



2021 Annual Report: Celebrating 35 years!

A year of growth, kindness, and inclusivity • New community programs for animals and people • 35 years of heartwarming Happy Tails



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Greetings!

REDROVER HAS ALWAYS HELPED people and pets during tough times, but in the past two years, we've come to understand just how much more we can help animals by looking at our programs through a social justice lens.

I am so grateful for the staff who started us on this journey, and for the individuals who have generously shared their lived experiences to help us examine our programs and expand their reach. Our 2021 Annual Report highlights some of the growth happening already, but keep an eye out for more in the years to come!

I am also exceedingly grateful for you, our supporters, for believing as we do that pets are family. Pets help us connect with how we feel and who we really are. They remind us to play, to live in the moment. They give us a sense of purpose and connection. And these qualities have been shown to help people heal from trauma.

I believe there is untapped potential in the power of the human-animal bond to improve lives and create more bridges between human and animal well-being. This issue of the *Companion* highlights the beginning of our work in the area of One Health/One Welfare, but stay tuned as this continues to grow and evolve—as we celebrate our 35th Anniversary!

And YOU are a part of our 35-year history! You help us bring hope and healing to so many. I think one Urgent Care recipient says it all here:

"Maddox lifts my spirits every day.

You've reminded me that there is so much good and happiness in every day and to always stay positive and hopeful — especially during the hardest times."

Warmly,



NICOLE FORSYTH
President and CEO

P.S. Enjoy this 2021 Annual Report edition of *Companion*, and know that your support makes our lifesaving work possible!

Ballot for election of board directors



AMANDA LANDIS-HANNA, DVM, is Vice President for Veterinarians at Heal House Call Veterinarian.

Over the last 19 years, she has practiced small animal and exotic medicine, shelter medicine, relief medicine, and worked in both private and corporate practice. She also has experience in research and with nonprofits, managing the veterinary portfolio for the largest animal welfare funder in North America. Amanda's passions include improving access to veterinary care by decreasing barriers within communities, increasing research and educational opportunities within veterinary medicine, and mental health in the animal care industry.

Make your vote count

For your voice to be heard, please mark your vote on the enclosed postage-paid envelope and mail it by June 10. For a director to be elected by written ballot, they must receive a majority of affirmative votes, with at least 6% of members voting. Votes withheld are not counted for or against a director. The board of directors will vote for directors if members do not return a quorum of ballots.

REDROVER BOARD OF DIRECTORS

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Jenny Coupe
Vice Chair

Kasey Miller
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Bradley Carroll
Treasurer

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Belton Mouras, Jr.
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Eskedar Getahun
Board Director

Jessica Lance
Board Director



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Companion is published quarterly by RedRover and is distributed to its members.

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kind News™ Celebrating 5 years of *Kind News*

IN FEBRUARY 2017, REDROVER ADOPTED *KIND NEWS* MAGAZINE, the children's publication about animals, from the Humane Society of the United States. Five years later, RedRover President and CEO — and *Kind News* Editor-in-Chief — Nicole Forsyth reflects on the magazine's impact.

How does *Kind News* align with RedRover's overall vision?

At RedRover we believe there's magic in the human-animal bond that has the power to heal and transform lives and strengthen relationships. By helping kids learn about animals, think about our relationships with animals, and imagine what the experiences of others are like, we're helping kids practice

empathy, which is a necessity for making the world a more compassionate place.

What are some of your long-term goals with the magazine?

It's really important to ensure that all kids can see themselves in the magazine in some way, and make sure we're thinking about diverse perspectives and life experiences. We've had the content analyzed by education consultant Dr. Worokya Duncan, who is a professional educator with 20 years of classroom experience and degrees in Public Policy Studies, Political Science, Theology, and Education. We also



want to make sure kids of all different backgrounds have access to the magazine, and we're working directly with some of our long-time sponsors who are excited about the opportunity to bring the magazine to children who historically haven't had as much access to it.

One of our goals is for *Kind News* to be in every second or third grade classroom in the United States, and for every student to have access to the content. It can be downloaded digitally for free, so any teacher could theoretically provide the magazine to their kids at no cost. I really love that. But we still have the challenge of making sure kids, educators, and parents know that this resource exists.

What kind of impact do you feel we've made in the past five years?

