



Red Rover®

SPRING 2023

# companion



## **2022 Annual Report: a record-breaking year!**

Teaching and learning from Native youth • Join the 25 by 2025 campaign • Protecting Coastal Cats from disasters before they strike



## Greetings!

**WOW, 2022 WAS A RECORD-BREAKING YEAR** for RedRover in so many ways! Thanks to supporters like you, RedRover Responders volunteers assisted on 19 deployments this year and we reached the most children ever with our digital and print editions of *Kind News* magazine. We also reached the highest level of staffing to date

at 24 full-time staff to support the tremendous growth of our programs.

Additionally, we've grown our efforts to help people and pets experiencing domestic abuse. Every year, more than 10 million people in the United States are physically abused by an intimate partner — and this abuse affects pets, too. Domestic violence shelters provide a safe and secure place to recover from trauma, but many do not allow pets. The result? Survivors delay or avoid leaving abusers rather than leave a pet behind. Currently, only 17% of domestic violence shelters have onsite pet programs. Thanks to generous support from PetSmart Charities, we are launching our 25 by 2025 campaign this spring to reach our goal of helping 25% of domestic violence shelters in the U.S. become pet-friendly by 2025. You can



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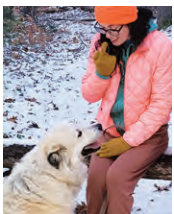
help by downloading the advocate toolkit available at [25by2025.org](https://www.25by2025.org).

Please enjoy our Annual Report edition of *Companion* magazine, and know that we are grateful for you and the part you play for every animal and person we help in their time of crisis.

Warmly,

**NICOLE FORSYTH**  
President and CEO

## Ballot for election of board directors



### ZOE ANTOINETTE EDDY

(she/her/hers) is an interdisciplinary anthropologist with a specialty in Indigenous Studies. She received her PhD from Harvard University and is currently an Assistant Teaching Professor at The Global School of Worcester Polytechnic Institute. She is an activist in various Indigenous-rights campaigns and is heavily involved in justice for survivors of domestic abuse. She is passionate about all animals and wrote her dissertation about Hokkaido brown bears. She currently fosters hospice and senior companion animals on her small farm property. She also shares her farm with very noisy and spoiled guineafowl — birds who she believes are an excellent example of multispecies collaboration in pursuit of social justice.

### 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 12. 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

**Barbara Johnson**  
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Vice Chair

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**Amanda Lannis-Hanna**  
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# Early Ages Gathering to Learn Empathy through Stories



**IN 2022, REDROVER LAUNCHED A PARTNERSHIP** with the Sacramento Native American Health Center (SNAHC) to develop and pilot an expanded version of the RedRover Readers program. The program, called Early Ages Gathering to Learn Empathy through Stories (EAGLES), uses Native American authored books about animals to help children explore concepts such as identity, family, community, responsibility, and recognizing emotions, through open-ended discussions.



After much listening and discussion, SNAHC and RedRover developed a curriculum around six books with feedback from

the region's American Indian Education programs. We then tested the pilot by having the RedRover Readers team practice reading these books to small groups of Native youth at the SNAHC office, making note of what went well and ways to improve.

Once the curriculum was tested and refined, the RedRover Readers team trained Native teenagers to implement the program with younger students. The training helped the teens learn how to read to students and discuss the human and animal characters in the stories, asking questions about their behavior, body language, and emotions.

Finally, SNAHC held additional readings led entirely by the newly-trained Native youth. The teens read one story per week for six weeks. The younger students enjoyed talking and



learning about animals, relating the stories to their own lives and making connections with their own experiences. SNAHC will continue to sustain the program in-house, with the goal of expanding to serve as many American Indian and Alaska Native children within the Sacramento region as possible. ♥

## Support a classroom for the upcoming 2023-2024 school year with *Kind News* magazine!

### Do you know about RedRover's magazine for kids?

*Kind News* inspires kids to be helpful and kind to people and animals. With compelling animal rescue stories and inspiring tales of kids who are heroes for animals, the magazine motivates youth to become change-makers in their communities.



