Established in 1987, RedRover (formerly United Animal Nations) is a 501(c)(3) nonprofit based in Sacramento, California, that serves the United States and Canada. It is funded solely by private donations and does not receive government funding.

Mission

The mission of RedRover is to bring animals out of crisis and strengthen the human-animal bond 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.

History

United Animal Nations (UAN) was founded in 1987 by a small group who wanted to help animals. The organization's efforts at that time focused on animals left behind during natural disasters, providing financial assistance for emergency care, offering support for local animal advocates, saving horses from the inhumane Premarin production industry and rescuing animals from deadly show fights.

United Animal Nations changed its name to RedRover on June 11, 2011, to better reflect the scope and tenor of their work. The color red was an already important and active motif in the organization, representing strength, determination and passion; the name RedRover captured the tireless energy and dedication of the volunteers, supporters, and donors. The programs have since been refined and streamlined under the names RedRover Responders, RedRover Relief and RedRover Readers.

Governance

RedRover is governed by nine voluntary Board of Directors serving a maximum of two, three-year terms. They attend quarterly board meetings, work closely with the staff, Board Chair and President and CEO to help fulfill RedRover's mission, and serve as ambassadors in their communities.

Since 2006, Nicole Forsyth has served as President and CEO of RedRover. In this role she has doubled the organization's budget, grown the staff from 12 to 24 and initiated the RedRover Readers education program to help children develop empathy and critical thinking skills. Nicole graduated from the University of California, Davis, with a Master's degree in Animal Biology. She 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.

Top Policy Issues

- Ensuring emergency disaster planning includes animals
- Ensuring domestic violence survivors receive the support and resources necessary to escape abuse with their pets
- Raising awareness about the link between domestic violence and animal abuse
- Promoting education reform to mandate social and emotional learning (particularly empathy for animals and people) in elementary schools