We've reached more than 800,000 students since we began publishing the magazine in 2017, and teachers share many stories of kids who are inspired by the content. My favorite testimonial is one from a second grade teacher who said when the magazine came out, the kids cheered! Ideally, I believe all learning should lead to cheers. ♥

Read the complete interview and learn more about *Kind News* at KindNews.org/5years

A year of expansion: Bringing kindness and inclusivity into classrooms

OVER THE YEARS, THE REDROVER READERS PROGRAM has expanded into a curriculum that meets the social and emotional needs of students and teachers — both in person and virtually.

Today, RedRover Readers has more than 22 program books to choose from, with more coming soon. We have been

focusing on how to make the program more inclusive so that every student who participates can see themselves represented in the stories. We are currently working on adding titles that feature neurodiverse children, as well as books written by authors who are Black, Indigenous, and People of Color.

Our team is always learning new and innovative ways to support students, teachers, and parents by incorporating kindness, inclusivity, and compassion into everything we do. We are excited to see the progress we can make in 2022 and beyond!

Learn more at RedRover.org/inclusive



Collaborating for “One Health” New Community Programs

WITH AN ESTIMATED 19 MILLION PETS LIVING IN POVERTY, equitable access to care and services for both animals and people across the United States is severely lacking.

The RedRover Responders Community Programs initiative provides funding, resources, expertise, and volunteers to help meet the local needs of animal welfare and social service organizations across the United States. Through collaboration and partnership, we support community projects that improve quality of life, services, and care for both animals and people, while creating a lasting impact and relationships that foster a more humane community.

We do this through relationship-building, meeting people and pets where they are (mentally and emotionally), and asking what a community needs from us. Examples of our community program work include:

- Assisting the Humane Society of Marlboro County with their Unchain Marlboro program, which focuses on improving the quality of life for outdoor dogs;
- Providing vaccines, pet food, and supplies to underserved communities;
- Working to bring One Health* models to both people and animals in need.

Learn more about our community program work and ways you can become involved by following us on social media [@RedRoverOrg](https://www.instagram.com/RedRoverOrg). ♥



*For more information about One Health, visit avma.org/onehealth



Hope is in our Hands

May is National Pet Month and an opportunity to celebrate the bond we share with our pets. This May, Purina will continue to promote the Purple Leash Project (PLP) and our efforts to help people and pets in crisis. You'll see PLP marketing on various Purina brands in retail stores across the nation. These products will feature a new QR Code component that links a pet lover directly to a PLP page with an option to donate to the project directly. To learn more about PLP, visit RedRover.org/PurpleLeashProject.



Online Training

Want to make a direct impact for animals in crisis? Join our volunteer program! Learn about upcoming volunteer opportunities and take the free online training:

RedRover.org/JoinResponders ♥




“RedRover has succeeded in bridging the gap in services available to both human and animal sectors. Often, the impact of domestic violence and other social health issues completely disregard the importance and value of keeping pets with their families. The communication, flexibility, adaptability, resilience, and willingness of RedRover staff and volunteers to do whatever it takes to ensure the health and well-being of animals amazes me. This world is a better place because of RedRover.”

♥ RedRover Responders Volunteer



Another year of Happy Tails

AT THE HEART OF REDROVER'S MISSION is the belief that pets are family, and for 35 years we have been committed to keeping families together through crisis.

As the RedRover Relief program has grown, so too has our understanding of the crises that affect families today. We are proud to say that whether an animal is experiencing an unexpected veterinary emergency, a family needs safe haven from domestic violence, or a loving pet parent is too ill with COVID-19 to care for their pet, animals and families in crisis can count on RedRover — and that wouldn't be possible without you! Here are just a few of the thousands of animals you helped this past year. 

Safe Escape

Mr. Pumpkin,* Moonie,* and Tanya*

After enduring abuse and homelessness, Tanya finally found safe haven when she came to a domestic violence shelter. Her abuser would often threaten to hurt and kill her sweet kitties, Mr. Pumpkin and Moonie, and the threats escalated once Tanya refused to react to the abuse. We were able to keep this family whole with the help of a RedRover Relief Safe Escape grant.



“It was so relieving to know that my babies were somewhere safe, protected, and well-cared for. I was so worried when I had to leave my home that I would end up losing them because most shelters won't allow you to bring pets to their facilities, so it was a great relief when my advocate told me about RedRover and all that they do. I don't know what I would have done if I had to lose my babies on top of everything else going on.”

