

- **What are the main roles and responsibilities of the board?** The general expectations are that the board directors prepare for and conscientiously participate in board and committee meetings, understand and embrace fiduciary responsibilities, think of the long-term future of the organization when it comes to setting and challenging strategies, and act as an ambassador for the organization.
- **Is the board compensated? What are the key benefits of being on the RedRover board?** The board directors are not financially compensated; however, board directors gain valuable leadership experience, opportunities to network, and the sense of making a difference.
- **What does a typical board meeting look like, where are the board meetings held, and how frequently does the board meet?** The board meets four times a year both virtually and at RedRover's headquarters in Sacramento, CA. Typically, meetings are held on a Saturday, six weeks after the end of each quarter (RedRover's fiscal calendar begins January 1). Board directors are expected to attend all meetings. All board meetings are currently held virtually, but when safe to do so, at least two meetings a year will be in person.
- **Is travel reimbursed?** Yes, if requested. If not reimbursed, travel to board meetings may be considered tax-deductible, and RedRover will send directors in-kind acknowledgement letters upon submission of travel expense documentation.
- **Is there a minimum annual donation that is expected for board directors?** While there is no minimum requirement, the expectation is that all board directors will give annually to support the organization. In addition, we ask that board directors actively fundraise for RedRover through their networks. Board directors' annual donations and fundraising work are critical to the organization. In 2020, RedRover's board supported the organization by collectively raising over \$20,000 from their networks to create a Matching Gift Campaign.
- **What is the expected time I would need to commit each quarter to board-related work, and are there term-limits?** Directors can expect to commit approximately 10 hours per quarter, which includes the 5-6 hour long quarterly board meeting. There are two, three-year terms. Board directors serve a total of 6 years.
- **Does RedRover have Directors and Officers Liability Insurance?** Yes. If you would like to receive a copy of our policy, please email Nicole at [nforsyth@redrover.org](mailto:nforsyth@redrover.org).
- **Does RedRover have a strategic plan?** Yes. The RedRover board and staff engage in strategic planning every fall, as well as each board meeting. The staff also does an annual plan, creating new objectives as necessary to achieve the overarching goals. If you would like to receive a copy of our current plan, please email Nicole at [nforsyth@redrover.org](mailto:nforsyth@redrover.org).
- **What is your budget and how many full-time and part-time staff do you employ?** Our budget is \$4.2 million, and we have 22 full-time staff.
- **Who is currently on your board?** Please visit [RedRover.org/our-board](http://RedRover.org/our-board) to see The most current list of board directors.

- **What else will I be expected to do as a director?** Directors are expected to serve in leadership positions, undertake special assignments, and come prepared to participate in meetings. Directors will join at least one committee or working group. We have three main Committees, which break into Task Forces or Subcommittees as needed. Currently they include:
  - Governance and Strategy Committee (DEI Policy Task Force)
  - Internal Affairs/Finance Committee (Audit Subcommittee, Tech Task Force, Legal Advisory Group)
  - External Affairs (Marketing Task Force and a new Advisory Council)

Each director is asked to make major donor thank you phone calls or send personal thank you note cards within 48 hours of notification of a donation.

Each director is asked to complete a Commitment Form with additional options for engagement. Individual board directors may choose to expand RedRover's outreach and fundraising efforts by hosting a house party, conducting a presentation, securing a corporate donation or sponsorship, or asking those they know who like animals to share RedRover emails or posts, "like" our Facebook page, donate, attend an event, or take some other action.

- **What is RedRover's mission, and what are its program areas?** RedRover's mission 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.

We are...

- **RedRover Responders.** We care for animals displaced by natural disasters and share resources so people know where they can evacuate with their pets and how to seek further assistance. We care for animals rescued from mass cruelty situations, including hoarding cases, puppy mills, and other instances of significant abuse and neglect.
- **RedRover Readers.** We train educators in how to help children develop empathy and explore the bond between people and animals through stories and discussion. We encourage children to share information about animals, take action to help animals and people, reflect on the roles of animals in their communities, and determine our collective responsibilities towards them. Under this program we publish two digital and print magazines called *Kind News* and *Kind News, Jr.*, along with accompanying teacher and parent guides.
- **RedRover Relief.** We provide financial assistance for pet owners, Good Samaritans, and domestic violence survivors to obtain urgent veterinary care and emergency boarding. Through a collaborative partnership with Purina and other major funders, we created the Purple Leash Project and operate the Safe Housing program which helps domestic violence shelters and animal shelters create dedicated space and programs for the pet victims of domestic violence, thereby removing a significant barrier to leaving an abusive relationship.

### ■ What is RedRover's brand and culture?

- **Brand Vision.** RedRover is a soft hand and warm heart in times when animals and people are in need, crisis, and pain. Our thousands of passionate volunteers, donors, and supporters recognize that the world would be darker and colder without us. So they mobilize. They answer when the RedRover rally cry is called. We are about engagement – not only with each other, but also side by side with other animal professionals and animal groups, as well as local officials, law enforcement, media, and schools. We bring animals out of crisis and into care, and discover new ways to strengthen the common bond between people and animals.
- **Brand Positioning.** As a pivotal animal organization on the national stage, RedRover strengthens the emotional bond between people and pets through generous donors and active volunteers who protect, shelter, and reunite suffering animals with the loving embrace of people who care. Through our national programs, we battle indifference and take the lead in humane education, resulting in greater empathy for animals. Our approach is straightforward and pragmatic, and we document our success through research and analysis.
- **Brand Promise.** When you support and volunteer with RedRover, you are strengthening the bond between people and pets with a commitment to help, shelter, and connect suffering animals with people who care.
- **Brand Attributes.** Caring. Respected. Unwavering. Inspirational. Vigilant. RedRover seeks to promote a culture throughout the organization that aligns with our brand attributes.

- **What are RedRover values, and what is RedRover doing to address racial equity?** At RedRover, we stand for respect, integrity, honesty, compassion, empathy, collaboration, persistence, positivity, and inspiring and empowering others. Our mission is to help animals in crisis and to strengthen our relationships with animals – but the lives of animals do not exist in a vacuum, and we cannot fully and effectively help animals without looking deeply at ourselves and how we treat one another.

In our work to build a more empathetic society for all, the intersection between human injustice and animal suffering matters. And this means social justice, including racial justice, is also our cause. As of June 2020, RedRover has been actively seeking to better integrate animal welfare and racial justice, and by doing so, amplify our mission, do our part to solve systemic problems, bridge gaps, and help more animals and people in crisis. To learn more about our commitment to diversity, equity and inclusion, visit:

[RedRover.org/dei](https://RedRover.org/dei)

- **Are directors required to sign a Conflict of Interest policy?** Yes, RedRover directors must sign a Conflict of Interest Policy every year. Directors work with management to maintain a high level of integrity and transparency. RedRover complies with all 20 Standards of the Better Business Bureau's Wise Giving Alliance.