



RedRover®
WINTER 2024

companion



Pets are family, now and always

RedRover Readers in the Rio Grande Valley • A year of Coastal Cats
Homeless shelter funding for pet-friendly housing programs



Susie Robert and Karly Noel

Happy New Year!

WE HOPE YOU ENJOYED RINGING IN THE NEW YEAR WITH YOUR LOVED ONES, including your furry, fuzzy, and feathered friends.

We closed out 2023 feeling grateful for your generous support helping animals and their people in crisis. Because of your kindness we were able to award more than \$1.1 million in **RedRover Relief Safe Housing** grants, the most ever awarded in one year! We launched our 25 by 2025 campaign — to ensure that 25% of domestic violence shelters are pet friendly by 2025 — with resounding success. So far, 525 folks have taken the pledge to support pet-friendly shelters, 543 have signed up for the newsletter,

7,473 have visited the website, and our launch video has received more than 26.6 thousand views! Additionally, we helped 531 animals with our **RedRover Relief Urgent Care** grants, the most awarded in any given year since the program's inception. Our **RedRover Responders** deployed to the Navajo reservation and unchained more than 20 family dogs for the first time, as well as built a new partnership in Louisiana helping 484 animals at a pet wellness clinic; we plan to return this year. In 2023, our **RedRover Readers** program established a new community partnership with Forest School in south Texas and added seven new diverse and nature-based books that are representative of the region. And our *Kind News*™ magazine has reached nearly 1.5 million children since we adopted the publication in 2017!

This year we are excited to announce the launch of our Safe Housing Homeless Shelter grant pilot program, thanks to the charitable support of an anonymous donor. Through this pilot program we are offering grants of up to \$100,000 for homeless shelters to start a pet-friendly program at their shelter for their guests' beloved pets. They



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will follow the same guidelines as our existing grants, and are being offered for the March 2024 deadline only. Keeping the unhoused and their pets together is yet another way to help strengthen the human-animal bond for another population in crisis. This is just a peek into what lies ahead, and we look forward to sharing more about upcoming initiatives in our next issue, so stay tuned.

Because of you, our programs continue to have such a great impact on so many pets and their families, and we look forward to all that we can accomplish together this year!

Cheers!

Susie

SUSIE ROBERT
Interim CEO

Karly

KARLY NOEL
Interim President

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RedRover Readers in the Rio Grande Valley

EXCITING NEWS FROM SOUTH

TEXAS — Dr. Janet Martinez, Health Technology Education Professor at The University of Texas at Rio Grande Valley, just planned four more RedRover Readers workshops in 2024!

The RedRover Readers program is designed to foster empathy for animals and people in elementary-age students. Dr. Martinez continues to implement the program with her colleague, retired Social Work Professor Dr. Catherine Faver. **Since 2010, the duo have trained 840 educators and other community members how to implement the curriculum. If each one reads at least once to even a small group of children, that means 10,000 children will have experienced the humane story-based, empathy-building program!**

An estimated 123,000 children have participated in the program nationwide. More than 2,560 kind-hearted teachers, volunteers, and other individuals have

The University of Texas
Rio Grande Valley



learned how to use the program to build empathy in their community since the program's inception.

"I was excited about the impact we've made," said Dr. Martinez, "we are looking forward to having the workshops next year and sharing empathy with even more students in our area."

Stay tuned for more in-person and virtual RedRover Readers workshops in 2024!

Trained educators receive the full social and emotional learning curriculum to help children explore the human-animal bond through stories and discussion. Learn more at RedRover.org/Readers ♥

Dear Amla-

Thank you for the class subscription to Kind News! I learned from this issue to help animals and taking care of them. My favorite part of Kind News is how to learn. Day's to memories toys. I enjoy this part because I get to learn why we need to help or rescue wild animals. I can help animals by taking care of them.

Many Thanks,
from Lizeth



kindnews



Kind News™ Impact

In 2023 we reached more than 275,000 children with *Kind News* magazine through direct subscriptions, or sponsored by our Adopt-a-Classroom list! Last spring, we sent *Kind News* to teachers who had never seen it before to see what they thought. The reviews are in:

"A student told me how the horse can feel your emotions and help you with your anxiety. The student expressed how she would love to have a horse to feel her emotions."

Kyli Christensen, fourth grade teacher, Fullerton, CA ♥

"After reading [Kind News], my entire class has made it a daily activity to pick up trash even if it is not theirs."

Latrice Galloway, third grade teacher, Bloomington, IL ♥

Want to help spread more kindness? Learn more at KindNews.org/adopt

A Year of Coastal Cats

OUR COASTAL CATS PROJECT IS A PARTNERSHIP BETWEEN REDROVER AND OPERATION CATNIP, SPONSORED BY THE BISSELL PET FOUNDATION — to spay and neuter cats in coastal areas where they would be severely impacted by hurricanes and storm surge. Through targeted humane spaying/neutering, the population in these areas will naturally decrease over time. Meanwhile, the cats who are treated will live happier and healthier lives. In December, eight RedRover Responders volunteers worked alongside teams from Operation Catnip, Cats Alive, and A Hound to Hold Inc. to help trap, shelter, spay/neuter, then return 152 cats back to their communities in Taylor County, Florida.