**kind  
NEWS**

Here's what some of our wonderful sponsors have told us about what their impact means to them:

"I have supported classrooms with *Kind News* magazine for over 20 years. It makes me feel great that I can have a small part in the positive impact on children and encourage kindness to animals!"

♥ Ann Livingston, Gulf Breeze, FL

### We need your help to bring this magazine to more children!

#### Know teachers who'd love this?

Order *KindNews* for one or more classrooms at [KindNews.org](http://KindNews.org).

#### Adopt a classroom from our waiting list.

Visit [KindNews.org/adopt-a-classroom](http://KindNews.org/adopt-a-classroom).

**Questions?** Email [KindNews@RedRover.org](mailto:KindNews@RedRover.org) or call 916-241-3513.

"I sponsor classrooms with *Kind News* because I want kids to understand how to care for animals and that animals have feelings too! I also want kids to know that they can get love and understanding from animals in return. I think the magazine really helps with this."

♥ Cyndi Law, Senecaville, OH



## Helping Coastal Cats Before Disasters Strike

### THE RESPONDERS PROGRAM

#### RECENTLY LAUNCHED A NEW

**INITIATIVE** that applies our strong sheltering experience to our goal of mitigating the impact of natural disasters on animals and their people.

The Coastal Cats initiative is a partnership between RedRover and Operation Catnip of Gainesville, Florida, to provide proactive support for community cats in hurricane- and flood-prone coastal communities.

By providing TNR (trap-neuter-return) services, technical assistance, and training, we aim to reduce community cat overpopulation and increase the capacity of local cat organizations to continue this work on the ground. Establishing and maintaining control over the community cat population will reduce suffering for the cats and their caregivers when storms hit. The relationships built through Coastal Cats with local cat groups and agencies will also provide a strong basis for future disaster preparedness and response.

We recently completed our second Coastal Cats TNR in Wakulla County, Florida, which was generously sponsored by BISSELL Pet Foundation. Working with local animal welfare group PAWS of Wakulla, we humanely trapped 141 cats in three targeted areas. We are also funding additional spay/neuter surgeries to trap the others we missed during this visit so that local groups can continue to sterilize as many cats as possible and reach a 70-90% sterilization rate in these areas—the point at which populations stabilize and stop growing. The result is fewer cats who will be at risk during hurricanes, and caretakers are provided some relief.

In addition to assisting with mass TNR operations, Coastal Cats also collaborates with local cat groups and leaders to increase their impact. We do this through:

- training and coaching on how to build a TNR program
- engaging the local community
- working with stakeholders to protect community cats
- providing tips to successfully fundraise
- offering ways to support community cat caregivers
- assisting communities to develop their own humane trap-loan programs.

This approach gives local cat groups a much-needed advantage in tackling cat overpopulation, while empowering them to continue this work long after a large-scale TNR event. And because we've been assisting on the ground and getting to know the community—including Animal Control—any hurricane response in this area will be easier and more effective to coordinate.

Our goal is to continue fundraising so that Coastal Cats can continue to help cats living in the most vulnerable disaster-prone areas. ♥

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**BISSELL PET FOUNDATION®**  
Until every pet has a home.



“I’ve worked with several organizations over the years doing outreach, and RedRover is tops regarding leadership. When they branched out into helping other organizations with building enclosures so dogs can be off their chains, and helping build shelter for dogs and cats so women can escape abusive situations, I knew I needed to make working with RedRover a top priority.”

♥ Lynn Moore  
RedRover Responders volunteer  
January 2023



photo by: Chontelle Brown



photo by: Stacey Shines



## Online Training

Want to make a direct impact for animals in crisis? Join our volunteer program! Learn more and take our free, self-paced online training:

[RedRover.org/JoinResponders](https://RedRover.org/JoinResponders) ♥



## Second Chances in 2022



**WE BELIEVE THAT PETS ARE FAMILY**, and we know you share our commitment to the special bond that is at the heart of RedRover's mission. Every year, the RedRover Relief program keeps hundreds of families together through crisis by providing financial assistance and resources when they're needed most. Whether a cherished pet is facing a veterinary emergency or the whole family needs safe haven from domestic abuse, they can count on RedRover—and that wouldn't be possible without you!

