



The power of community uplifting pets and their people

The 25 by 2025 campaign launch • Seventh-grade Humane Hero helps pets in need • Giving hearts and hands — thank you to our volunteers!



Susie Robert and Karly Noel

Greetings!

FIRST WE'D JUST LIKE TO SAY THANK YOU TO OUR REDROVER SUPPORTERS. We are so grateful for your continued advocacy for people and pets in crisis.

And we'd like to take a moment to share a little bit more about ourselves as the Interim CEO and Interim President—Susie Robert, and Karly Noel, respectively, as well as give you a sneak peek for what is coming up this fall.

We both began our careers at RedRover in 2009, within a week of each other! Karly was hired as the Education Manager and Susie as Volunteer Coordinator. And since 2019, Karly has served as RedRover's Vice President of Operations and

Education, and Susie as the Vice President of Programs. Karly is a Certified Humane Education Specialist (CHES), and has a passion for the wellbeing of our people and ensuring the continuity of our operations. Susie is dedicated to fostering the growth and sustainability of RedRover's programs, so that we can continue helping animals and the people who love them.

We are confident that our combined 28 years at RedRover and our passion for our unique programs empower us to co-lead with a focus on fulfilling the RedRover mission, being an inclusive and transparent organization, and being good stewards of donor gifts.

We're excited for this time of year and the many campaigns it brings. In October we observe Domestic Violence Awareness Month (DVAM), and this year we were thrilled for Purina's generous match campaign! During the month of October, every dollar donated to the Purple Leash Project was matched by Purina up to \$200,000. We have also been chosen for another year in a row as the beneficiary for their annual Fancy Feast Feativities ornament (which



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will be available online beginning November 1). Beyond that, we have our *Kind News*™ magazine holiday promotion, Giving Tuesday on November 28, and we will finish 2023 with our Year End campaign.

In the interim, be assured that RedRover is working with a national recruiting firm in search of our next President and CEO, and we hope to share more news with you in the next edition of *Companion* magazine.

We look forward to all of the wonderful things ahead and can't wait to share them with you!

Happy Fall!

Susie

SUSIE ROBERT
Interim CEO

Karly

KARLY NOEL
Interim President

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Giving hearts and hands — thank you to our volunteers!

WHEREVER THE SETTING, WE KNOW WE ARE MAKING A DIFFERENCE FOR ANIMALS AND THEIR PEOPLE.

RedRover Responders volunteers are crucial in helping animals impacted by natural disasters. Often we're on the ground helping just days after disaster strikes. Our teams care for evacuated pets, and also animals rescued from the field, providing daily care, helping with intake and reunification, and managing supply and food donations. We work in emergency animal shelters set up in impacted communities, and sometimes we are stationed directly at a community's brick and mortar shelter caring for evacuated and rescued animals.

Planning ahead is the key to keeping yourself and your pets safe when crisis strikes. In the midst of disaster season, with wildfires burning all over the country, and hurricanes in the Gulf and Atlantic Ocean, the destruction from natural disasters can be hard to watch. And if you love animals it is even harder because of how they are impacted by fires, hurricanes, and other emergencies. But there is a way you can actively help to relieve their suffering — by deploying as a RedRover Responders volunteer.

Joining our team of caring and hardworking volunteers includes answering the call to other types of crisis, like taking care of animals rescued from hoarding cases or puppy mills. RedRover Responders volunteers also assist with cat TNR (Trap-Neuter-Return) programs, build pet-friendly housing at domestic violence shelters, help with projects to unchain dogs who live outside, and assist at community vaccination clinics.