 **TANYA**

*Names have been changed to protect privacy

Emergency Boarding

Monkey and Stephanie

After returning home from being hospitalized with COVID-19, Stephanie's greatest concern was who would care for her sweet Miniature Pinscher, Monkey, while she was still recovering. She found a doggie daycare to board him and applied for an Emergency Boarding grant to cover the costs, as she had been out of work since falling ill with the virus. When she found out her application had been approved, she was overjoyed to know her little man would get the care he needed.

“Monkey is my world!!! I am single, no human kids, so Monkey is my child. He is 10 years old, a rescue, and the sweetest little guy who had a very rough start in life... I just cannot express my gratitude. I am beyond words. THANK YOU THANK YOU. Now I can really rest and get better.”

 **STEPHANIE**



Urgent Care

Maddox and Angie

Angie is a first-year dental student, and between classes, studying, and working on projects, she had time for little else besides relaxing with her handsome pup, Maddox. When she came home one afternoon to find a chewed up bottle of ibuprofen and pills scattered around his bed, she immediately called the animal poison control hotline and rushed him to the ER. She reached out to RedRover for help paying for his treatment, and with a RedRover Relief Urgent Care grant, Maddox is back by Angie's side and thriving.



“RedRover made it possible for Maddox to complete the treatment he needed and helped him get

back to being his spunky self. I can't thank you enough for the help you've provided. Maddox lifts my spirits every day — coming home to him every afternoon is what I look forward to. He is my best friend. You've reminded me that there is so much good and happiness in every day and to always stay positive and hopeful — especially during the hardest times.”

♥ ANGIE



“The surgery was a success and

she is recovering nicely. She was so happy to see me when I picked her up from the hospital that she jumped in my arms and stayed there all the way home. Katharine has helped me through bouts of depression and grieving the loss of family members. I am so grateful to you guys!”

♥ REAGAN

Katharine and Reagan

For four years, Reagan and her tabby cat Katharine have been practically inseparable. Wherever Reagan goes, her constant companion goes, too.

Katharine was diagnosed with an intestinal blockage, and without surgery she almost certainly would not survive. After paying hundreds of dollars on diagnostics, being able to afford the full cost of the surgery seemed out of reach. Thanks to an Urgent Care grant, Katharine had the surgery she needed.

2021 Annual Report

YOU'RE A HERO FOR ANIMALS!

Your support gave lifesaving care to animals and helped bring RedRover's mission to communities in need. Plus, you're building the foundation for future humane heroes to carry on our work. On behalf of every animal we cared for in 2021, **thank you for your steadfast dedication to helping animals and their families when they need us most.**



RedRover Financials

Your kindness helps us bring so many animals comfort and care. Thanks to your devoted membership and generous contributions, you gave a total of \$5,538,799 in 2021. We received a top-rated nonprofit award — for the 12th year in a row — from GreatNonprofits.org. We are pleased to report that 78 cents of every dollar was spent on programs serving animals, and 22 cents was spent on supporting services. RedRover closed 2021 with \$8,001,591 in ending net assets.



Three cheers for volunteers!

Our caring volunteers generously gave 1,846 hours of their time providing emergency sheltering and care for rescued animals and helping children develop empathy for animals in 2021.

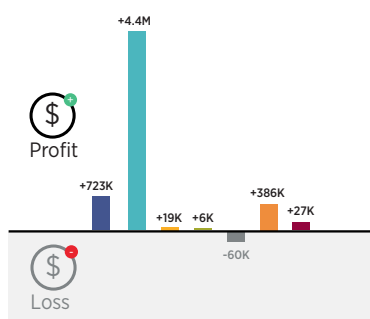
Fair market value of volunteer hours in 2021 at \$28.54/hour: \$52,685



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.

2021 Income Breakdown*



Bequests	\$ 723,219
Contributions	4,435,908
In-kind donations	19,997
Program services	6,843
Kind News, net of COGS	-60,626
Interest and investment income	386,424
Other income	\$ 27,034

TOTAL

\$ 5,538,799

*Based on our audited 2021 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, provides hands-on assistance with building pet housing for domestic violence survivors, and offers community assistance for animals in need in the United States and Canada.