We hope you enjoy these Happy Tails—just a few among the hundreds of second chances you gave families this past year. ♥

### Urgent Care

**Georgie was rescued from a suspected dog-fighting operation when she was just a young pup.** Nat was quite young herself at the time and today has shared almost half of her life with sweet, 11-year-old Georgie. The pair are best friends, and Nat couldn't possibly conceive of life without her beautiful girl. When Georgie was diagnosed with sarcoma after the veterinarian biopsied a tumor on her right hind leg, Nat was devastated to think she might not be able to afford surgery to remove the tumor—and that she might lose Georgie. Her sister generously offered to pay for half of the cost, but when her financial circumstances changed and she couldn't offer as much support, Nat reached out to RedRover for help.

With a RedRover Relief Urgent Care grant, Georgie is back by Nat's side and thriving!



**"I am super appreciative of the help that you have given me,** thank you so much. I wouldn't have been able to afford the surgery without it. Georgie is doing amazing and healing very well. She was pretty much back to her old self as soon as I picked her up!"

♥ NAT

### Safe Escape

**Jenna\* reached out to her local domestic violence shelter for help** with fleeing as soon as her husband left for work that morning. The night before he strangled her so violently that she lost consciousness, and she knew her sweet cat, Pepper\* would be harmed or killed if she left without him. Pepper only had one eye after past abuse from her husband, and Jenna was willing to put her life and safety at risk to protect her boy if she could not find a safe place for them both.

Jenna worked with her shelter advocate to apply for a Safe Escape grant so Pepper could be safely boarded until they could be reunited. She and Pepper later relocated to a new home where they could live together in peace. Before beginning their next chapter, Jenna shared with her advocate what this grant meant to her and Pepper:



**"It meant having peace of mind knowing that her pet was safe and no longer in any danger.** That she could rest at night without worrying whether she was ever going to see him again or hold him in her arms. She thinks of Pepper as a very important part of her family and would not be able to cope with her situation if she did not have him for support. Without your services, she might not have been able to keep Pepper and that would have been a horrible thing to deal with. So from the bottom of my heart, thank you!"

♥ JENNA



*\*Names have been changed to protect privacy*



## Safe Housing

**Domestic Abuse Women's Network in Washington State** was awarded a Safe Housing grant in the summer of 2015 and opened their doors to survivors and their pets that fall. For more than seven years, they have been making an incredible difference for families in their time of greatest need.



*\*Names have been changed to protect privacy*

**“One elderly shelter resident was living with us for a long time.** She was in a highly lethal situation, but took comfort in the fact she was able to bring her dog Patches.\* Patches was uneasy about living in a communal shelter with 12 other families, but he soon became comfortable and the children in the shelter loved to play with him. He was able to run around in the small dog park and his mom was able to have a room with an attached doggy door that led to the outside. A couple of months ago, long-term safe housing became available for Mom and Patches and they were finally able to move out into their own apartment. Thank you for making this possible!”

♥ DV ADVOCATE AT DOMESTIC ABUSE WOMEN'S NETWORK IN WASHINGTON STATE



## Join the 25 by 2025 Campaign

Our “25 by 2025” campaign isn't just a slogan, it's our commitment to helping more domestic violence (DV) survivors and their pets find safety and healing together.

In 2007, we began supporting DV survivors through the creation of our Safe Escape grant program which helps with the cost of boarding survivors' pets while they are in shelter. In 2012, we expanded our efforts and created the Safe Housing grant program to help DV shelters create dedicated pet-friendly spaces so survivors wouldn't have to be separated from their pets. The number of pet-friendly DV shelters has grown from 3% to now just over 17%.