If you already are a RedRover Responders volunteer and have not deployed lately, consider getting back in the action! We hope the experienced volunteers who have seen the positive impact of our work can say “yes!” to the next deployment request, and continue to help bring comfort, care, and hope to animals and their people. You are the Responders program, and the only reason why all of us together have helped in over 265 total deployments — including 19 in the past year alone (helping almost 3,000 animals). We love and thank you, and all our volunteers, and hope to see you in the field soon! ♥

Volunteers with the RedRover Responders:

- Care for animals displaced by natural disasters and reunite them with their families
- Care for animals rescued from cruelty cases: puppy mills and other abuse/neglect situations
- Set up and operate temporary emergency animal shelters
- Help build on-site pet housing at domestic violence shelters
- Assist in Trap-Neuter-Return (TNR) events and community veterinary clinics including wellness, vaccination, and spay/neuter services



Join our volunteer team!

Learn more and take our free, self-paced online training:

RedRover.org/JoinResponders ♥

The 25 by 2025 campaign launch and the power of community

THIS SUMMER, REDROVER ANNOUNCED THE OFFICIAL LAUNCH OF OUR 25 BY 2025 CAMPAIGN — a movement to help ensure that 25% of domestic violence (DV) shelters in the U.S. are pet friendly by the year 2025.

We've teamed up with Greater Good Charities' Rescue Rebuild program, with support from Purina, and power from PetSmart Charities to achieve this. At the 49th annual National Organization for Victim Assistance (NOVA) training event in New Orleans, we introduced the campaign to the public. Attendees were so excited to show us photos of their pet family members, and also shared stories about survivors they have worked with in the past or present, who have faced the difficult decision between safety and their pets. They told us about the impact

that pets have on survivors' lives, how difficult it can be to leave an abuser without their pet, and how hard it is to not have resources to offer for the pets of survivors.

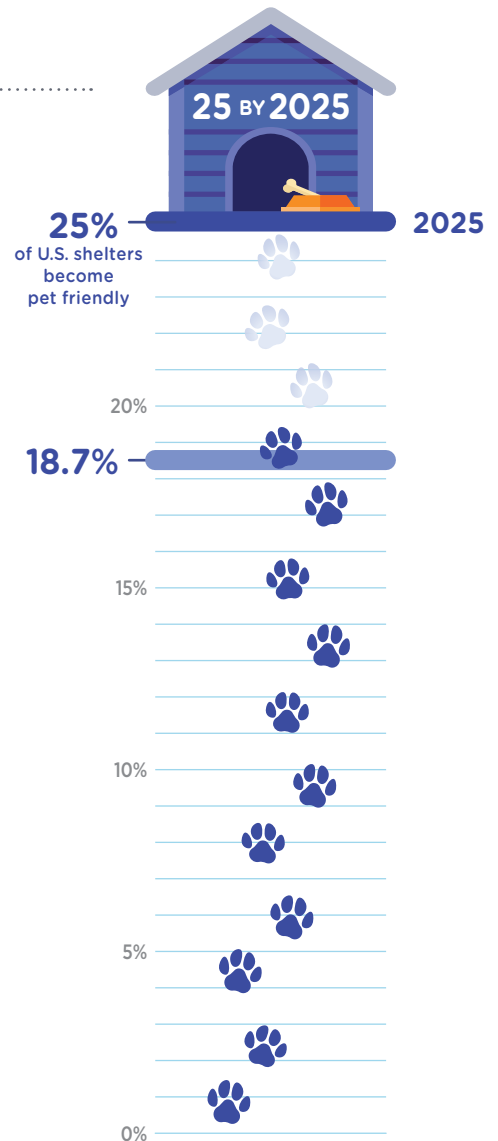
The 25 by 2025 team kicked off the campaign with a special presentation and discussion via Zoom call. From all over the US and Canada, 85 people joined the call to learn more about the benefits of being a pet-friendly shelter, funding opportunities, and upcoming trainings hosted by RedRover and Greater Good Charities' collaborative program, Don't Forget the Pets. ♥

25 BY 2025



We've just wrapped up Domestic Violence Awareness Month (DVAM)! On Purple Thursday, October 19, supporters of the 25 by 2025 campaign from all over the country shared their 2023 DVAM t-shirts on their social media with the hashtags **#25by2025** and **#petsarefamily**.

