



## **2023 Annual Report: 365 days of kindness**

Spring into some good news • Broadening our impact, powered by volunteers • The pet-friendly movement to support survivors



## Hi friend!

**LET ME TAKE A MOMENT TO INTRODUCE MYSELF AS REDROVER'S NEW PRESIDENT AND CEO.** I am thrilled and honored to have been chosen for this new role.

A little background about me: I have worked in the nonprofit sector for more than 16 years (in roles ranging from direct service to leadership) with the last 8 years here at RedRover, most recently serving as Director of Collaboration and Outreach. In that role, I supported all of the outreach, awareness, and capacity-building efforts, especially for our domestic

violence assistance programs, our fastest growing program.

I am a firm believer that more can be accomplished when organizations work together, and with the community, rather than in silos. One partnership I'm very proud of is our Don't Forget the Pets (DFTP) project with Greater Good Charities' Rescue Rebuild program, which I created and spearheaded. I love seeing this project in action as it brings together and supports representatives from animal welfare and human services organizations alike to create pet housing programs that support people and pets in crisis.

Since the project's inception in 2019, we've trained more than 1,100 individuals, coached more than 75 organizations, and helped to increase the number of pet-friendly domestic violence and homeless shelters! We couldn't have accomplished this without our partnerships and supporters like you.



facebook.com/RedRoverOrg  
youtube.com/RedRoverOrg  
threads.net/RedRoverOrg  
instagram.com/RedRoverOrg

This is just one example of the power of collaboration. I look forward to continuing to get out into the communities we serve to create more partnerships and foster relationships that will continue to drive RedRover's work forward. Together with your support, we will keep more people and their pets together, and create a more compassionate and empathetic world.

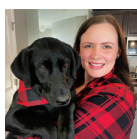
In community,

**KATIE CAMPBELL**  
President and CEO

## Ballot for election of board directors



**CHANDLER SELF** is a life-long animal lover. She worked on a homeless outreach team for three years before teaching Neuroscience and Human Behavior at UTMB. Chandler is currently a psychiatrist in Houston, Texas. She is a strong proponent of the human-animal bond and enjoys spending time with her husband, two dogs (Tiller and Cru) and cat (Jetty).



**KRISTA SHEELY** grew up enjoying the Minnesota snow in the winter while having plenty of time on lakes in the summer. Krista works in IT specializing in growing software developers and managing amazing teams around the globe. She recently moved to a "soon-to-be" hobby farm with her black lab (Mae) and senior cat (Louise).



**MAGGIE ROBERTS** is currently a student attorney at Georgetown's Domestic Violence Clinic. Before law school, she worked at a domestic violence agency in Rhode Island, which prompted her interest in RedRover. Maggie grew up in North Carolina and now lives in D.C. with her chihuahua, Rhys, and cat, Elspeth.

### 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

**Jenny Coupe**, Chair  
**Zoe Antoinette Eddy**, Vice Chair  
**Bradley Carroll**, Secretary and Treasurer  
**Amanda Landis-Hanna**, Board Director  
**Antoine Junior Melay**, Board Director  
**Barbara Johnson**, Board Director



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# RedRover Readers Kick Off 2024

**THE REDROVER READERS TEAM KICKED OFF 2024 WITH A SPECIAL TRAINING** for RedRover Readers workshop facilitators. These individuals are now prepared to show more educators how to use the program, and more students will benefit through building life skills, kindness, and empathy!



In addition, thanks to Dr. Sarah M. Straub at Stephen F. Austin State University in Texas, ten of her graduate students attended our on-demand training option as part of their course work in Education Studies!

Dr. Straub holds the Montgomery Professorship for Humane Education at Stephen F. Austin State University, where she spearheads efforts to integrate humane education into both the university curriculum and the wider community. As part of her initiatives, she has forged a longstanding partnership with the RedRover Readers program, collaborating for several years to promote empathy and compassion through education. Through the Professorship, Dr. Straub has secured funding to support local area teachers, undergraduate, and graduate students, enabling a total of 30 certifications in humane education, enriching the educational landscape and fostering a culture of empathy and kindness.