Volunteers came in from Florida, Alabama, Tennessee, Colorado, and even as far away as the United Kingdom to help on teams to trap cats on properties where the owners had given their permission. The days were long, and soggy, too — with rainstorms throughout the four-day event.



Our team created a temporary shelter in a county building where the cats were cared for — feeding, watering, and keeping the traps clean. The shelter volunteers also managed to get all 152 cats out of the shelter on surgery day, and carefully watched over the cats after they returned.

This deployment marks our third visit to the hurricane-prone Gulf Coast, and a full first year of our successful Coastal Cats project. Establishing

amazing partnerships with local leaders involved in disaster response for animals, Coastal Cats also helps the people in Taylor County who are the community cat caregivers. From those who actively feed, to those who let the cats live and roam on their property, volunteers saw first-hand how many of the cats were LOVED by their caregivers.

This event is life-changing for the community, the cats, and all of the local people who love them.



Volunteer with us in 2024!

Take our free, self-paced online training and get ready to make a difference:

RedRover.org/JoinResponders ♥





Hear from our RedRover Responders volunteers!

“There is no better feeling than being around people who share the same passion and love for animals as you. The bonds of friendship that have been created on deployment are lifelong and I’m incredibly thankful not only for the communities and animals that we are able to help, but for the people I get to work with along the way.”



“Everything about my experience was great. The staff, the other volunteers, the lodging, and of course, THE DOGS. It was very easy to deploy because of the volume of information provided. And the fact that it is affordable makes it all the better!”

“Everyone involved was so completely thankful and appreciated. Seeing the work being completed, you couldn’t help but know you were part of a positive team and experience and were making a significant difference for all recipients involved.”

“Getting to meet and work with an amazing team of folks that share a drive to make a difference. Seeing our hard work transition the site into a facility that will allow people in DV situations to keep their pets safe while they work to get themselves safe is very rewarding.”



“It’s a really special feeling to get together with people who share the same passions as you. The friendships that I have built through RedRover are more than I could ever ask for.”

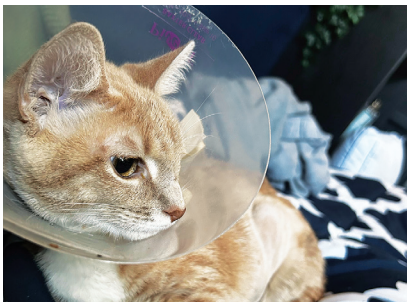


“The volunteers really worked well together on this deployment. We all had opportunities to try all the jobs. And really felt part of a team.”

Holding on to hope: a Happy Tail for Boots

JANESSA HAD ALREADY MOVED TWICE AND BEEN HOMELESS BEFORE SHE FOUND A ROOM TO RENT. Not yet 18 years old, she fled abuse in her family home and found herself suddenly responsible for supporting herself and her three kittens, Boots, Colby, and Hazel.

But one day her roommates' dog broke free from his crate and injured Boots, leaving the little kitten with a hernia.



Without financial help, she was afraid she would lose the sweet cat who had given her strength and comforted her through her own recovery:

"He is the reason I hold on to hope in life. My animals have always been my top priority and they have never gone hungry or without water or love or a warm place to sleep."

Janessa applied for a RedRover Relief Urgent Care grant and an On-Call Angel was waiting in the wings to fund their grant. She felt the weight lift from her shoulders when her application had been approved, and Boots enjoyed his smooth recovery following a successful surgery. Whatever challenges lay ahead, Janessa was grateful that she and her cats would hold on, together.



More than \$1.1M in grants for shelter survivors' pets

WE'RE THRILLED TO ANNOUNCE THAT WE'VE AWARDED \$1,104,655 IN SAFE HOUSING GRANTS IN 2023—the most ever in one year, thanks in part to Purina and PetSmart Charities!

RedRover Director of Outreach and Collaboration Katie Campbell said, "We are so proud to play a role in helping more survivors and their pets escape abusers. Knowing that the more shelters become pet friendly, more lives will be saved—and that is what drives us with each grant awarded."

This cycle, four domestic violence (DV) shelters and two animal shelters were awarded grants (all *DV shelters will become pet friendly for the first time).