AFTER THE PANDEMIC PUT A HOLD ON DEPLOYING VOLUNTEERS for nearly a year, we resumed our full emergency response efforts in mid-2021—and our commitment to animals was stronger than ever. Our volunteers assisted animals evacuated from the Northern California wildfires; helped rescued cats in Indiana; cared for rescued cats and dogs in Texas; assisted with a large-scale trap-neuter-release (TNR) for community cats in Hawaii; and gave comfort and care to dogs rescued from South Korean dog meat farms. ❤️

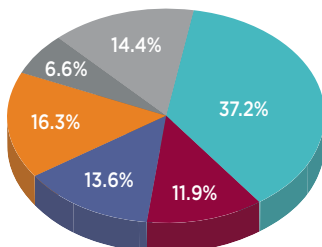
You can help us be there for animals in crisis anytime we're called simply by telling others about the RedRover Responders online volunteer training.

- **2,540** animals in crisis were helped through emergency sheltering and care services
- **706** more animals were helped through advice and other services from RedRover staff
- **1,821** hours of volunteer work providing direct sheltering and animal care services

2021 Emergency Responses

- FEB 19-26**
South Korean Dog Rescue | MD
- APR 15-19**
Domestic Violence Pet Housing Build | Cheshire Co., NH
- MAY 23-27**
Domestic Violence Pet Housing Build | Marlboro Co., SC
- JUN 27-JUL 1**
Domestic Violence Pet Housing Build | Washington Co., ME
- JUN 29-JUL 4**
Hoarding | Mineral Wells, TX
- AUG 19-24**
Monument Fire | Redding, CA
- AUG 19-25 & AUG 30-SEPT 4**
Caldor Fire | El Dorado Co., CA
- SEPT 27-OCT 17**
Community Cat TNRV | Kauai, HI
- OCT 16-22**
Cat Hoarding | Muncie, IN
- NOV 15-17**
Unchain Marlboro | Marlboro Co., SC

2021 Expense Breakdown*



RedRover Relief	\$ 1,734,272
RedRover Responders	553,940
RedRover Readers	520,924
Advocacy, Public Education and Outreach	756,496
Total program services	\$ 3,565,632
Management and General	306,200
Fundraising	671,107
Total supporting services	\$ 977,307
TOTAL EXPENSES	\$ 4,542,939

*Based on our audited 2021 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.

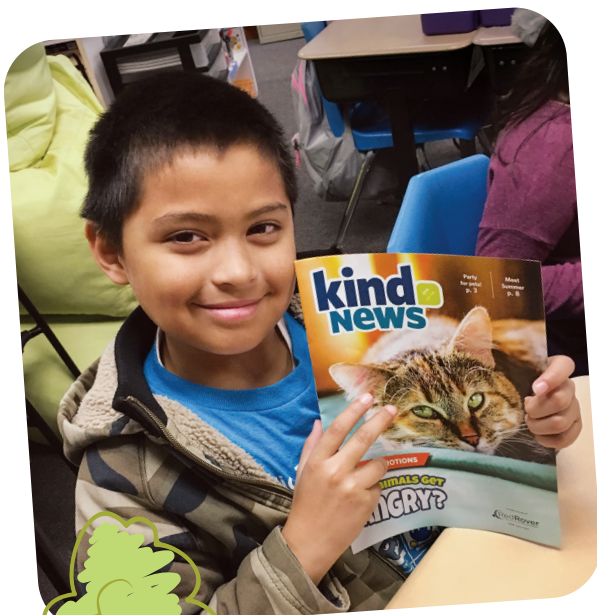


- **10,454** children learned skills to develop empathy for animals
- **158** readings and classroom visits conducted
- **7** training workshops held
- **94** new volunteers, teachers, and educators trained in 16 states and 2 Canadian provinces
- **135,042** children reached through *Kind News* magazine
- **116,918** total estimated children reached through the RedRover Readers program to date

"*Kind News* is a phenomenal resource!"

As a Humane Educator, I find the articles to be relevant, interesting for youth, and filled with great photos and facts! *Kind News* is a wonderful supplement and my 'go-to' resource!"