The following quotes are reflections from her graduate students, most of whom are local educators:

**"As an English language arts, reading, and social studies teacher, reading and literature is a passion of mine.** I was super excited that reading aloud humane themed books and asking meaningful questions could be used to teach empathy and compassion to young children. RedRover Readers Training should be a required training for educators because it allows us to support the social-emotional needs of our students. One of the aha moments was the realization that specific open-ended questions guide students to think critically and promote the development of empathy and compassion towards animals and humans."

♥ Maria A.

**"As a teacher in a newcomer classroom,** I was excited to see that some guides came in different languages, such as Spanish."

♥ Pedro T.

**"It is hard for me as an animal activist to put my feelings aside..."** after going through this program, it helped me know what to say and how when a question is asked by a student."

♥ Olivia C.

**"Participating in the RedRover Readers Certification Online Workshop has been a transformative journey** for me as an educator. The emphasis on the intersection of literature and empathy resonated deeply with my teaching philosophy. The interactive nature of the workshop, including engaging discussions and practical activities, made the learning experience dynamic and impactful. It has significantly shaped my understanding of using literature not just as a tool for academic learning but as a powerful catalyst for nurturing empathy and compassion in students."

♥ Taylor B.

**"The format of these lessons resonated with me** because it not only allowed students to learn about empathy and compassion from the books, but also from their peers when discussing ideas around the book."

♥ Shelby M.

**"I was worried about how I could do this in my classroom as a math and science teacher,** but after doing one of the practice readings, I realized that it didn't matter what subject I taught. I could use this program to reach my students in a deeper and more meaningful way."

♥ Shelly P.

## RedRover Readers Online Workshop

Register for the online workshop at [RedRover.org/ReadersTraining](https://RedRover.org/ReadersTraining)

### Questions?

We'd love to hear from you. Email [Readers@RedRover.org](mailto:Readers@RedRover.org) for more info. ♥

# Broadening our Impact, Powered by Volunteers

## OUR REDROVER RESPONDERS PROGRAM HAS UNDERGONE ENORMOUS CHANGE AND GROWTH OVER THE DECADES

since RedRover was founded in 1987 as United Animal Nations. We were one of the first programs to help animals in disasters when the field was in its infancy in the late 1980s and early 1990s. Our volunteers back then numbered in the hundreds, and we assisted when few groups were doing this kind of work.

We helped animals in Hurricane Katrina, now seen as a turning point in recognition that disaster response must also include rescuing and caring for animals. Out of that disaster, there was recognition that animal disaster response could be so much better, and RedRover was one leading organization that helped to form the National Animal Rescue and Sheltering Coalition (NARSC) in 2006, dedicated to improving animal disaster response.

Through the early 2000s to the co-founding of NARSC, the Responders program focused on providing the hands-on animal care of those impacted by disasters. We became nationally recognized for emergency animal sheltering. And not just in disasters—we also assisted in caring for animals rescued from cruelty and neglect, such as in puppy mill and hoarding cases. By then, our volunteers numbered in the thousands, and we were deploying across the country 10–15 times a year.



Now totaling more than 4,800 RedRover Responders volunteers, we are known by the wonderful work we do and how easy we are to work alongside. We are and always have been powered by the best volunteer corps in this kind of work.

We became a go-to organization because of our volunteers; in this area we were uniquely volunteer-driven, with only a single staff field responder. Other organizations and jurisdictions loved working with us because of our volunteers—we came in and provided excellent care, showed kindness and compassion, were committed to being drama-free, and simply worked hard to get the job done.

And this has not changed! Now totaling more than 4,800 RedRover Responders volunteers, we are known by the wonderful work we do and how easy we are to work alongside. We are and always have been powered by the best volunteer corps in this kind of work.

In addition to our disaster and cruelty responses, we are committed to helping some of the most under-resourced

communities take care of the animals they love through our Community Programs work. We now assist these communities with vaccination, wellness, spay/neuter clinics, and building on-site housing for domestic violence survivors' pets. Through our Unchaining and Winter Ready work, volunteers build enclosures for dogs and also provide them with all-weather housing. Through our Coastal Cats initiative volunteers assist at TNVR (Trap-Neuter-Vaccinate-Return) weekends specifically targeted in areas where community cats are most at risk by hurricanes and storm surge.