Advocates for survivors and DV assistance services can join the movement by downloading our toolkit and displaying their 25 by 2025 badge everywhere from **25by2025.org**.



As of August's end, together our efforts have increased pet-friendly domestic violence shelters nationwide from **17% to 18.7%**.

Words from 25 by 2025 Campaign Supporters!

"I'm supporting this campaign because I hope with increased awareness of the ability to bring their pets, DV victims have one less reason to stay in an abusive environment." ♥

"There is a vital need for safe places for victims of domestic violence to stay and not have to leave their pets. Too many stay in unsafe situations because they can't leave their pets. Places that people and pets can be safe together are essential." ♥



"...I can only imagine the terrible pain of having to leave and not being able to take a pet with you. When it is necessary for someone to leave an abusive situation, they **MUST** be able to take their pet with them." ♥

"Domestic violence is so prevalent and people and pets are all victims. Pets need protection and shelter, too. There needs to be more for these victims. Thank you for doing all you do." ♥



"I am a DV survivor and personally know how difficult it is to leave when you have pets/animals and how challenging it is to find safety for all involved. I hope to help make a positive difference for DV families with pets." ♥

The 25 by 2025 campaign is off to a great start!

To date we have:

- More than **6400** unique visits to 25by2025.org
- More than **460** individuals and organizations have Taken the Pledge
- More than **140** Toolkit downloads
- More than **26,000** views of our 25 by 2025 YouTube video!



"People and their pets should be safe from domestic violence. Far too many people stay for their pets and far too many pets are hurt by domestic violence. We can stop it!" ♥

More than \$250,000 in grants awarded to keep pets safe from abuse



REDROVER HAS AWARDED \$254,643 IN SAFE HOUSING GRANTS

in this funding round, thanks in part to Purina and PetSmart Charities! This cycle, five domestic violence shelters and two

animal shelters were awarded Safe Housing grants, including *two newly pet-friendly shelters.



RedRover Director of Outreach and Collaboration, Katie Campbell, said, “Pets are family. All too often survivors will not leave an abuser if they can’t take their pet, for fear of what may happen. With each grant awarded we are creating a pathway to help more domestic violence survivors and their beloved pets escape abuse and start a new life free from harm.” ♥

RedRover + Purina Purple Leash Project DV Shelter Grantees

- **Peace at Home Family Shelter,*** Washington County, Arkansas — **\$60,000**
- **Verde Valley Sanctuary,** Yavapai County, Arizona — **\$60,000**
- **180 Turning Lives Around,** Monmouth County, New Jersey — **\$6,000**

Sara McKenzie, engagement specialist for YWCA Oklahoma City said, “YWCA Oklahoma City is proud and excited to welcome pets into our emergency shelter for the first time! Pets are commonly used in abusive tactics against victims of domestic violence. By providing safety to not only the individual, but their pets as well, we are saving the lives of so many!” ♥

DV Shelter Grantees

- **YWCA Oklahoma City,*** Oklahoma County, Oklahoma — **\$60,000** (funded by PetSmart Charities)
- **Women’s Center Harbor House,** Marquette County, Michigan — **\$7,289**

Animal Shelter Grantees

- **Humane Society Ohio Valley,** Washington County, Ohio — **\$9,169**
- **SPCA Cincinnati,** Hamilton County — **\$52,195**

Safe Housing grant application deadlines are March 1, June 1, and September 1.

To learn more, visit RedRover.org/SafeHousing ♥

From vacation to the vet: Zolä’s Happy Tail

ISAIAH WAS ENJOYING VACATION WITH HIS FAMILY AND SWEET PUP ZOLÄ WHEN,

completely unprovoked, the little toy fox terrier was attacked by a dog twice her size. The people responsible for this dog were sitting in their car during the entire ordeal, and Isaiah and his family had to rush Zolä to an emergency veterinary hospital.