This work is as important today as it was back then. The recent “PALS Report” (a joint effort of the Urban Resource Institute and The Hotline) found that 91% of survivors believe that their pets play a significant role in their ability to survive and heal, while half of those surveyed wouldn't consider going to shelter if they couldn't take their pets with them.

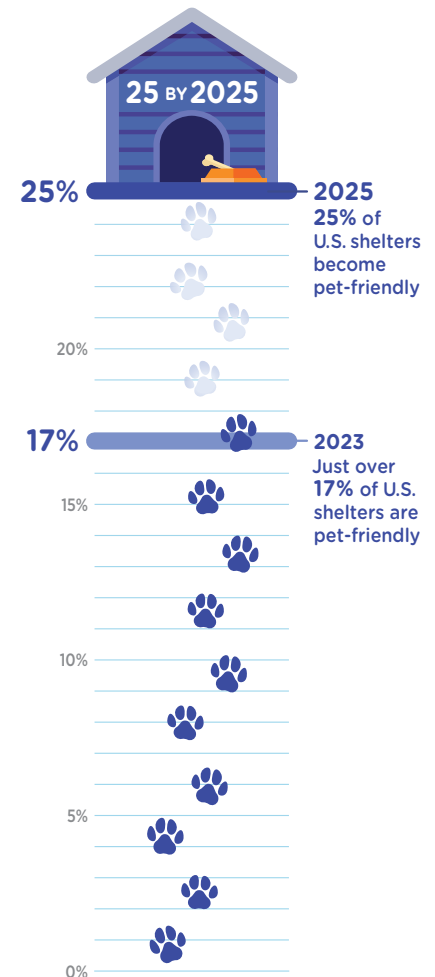
It's more important than ever for us to do all that we can to support DV organizations and their communities

in creating pet-housing programs that help keep survivors and their pets safely together. Powered by PetSmart Charities, we are launching our “25 by 2025” campaign as part of our commitment to help 25% of shelters in the U.S. become pet-friendly by 2025.

Through this effort, we will continue to listen and learn from organizations about their successes and challenges on their journeys to becoming pet-friendly. And through our collaborative Don't Forget the Pets project, a joint effort of RedRover and Greater Good Charities' Rescue Rebuild program, we will continue to provide resources, information, and support to organizations and communities that are adaptive and reflective of that learning.

We have created a downloadable toolkit full of resources and ways for shelters to show their commitment and to raise awareness in their own communities about their efforts to become pet friendly. And, of course, we'll be highlighting shelters that already welcome pets! ♥

**Join our efforts by visiting [25by2025.org](https://25by2025.org) to learn how you can help spread the word.**



# 2022 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. You're also building the foundation for future humane heroes to carry on our work! On behalf of every animal we cared for in 2022, **thank you for your steadfast dedication to helping animals and their families when they need us most.**



## RedRover Financials

**THANK YOU!** Your kindness helps us bring so many animals comfort and care. Through your devoted membership and generous contributions, you gave a total of \$4,263,729 in 2022. We received a top-rated nonprofit award from GreatNonprofits.org for the 13th year in a row, a four-star Charity Navigator rating, and a GuideStar Platinum Seal of Transparency. 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 2022 with \$6,947,245 in ending net assets.



### Three cheers for volunteers!

Our caring volunteers generously gave more than 3,695 hours of their time providing shelter and care to animals in need in 2022.

**Fair market value of volunteer hours in 2022: \$110,665.25.**

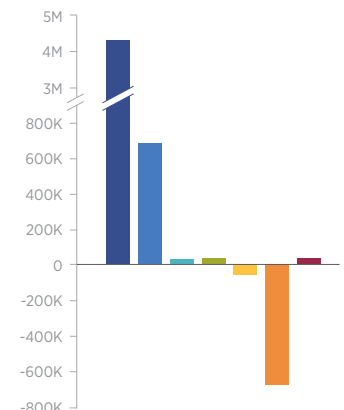


## MISSION STATEMENT

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.