While the RedRover Responders program has developed and grown over the years, it has and always will be powered by volunteers who step up to help bring animals from crisis to care. ♥





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## Online Training

Our specially trained RedRover Responders volunteers provide a range of hands-on care and support for animals. Take the FREE, self-paced online training course to help animals in crisis and community:

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



## Veterinary Care for Pets and Families in Need

### REDROVER'S URGENT CARE

#### GRANT CASE MANAGERS

review a high volume of requests every day, so we follow procedures to ensure we're looking at each application fairly and equitably.

**A case manager reviews every application we receive.** And to eliminate any possible sources of bias, we only look at the animal and needed treatment information; we do not view the pet owner's name or location.



**RedRover's Urgent Care grant case managers are all animal lovers.** We look at every application for reasons to say YES, and we're



always so grateful when we can make a positive difference in the lives of people and their pets.

### The requests we're most likely able to help with

are those where only a small gap in funding is keeping an animal from receiving urgent care. The most common issues we help with are dental extractions, growth removals, and bladder stone removals. In cases where we are unable to help, we offer resources, such as recommending lower-cost veterinarians in their area and other organizations that may be able to assist.



## 365 Days of Kindness

### YOUR KINDNESS GAVE HUNDREDS OF PETS AND FAMILIES IN CRISIS

**THE COMPASSION** and support they needed to stay together in 2023, so they can enjoy the many more years of love and companionship they deserve. These are just a few of the families you and the RedRover Relief Urgent Care grant program brought...

### from crisis...

**"Mahal is my companion.** She gives me hope, love, and calmness. I love her very much. My kids love her very much and I know she can have a longer life with us if we can help her get better."



**"Cassidy is my baby.** I was recently diagnosed with autism and complex PTSD. Cassidy helps me get out of bed to care for her, move a little each day to play with her. If she can push through and recover, then maybe I can too. She gives so much support to my needs and she deserves her needs to be addressed too."



**"Ani is the sweetest bun** and has so much sass and personality, I feel like she is me in bunny form. I know she will do fine with three legs but that doesn't take into account the unimaginable pain she must be in after shattering both bones in her front right leg."



### ...to care

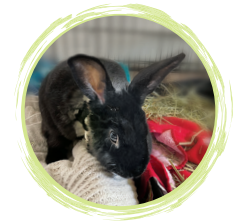
**"Mahal is doing great!** She's eating so much better now and even putting on a little bit of healthy weight. She is no longer in pain and dealing with infections. Thank you so much again for your generosity and support!!"



**"Cassidy is now back to spending most days by my side,** eating her favorite kibble, and playing with her favorite flamingo toy. She deserved this sinus surgery after the support she has given me over the years, and it was horrible not being able to cover the costs myself. I cannot thank you enough for the support."



**"Ani's procedure went so well** and her recovery is going amazingly. The day Ani got home, her sister Peebo bravely guarded her against our dog (even though our dog is sweet and gentle and gives Ani kisses on the nose through the cage). I am so incredibly grateful for your support!"



**Every Happy Tail like Mahal, Cassidy, and Ani's is unique,** and the lifesaving difference you made for their family will never be forgotten. RedRover is grateful for people like you who understand that pets are family. Thank you for your kindness, compassion, and support for families in crisis! ♥





# The Pet-Friendly Movement to Support Survivors

# 25 BY 2025

## FOR OUR REDROVER RELIEF DOMESTIC VIOLENCE ASSISTANCE PROGRAMMING, 2023 WAS A BIG YEAR!

We launched the 25 by 2025 campaign to help ensure that 25% of domestic violence (DV) shelters become pet friendly by the end of 2025. Why create this campaign? Because we know that pets belong with their people, and all too often

DV survivors will delay leaving an abuser — or never leave if they can't bring their pets with them.

We created the campaign to amplify the momentum we've witnessed over the last several years, and to make sure that organizations know that we're here to support their journey to becoming pet friendly.