Zolä underwent surgery out of town, with four puncture wounds and a massive wound on her right flank. And when Isaiah brought her home, she developed an alarming



infection. She would need to be treated at the local veterinarian overnight while she received a constant drip of heavy-duty antibiotics. With no help from the family of the other dog, Isaiah found

himself in a tough position — Zolä needed more treatment immediately, and additional visits to the veterinarian as the wound healed to prevent it from becoming septic.

Isaiah applied for a RedRover Relief Urgent Care grant while Zolä was treated, and once approved, Isaiah had raised enough funds to “get her over the finish line and out of the woods.” His deep

love for his baby girl was evident, and soon little Zolä was well once again.

“Zolä’s doing really well. I greatly appreciate that, more than you know. She’s all I have. She doesn’t bark, she always smiles, and life wouldn’t be the same without her. I think we move so fast through life that we forget that the small things really do matter.”

Thank you to RedRover’s FurEver Friends. Compassionate people like you make Happy Tails possible. For more details on FurEver Friends, go to RedRover.org/FurEver ♥

Seventh-grade Humane Hero helps pets in need

REED PEACHEY'S CAT, CARROT, IS A SNUGLER, A PLAYMATE, AND ALSO A MUSE.

Rescued as a tiny kitten eight years ago by the executive director at Beesley Animal Foundation in Murfreesboro, Tennessee where Reed's mother worked, he was adopted by the family and quickly stole Reed's heart. Within just a few years, Reed had become a member of the service-oriented Beta Club at his elementary school, and knew exactly where to give his time.

As a volunteer for Beesley's outreach program, Reed helps address a community food shortage by making packages of dog and cat food to be shared with

food banks, churches, and senior centers. "People who were already struggling to feed themselves would still share food with their pets," explains Reed's mother Katie. "Neither was getting the nutrients they needed." After Reed is done packing food for the day, he'll take a walk to the cats at Beesley's animal clinic. "That's my payment, seeing the cats," he says. "A lot of them will meow at me and rub against the cage."

Now in seventh grade, Reed is one of five "Humane Heroes" profiled this school year in RedRover's *Kind News*™ Magazine, which Beesley Animal



Foundation sponsors for children in grades K-6. In the September/October issue he told our young readers, "You can do volunteer work, too!"

Do you know a child who goes above and beyond to show kindness towards animals? Submit a kindness story at: kindnews.org/shareyourstory ♥

Make an impact in a young animal lover's life

REDROVER MAINTAINS LISTS OF CHILDREN'S BOOKS FOR YOUNG ANIMAL LOVERS

that explore the human-animal bond, teach children how to understand animal body language, and promote empathy for animals

Reading stories about animals aloud can help children:

- positively impact their social and emotional awareness, empathy-and perspective-building skills, and overall wellbeing
- foster language and vocabulary skills,
- learn about different cultures,
- develop critical thinking skills,
- relax and de-stress, and
- bond with the human and animal companions in their communities.

and people. Through our RedRover Readers program, educators, parents, and caregivers are building empathy, connection, and literacy in children in hopes of a more compassionate future!

If you're looking for a way to make an impact on the lives of children, consider reading aloud one of the books on our list of Recommended Books with Humane Themes at RedRover.org/books with a child you love. Reading together is a simple act that can have a profound influence on the lives of people and animals for generations to come.

Learn more about the RedRover Readers program! ♥



Giving Tuesday is just around the corner!

NOVEMBER 28TH IS GIVING TUESDAY, a global movement dedicated to the causes you care about. Thank you for being an important part of saving animals' lives and keeping families together through crisis.

REDROVER IS PROUD TO SHARE that we have attained a four-star (99%) Charity Navigator rating and have been recognized as a Great Nonprofits Top Rated Charity again in 2023.



 *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.

If it's cold for
you, it's cold
for them!



With these tips and some simple preparation,
you and your pets can stay safe and warm
together during the cold months!

**Keep your pets safe and
warm this winter:**



Stay indoors + limit
outside exposure



Check paws for damage



Watch for signs of
hypothermia + frostbite



Don't leave them in the car



Watch out for antifreeze



Keep an eye out for ice



Look out for our
feral friends