## 2022 Income Breakdown (audited)\*

Contributions	\$ 4,263,729
Bequests	681,993
In-kind donations	13,572
Program services	15,180
Kind News, net of COGS	-46,840
Interest and investment income**	-677,157
Other income	\$ 19,050
<b>TOTAL</b>	<b>\$ 4,269,527</b>



\* Based on our 2022 audited financial statements. View the audited statements at [RedRover.org/financial](https://www.redrover.org/financial)  
 \*\* Unrealized investment loss due to fluctuations in the stock market throughout 2022.



# 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.



- **2,989** animals in crisis were helped through emergency sheltering and care services
- **1,329** more animals were helped through advice and other services from RedRover staff
- **3,695** hours of volunteer work providing direct sheltering and animal care services



You can help us answer the call for animals in crisis simply by telling others about the RedRover Responders online volunteer training.

**IN 2022 ALONE, OUR VOLUNTEERS EMBARKED ON 19 DEPLOYMENTS ACROSS 12 STATES** to comfort and care for nearly 3,000 animals, far exceeding our average of 11 deployments per year. We also formally launched our Community Programs initiative, with 6 of our 19 total deployments dedicated to these uniquely collaborative, community-based projects. After partnering with the Humane Society of Marlboro County (HSMC) in the fall of 2021, we returned to Bennettsville, South Carolina, twice in 2022 to continue to support Unchain Marlboro, a program designed to improve the quality of life for dogs

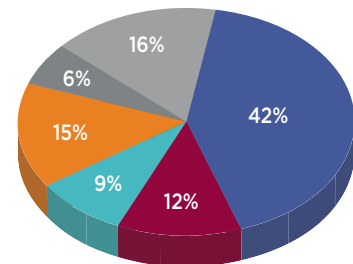
who live outside by building safe enclosures. We also partnered with Dog Aide in Detroit, Michigan, and Fences for Fido in Portland, Oregon, to build safe enclosures for outdoor dogs. With this focus on empowering communities to meet the needs of local animals and families, we sent teams of volunteers to Texas to support two drive-through, no-cost/low-cost pet wellness clinics in Odessa and Midland in collaboration with Fix West Texas, and we partnered with the Parker Project to host a spay/neuter and vaccination clinic on the Navajo Nation in Arizona. ♥

## 2022 Emergency Responses

- JAN 20-26** Domestic Violence Pet Housing Build Tulsa Co., OK
- JAN 21-23** Dog Rescue Smith Co., TX
- JAN 24-30** Emergency Dog Sheltering, MD
- MARCH 11-15** Domestic Violence Pet Housing Build Glynn Co., GA
- MARCH 14-24** Dog Rescue (x2), San Miguel Co., NM
- MARCH/NOVEMBER** Unchain Marlboro (x2) Marlboro Co., SC
- JUNE 11-12** Fix West Texas Pet Wellness Clinic Midland, TX
- JUNE 24-26** Parker Project Spay/Neuter Vaccination Clinic, AZ
- MAY/JULY/AUGUST** Beagle Surrender (x3), MD
- AUG 12-15** Coastal Cats TNR Wakulla Co., FL
- SEPT 24-29** Dogfighting Rescue, MD
- OCT 5-11** Hurricane Ian Fort Myers, FL
- OCT 8-9** Dog Unchaining Detroit, MI
- OCT 10-14** Domestic Violence Pet Housing Build Bristol Co., RI
- NOV 16-17** Dog Unchaining Portland, OR

## 2022 Expense Breakdown (audited)\*

RedRover Relief	\$ 2,319,325
RedRover Responders	692,123
RedRover Readers	504,859
Advocacy, Public Education, and Outreach	813,594
<b>Total program services</b>	<b>\$ 4,329,901</b>
Management and General	344,809
Fundraising	895,664
<b>Total supporting services</b>	<b>\$ 1,240,473</b>
<b>TOTAL EXPENSES</b>	<b>\$ 5,570,374</b>



\*Based on our 2022 audited 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.