And now nearly 19% of DV shelters in the U.S. can welcome pets onsite! That means we're just 6% away from reaching our 25 by 2025 goal. For some context, when the Safe Housing grant program began in 2012, just 3% of DV shelters were pet friendly.

With just 6% to go, we need roughly 116 shelters to become pet friendly. In 2024, we'll continue to reach more organizations by attending several

national and regional conferences, and our Don't Forget the Pets (DFTP) collaborative project will continue to expand and grow:

- We'll offer at least six in-person workshops across the country.
- We'll host at least one "guest presentation" each quarter.
- And we just launched our revamped website with an expanded blog section and a brand new "video library" offering training recordings and "deep dive" videos.

Visit [25by2025.org](https://25by2025.org) for more information on pets and domestic violence. With more work to help survivors and their pets on the horizon and your support, we know we can reach our goal together. ❤️



# 2023 Annual Report

## Your kindness goes a long way!

Thanks to your caring heart, pets and people in need felt a lasting impact in communities across the country. Your generosity enabled us to provide assistance to animals in crisis, as well as help children learn empathy for animals and one another, **preventing cruelty and inspiring even more kindness.**



### We ♥ our volunteers!

With red shirts and open hearts, our volunteers gave more than 2,861 hours of their time, providing shelter and care to animals in need in 2023.

## 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.



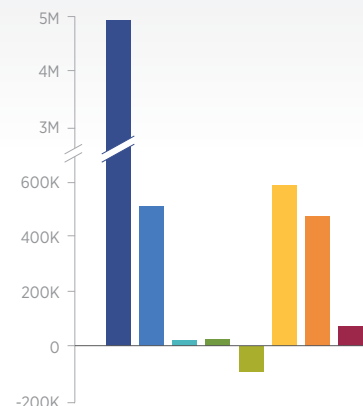
## RedRover Financials

Together, you gave a total of \$5,431,880 for pets and their families in 2023. RedRover received a Top-Rated Award from Great Nonprofits, a four-star rating from Charity Navigator, and a GuideStar Platinum Seal of Transparency yet again. In 2023, 80¢ of every dollar was spent on lifesaving programs, and 20¢ was spent on supporting services. We are grateful to have closed 2023 with \$7,346,285 in net assets.

Thank you! ♥

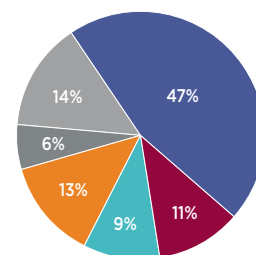
## 2023 Income Breakdown\*

Contributions	\$ 4,960,433
Bequests	509,340
In-kind donations	10,367
Program services	12,733
Kind News, net of COGS	-57,629
Interest and investment income	586,858
FurEver Friends recurring donations	471,447
Other income	\$ 21,302
<b>TOTAL</b>	<b>\$ 6,514,851</b>



## 2023 Expense Breakdown\*

RedRover Relief	\$ 2,871,254
RedRover Responders	711,307
RedRover Readers	499,292
Advocacy, Public Education, and Outreach	812,212
<b>Total program services</b>	<b>\$ 4,894,065</b>
Management and General	368,492
Fundraising	853,254
<b>Total supporting services</b>	<b>\$ 1,221,746</b>
<b>TOTAL EXPENSES</b>	<b>\$ 6,115,811</b>



\*Based on our 2023 audited financial statements. View the audited statements at [RedRover.org/financial](https://www.redrover.org/financial)



# 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. The program also offers resources to help domestic violence survivors and their pets escape abuse.

- **586\*** pets received urgent veterinary treatment with **\$184,989.98** in financial assistance
  - **5,637** animals were helped through consultation and other referrals from RedRover staff
  - Urgent Care grant requests **increased by nearly 30%** from 2022 to 2023
- \*includes grants awarded and pets helped through RedRover's pilot Access to Veterinary Care Fund



**"My dog is so special to me, we have been through so much together,** and to have been unable to help my beloved best friend Minnie with the surgery she needed was not something I could accept...To the donors who make this whole thing possible, I hope they read my thanks. The difference your contributions can make to another life is so overwhelmingly touching to the person who experiences it and receives this gift."

