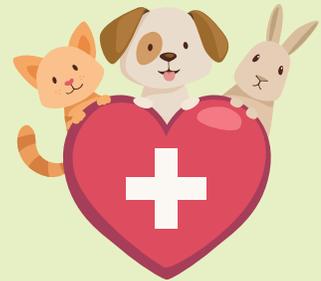
Thank you for making this possible!

Urgent Care & COVID-19 Emergency Boarding Grants

\$1,471,042 in support for Urgent Care and COVID-19 Emergency Boarding grants

7,000+ pets were provided financial assistance

nearly 50,000 pets were provided resources and guidance



Safe Escape & Safe Housing Grants



\$2,210,239 in support to domestic violence survivors and their pets

1,142 grants to support domestic violence survivors and pets

10,368 survivors with pets helped

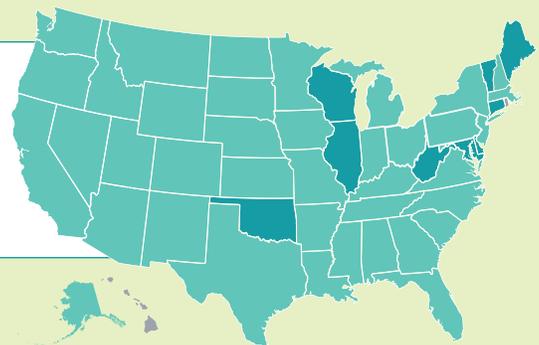
8,137 pets helped

428,632 safe nights of boarding

Pet-friendly domestic violence shelters in the U.S.

Safe Housing grants have created the first pet-friendly domestic violence shelters in nine states:

- West Virginia
- Maine
- Connecticut
- Delaware
- Oklahoma
- Illinois
- Maryland
- Wisconsin
- Vermont



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

States with pet-friendly domestic violence shelters States with NO pet-friendly domestic violence shelters

New beginnings for Houston’s homeless animals

By Devon Krusko, RedRover Field Services and Outreach Coordinator

IN JUNE, REDROVER ASSISTED WITH A SPECIAL EFFORT IN HOUSTON, TEXAS, where hundreds of thousands of homeless animals roam the city.

We committed to funding the \$6,000 cost for Houston PetSet to transport 83 animals to brighter futures in the Midwest. Not only did our donors help us reach this goal, but thanks to your generosity, we exceeded it!



photo by Houston PetSet

While I was in Houston, local community caretakers and rescue organizations gave me a firsthand look at the homeless animal crisis that plagues the city. It was overwhelming to see—I lost count of how many stray animals I encountered in just a short period of time.

But I also witnessed the tireless efforts of volunteers who dedicate their time and

resources to help in any way they can. From feeding the stray animals to rescuing them and personally funding their medical treatment, these dedicated individuals and organizations are doing incredible work.

We look forward to being able to support more community efforts like this one through collaborative partnerships with Houston PetSet and others. Thank you for making a new beginning possible for animals in crisis! ♥



Learn how you can make a difference for animals through our RedRover Responders program at RedRover.org/Responders.

We're back in action!

AFTER A LONG HIATUS due to the pandemic, we're welcoming RedRover Responders volunteers back on deployment! Follow us on social media for the latest updates, and learn how you can become a volunteer with our online training: RedRover.org/joinresponders.



Making a difference with *Kind News*: One sponsor's story

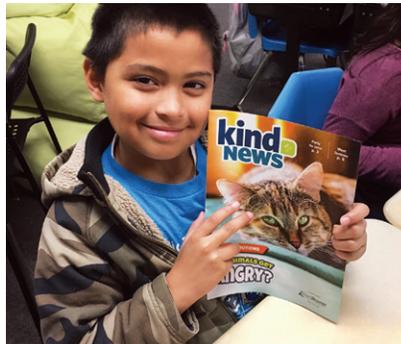
We spoke with Melissa Korzuch, President of Prince William SPCA, about this organization's 14-year journey with *Kind News* and how they came to reach **MORE THAN 13,000 CHILDREN WITH THE MAGAZINE EACH YEAR.**

Q How does *Kind News* fit with Prince William SPCA's mission?

A | Our mission is to improve the lives of companion animals in our community. What better way to do that than through our children? *Kind News* speaks directly to them using a fun yet educational approach. It helps us reach a core target audience that can make a huge difference in the lives of companion animals.

Q How do the teachers feel about the magazine?

A | Our teachers love *Kind News* because it provides them with a resource that the students enjoy and look forward to throughout the year. The content is relevant and keeps the students engaged. It is a win-win for everyone – especially the companion animals in our community!



Q What advice do you have for organizations like yours who want to start a program like this in their community?

A | Start small and build each year. Have an automated system (a simple signup form works well) so teachers can sign up online. To cover costs, incorporate the program in your budget and work with donors to help offset costs. Order extra copies and share them with supporters so they can see where their donations will go. ♥

“I love this magazine, as do my students. It is informative and engaging, and it's useful for reading comprehension, vocabulary development, and as a springboard for oral and written language practice. I love that it inspires compassion for animals.”

♥ TEACHER

“Wonderful lesson suggestions and engaging text!

My students love being able to take the magazines home. These encourage both a love of reading and a respect for animals. Thank you!”

♥ FIRST GRADE TEACHER

kindnews

To learn more about the magazine and sponsorship, visit KindNews.org.



Dogs BOND and MomLifeTV partner with RedRover to #SpreadKindNews!

INSPIRED BY HIS OWN DOG

who passed away, Alex Lu created Dogs BOND, a board game that takes players on a rescue journey to find their forever homes, in a family-friendly story infused with joy, whimsy, and play. Purchasing the game helps rescues, and each game comes with a special sample issue of *Kind News* magazine!

We're excited to announce that MomLifeTV has joined the team as a content partner! They'll share informational videos about the game, *Kind News*, the benefits of learning through stories and play, and more ways to help families increase their children's understanding and relationships with pets.

For more about the board game for ages 10+ or to pre-order, visit dogsbondgame.com.

Bring Kindness to the Classroom

The latest digital issue of *Kind News* is here, complete with fun animal facts, games, and cool online features. Visit KindNews.org/download to check it out, tell a teacher you know, or sponsor a classroom!

 *Companion* is printed using vegetable-based inks on paper made entirely from recovered fiber.

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.

Prepare your pet emergency kit

Stock up on the items you may need during a disaster now so you don't get caught unprepared. Below are basic items you should include in your pets' disaster kits. Store your disaster 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

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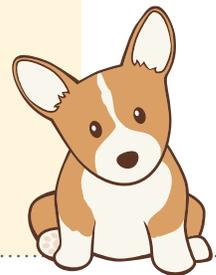


Temporary ID tags

.....



Carrier or leash for each animal



For more preparedness tips, visit

**RedRover.org/
DisasterTips**

Follow us on social media and help us share lifesaving resources during natural disasters.