RedRover + Purina Purple Leash Project DV Shelter Grantees

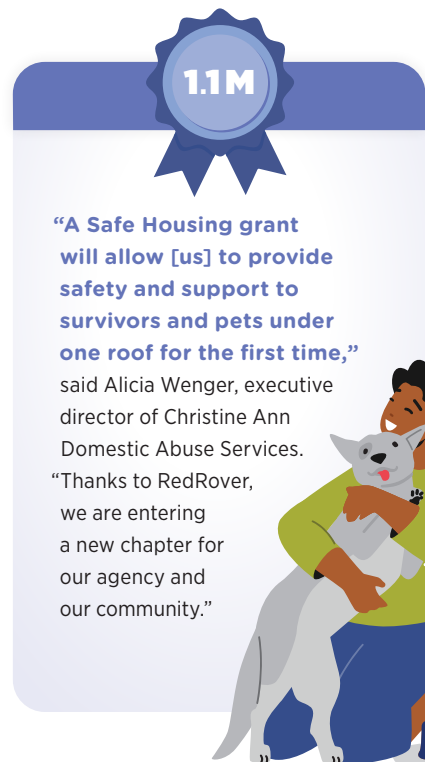
- **Liberty House,*** Dougherty County, Georgia — **\$60,000**
- **A Safe Place,*** Lake County, Illinois — **\$60,000**

Domestic Violence Shelter Grantees (funded by PetSmart Charities)

- **Christine Ann Domestic Abuse Services, Inc.,*** Winnebago County, Wisconsin — **\$60,000**
- **Partners for Peace,*** Penobscot County, Maine — **\$25,500**

Animal Shelter Grantees

- **Humane Fort Wayne,** Allen County, Indiana — **\$52,000**
- **Cecil County Animal Services,** Cecil County, Maryland — **\$60,000**



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

To learn more, visit RedRover.org/SafeHousing ♥

Don't Forget the Pets marks an exceptional year of collaboration and training

DON'T FORGET THE PETS (DFTP), OUR COLLABORATIVE PROJECT WITH GREATER GOOD CHARITIES, HAD AN EXCITING YEAR supporting human and animal service providers across the country to implement a pet housing program of their own. With help from PetSmart Charities we were able to accomplish so much! We expanded our library of shareable resources, redesigned our website, and hosted more in-person and virtual trainings than ever before! We are thrilled we could help more organizations create effective and sustainable housing programs for people and pets in crisis.

Our in-demand Coaching Program took off in 2023, with a record 37 organizations signing up to receive personalized support from our team. Recipients received a wide range of services including design and construction expertise, budgeting help, and policy-writing guidance.

We connected with organizations doing incredible work for people and pets in crisis, such as domestic violence shelters, homeless shelters, family justice centers, animal shelters, and

veterinary clinics. With such a range of backgrounds and programming needs in our community, DFTP's new Guest Presentation Series became a beneficial way to share information on a variety of important topics. We are eager to continue the series into 2024, sharing knowledge, experiences, and amplifying voices from advocates across the United States.

The DFTP training workshop has been a staple event since the very beginning with over 1,000 attendees since our inception in 2019. We spend the day discussing the impact of the human-animal bond, diving deep into the ins and outs of pet programming, and share challenges and successes. We know how valuable this training is, with a whopping 84% of 2023 Safe Housing grantees having taken a workshop. Relationship-building and togetherness are crucial in education, so in 2023 we **TRIPLED** the number of in-person workshops provided across the country, making this our biggest training year yet!



Where we've been in 2023:

- Atlanta, Georgia
- Denver, Colorado
- Raleigh, North Carolina
- Springfield, Illinois
- Salt Lake City, Utah
- Hamilton, New Jersey

Join us in 2024:

- Fort Worth, Texas in February
- Albuquerque, New Mexico in March
- Virtual via Zoom in April
- Elkton, Maryland in April
- Chesapeake, Virginia in June
- Birmingham, Alabama in July



Homeless shelter funding for pet-friendly programs now available!

REDROVER'S SAFE HOUSING GRANT PROGRAM HAS HELPED DOMESTIC VIOLENCE SHELTERS BECOME PET FRIENDLY SINCE 2012. Now, for the first time ever, we're expanding that support to homeless shelters across the United States, thanks to a generous anonymous grant! Offering grants of up to \$100,000 for homeless shelters

to start a pet-friendly program at their shelter, the funds can be used for building, renovations, and pet care supplies, with limited funds available for veterinary care, transportation, and more. Funding is available for the spring deadline only — RedRover is accepting applications until March 1st, 2024.



For questions, resources, and information on homeless shelter funding, contact the Don't Forget the Pets Team at DFTP@greatergood.org. ♥



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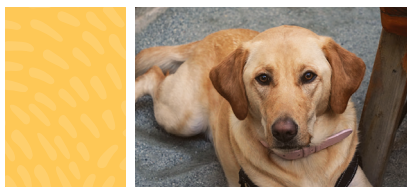
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Share our stories! Leave *Companion* at your doctor's office, vet clinic, gym, lunch room, or coffee shop.
To protect your privacy, please clip out or blacken your name and address above.

Cheers to 17 Years!



During RedRover's annual staff retreat we celebrated **17 years of remarkable achievements** and bid a fond farewell to former President and CEO Nicole Forsyth! Many friends of our organization came out to SacYard Community Tap House to show their support, and we were grateful for the chance to celebrate with you all!



Thank you Nicole, for your career
of hard work and dedication to animals.