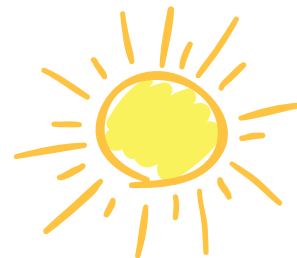
♥ Humane educator, Brookfield, WI



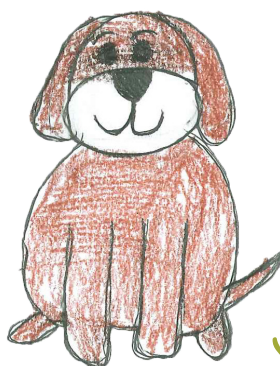
Connecting with the next generation of animal rescuers

Interested in a RedRover Readers preview before bringing the program to your site? Sign up for a virtual reading! In this unique and interactive experience, RedRover staff read an animal-themed book and facilitate a discussion and activity for your students. Email Readers@RedRover.org or register at RedRover.org/virtualreadings. ♥

Share with a teacher you know!



♥ Art by Krista Hyme's 3rd grade class



RedRover Relief

PROVIDES FINANCIAL AND EMOTIONAL SUPPORT to Good Samaritans, animal rescuers, and pet owners to help them care for animals who need emergency veterinary care, and offers resources to help survivors of domestic violence escape abusers with their pets.



- **410** pets received urgent veterinary treatment with **\$134,845** in financial assistance
- **4,493** animals were helped through consultation and other referral from RedRover staff
- **233** animals escaped abuse through Safe Escape program
- **7,950** estimated total of animals escaped abuse through Safe Housing program

2021 WAS A RECORD-BREAKING YEAR ACROSS OUR DOMESTIC VIOLENCE ASSISTANCE PROGRAMS.

We received the most Safe Escape grant applications in a single year and helped more animals find safety than ever before. Through our grants, we provided 233 animals with more than 10,200 nights of safe boarding while their humans began their healing process. We also received a record number of Safe Housing grant

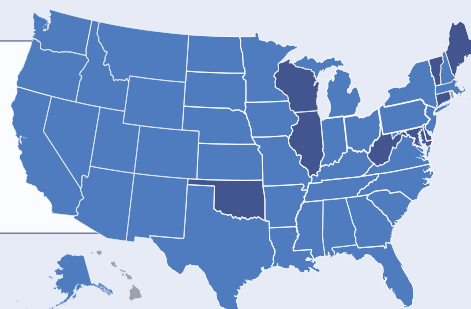
applications from domestic violence shelters and animal shelters looking to create or expand pet housing programs. We provided grants to 27 shelters, including a grant to create the first pet-friendly domestic violence shelter in Rhode Island! We have now set our sights on ensuring that 25% of domestic violence shelters throughout the country are pet-friendly by 2025. ♥



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



Our goal: Help 25% of domestic violence shelters become pet-friendly by 2025

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

- **10,209** safe nights away from abuse for pets of domestic violence survivors totaling **\$193,169**
- **27** domestic violence shelters received **\$691,880** from RedRover's Safe Housing program to build on-site housing for pets
- **760** programs listed on **SafePlaceforPets.org** to help pets escape domestic violence at the end of 2021

Supporting People and Pets in Crisis

Visit **DontForgetThePets.org** for more ways to support both people and animal survivors of domestic violence and unhoused populations. ♥





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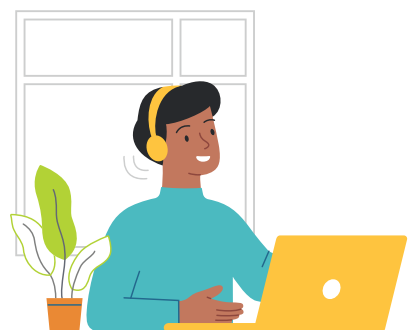
Companion is printed using vegetable-based inks on paper made entirely from recovered fiber.

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.

From Happy Tail to Donor

"About eight years ago I had a broken leg and was on Temporary Disability Insurance from a job as a grocery clerk. I was not in a good place financially when my cat Pumpkin got sick. I had been given two options by the vet: pay them or give up my rights to Pumpkin. Your fund helped me pay the cost of Pumpkin's emergency surgery. Today he is still my best friend, he is the sweetest cat, and a huge part of my family. Thank you for helping. I am financially stable now and have been donating to RedRover, and I will continue to do this. I have learned firsthand how much it means to receive help when you are low-income and have no other resources."

With love and appreciation,
KATIE & PUMPKIN ♥



Quarterly Zoom Series!

In our quarterly 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. ♥