- **4,059** new children were taught how to develop empathy for animals
- **34** readings and classroom visits conducted
- **10** training workshops held
- **134** new volunteers, teachers, and educators were trained
- **280,664** children reached through *Kind News* magazine
- **121,322** total estimated children reached through the RedRover Readers program to date



“I love how [*Kind News*] articles show kids incredible people just like them. It really helps them believe they can do absolutely anything and spread kindness everywhere.”

♥ Second-grade teacher, Des Plaines, IL



## Transforming Teaching with RedRover Readers

Since 2007, the RedRover Readers program has helped transform classrooms around the country. After taking the workshop and implementing the story- and discussion-based, empathy-building program in their classrooms, here's what educators have to say:

“Taking this training allowed me to dig deeper into the types of questions I ask, particularly about noticing the body language of the characters.”

♥ Michelle Feigenbaum, K-4 teacher

“It is so exciting to witness young children learning — through their own reasoning — that ‘others’ feel, much as they do, animals and other people. The RedRover Readers program creates an environment for this awareness to begin. Wow!”

♥ Elissa Hunter, retired teacher

“I love the RedRover Readers program because it's wonderfully true to the mission of RedRover — bringing animals and their people from crisis to care.”

♥ Laura St. Clair, owner of Echo Hill Farm

Visit [RedRover.org/Readers](https://RedRover.org/Readers) to learn more and share the program with an educator in your life. ♥

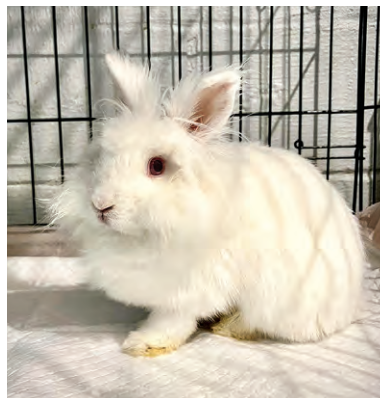


# RedRover Relief

**PROVIDES FINANCIAL AND EMOTIONAL SUPPORT** to Good Samaritans, animal rescuers, and pet owners to help them care for animals in life-threatening situations and resources to help survivors of domestic violence escape abusers with their pets.



- **495** pets received urgent veterinary treatment with **\$148,476** in financial assistance
- **4,227** animals were helped through consultation and other referral from RedRover staff
- **302** animals escaped abuse through RedRover's Safe Escape program
- **10,425** estimated animals escaped abuse through RedRover's Safe Housing program



## IN FALL OF 2022, WE REACHED A REMARKABLE MILESTONE IN THE SAFE HOUSING GRANT PROGRAM:

We've awarded \$3 million in funding to domestic violence shelters to become pet-friendly, providing more than 443,000 safe nights for pets since 2012! We are thrilled to share more incredible updates as we make progress toward our goal of helping 25% of domestic violence shelters nationwide be able to welcome pets by the end of 2025. ♥

- **11,985** safe nights away from abuse for domestic violence survivors' pets, totaling **\$256,613**
- **20** domestic violence shelters received **\$836,141** from RedRover's Safe Housing program to build on-site housing for pets

**“We wholeheartedly appreciate all your efforts to keep these clients' animals safe.** A lot of our victims have only their pets to give them comfort and being able to have somewhere for them to stay gives them hope during what is often the worst time of their lives.”

♥ DV advocate

 *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.

## Finn's new "leash" on life

**FINN WAS AMONG THE NEARLY 4,000 BEAGLES RESCUED LAST SUMMER** from a mass breeding facility that sold dogs to laboratories for animal experimentation. Adopted by RedRover President and CEO Nicole Forsyth, Finn is now seven months old and a playful, curious, and endlessly entertaining member of the family — with no shortage of puppy energy! Nicole writes about their ventures into dog training as he fully adjusts to domestic life in New Hampshire. ♥

You can read the full article by visiting  
[RedRover.org/TrainingFinn](https://www.RedRover.org/TrainingFinn)

photos by: Monadnock Humane Society