♥ Jennifer and her best friend, Minnie

**"We would like to express our gratitude to you, to RedRover,** and all the people who had donated to this most worthwhile institution. Without their help our beloved friend would have suffered unnecessarily from an easily treatable disease."

♥ Mustafa and Rosemary the Shichon



## Through the RedRover Relief Safe Housing grant program:

- **338** animals escaped abuse and 13,760 nights of pet boarding was provided through RedRover's Safe Escape grant program
- **890** estimated DV survivors' pets helped through RedRover's Safe Housing grant program

## 25 BY 2025

**How has the percentage of pet-friendly domestic violence shelters increased to 19%?**

**Just last year alone we:**

- Trained or presented to more than 3,500 individuals about our DV assistance programming and through our Don't Forget the Pets (DFTP) collaborative project
- Hosted 19 DFTP workshops for 229 in-person attendees and 106 virtual "attendees"
- Found that 84% of Safe Housing grantees have taken a DFTP workshop
- Worked with our partners at DomesticShelters.org to ensure that pet housing options are accurately listed so survivors have the information they need, when they need it
- Provided more than \$1.1M in Safe Housing grants funding (we also surpassed \$4M in Safe Housing grants awarded since the program was established!)

# 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.



- **2,076** animals in crisis were helped through emergency sheltering and care services
- **608** more animals were helped through expert advice and valuable resources from RedRover staff
- **2,861** hours of volunteer work providing direct sheltering and animal care services

## IN 2021 WE PILOTED OUR COMMUNITY PROGRAMS WORK BUT

with health, safety, and travel challenges due to COVID, the future of the program was unclear. That first year RedRover's Field Services and Community Programs Manager Devon Krusko took the journey to new partners alone, helping with transport programs, shelter operations, and training. That November we deployed with our friends at the Humane Society of Marlboro County to assist with an Unchaining pilot program that builds safe enclosures for dogs that live outside.

As we connected with more communities, we officially launched our Community Programs initiative in

2022 with free veterinary services, wellness clinics,

and improved the quality of life for outdoor dogs—a total of 1,610 animals! Partnerships grew expanding to the Navajo Nation, Detroit, and Oregon, and we were thrilled to receive positive support from partners, volunteers, and supporters.

Last year, we formed a new partnership with Paws of Northeast Louisiana, providing a free wellness clinic that brought such a huge turnout the event had to be shut down to new attendees. We expanded our work on the Navajo Nation, bringing our Unchaining program to the reservation, as well as winter preparation for dogs: providing dog houses, straw, enrichment, and new lightweight tethers for outdoor dogs.

Heading into this year, we have a tentative schedule of eight planned deployments to support communities, their programs, and the work that improves quality of life and keeps pets with their people. We are honored to work alongside incredible partners, and we're excited to meet the families and fur babies of 2024! ♥



## 2023 RedRover Responders Deployments

**JAN 10-14**

Domestic Violence Pet Housing Build St. Tammany Co., LA

**JAN 20-26**

Domestic Violence Pet Housing Build Tulsa Co., OK

**JAN 31-FEB 6**

Cat Rescue MS

**FEB 17-20**

Coastal Cats TNVR Wakulla Co., FL

**MAR 16-20**

Domestic Violence Pet Housing Build Washington Co., OR

**MAR 20-24**

South Korean Dog Relocation, MD

**APR/OCT**

Dog Unchaining (x2) Detroit, MI

**MAY 2-6**

Dog Unchaining/Wellness Clinic Marlboro Co., SC

**JUN 16-20**

Dog Rescue MO

**SEP 7-10**

Spay/Neuter/Vaccination and Dog Unchaining AZ

**SEP 19-22**

Dog Rescue MS

**SEP 28-29**

Pet Wellness Clinic LA

**OCT 16-20**

Domestic Violence Pet Housing Build Dougherty Co., GA

**DEC 1-3**

Spay/Neuter and Wellness Clinic AZ

**DEC 1-4**

Coastal Cats TNVR Taylor Co., FL

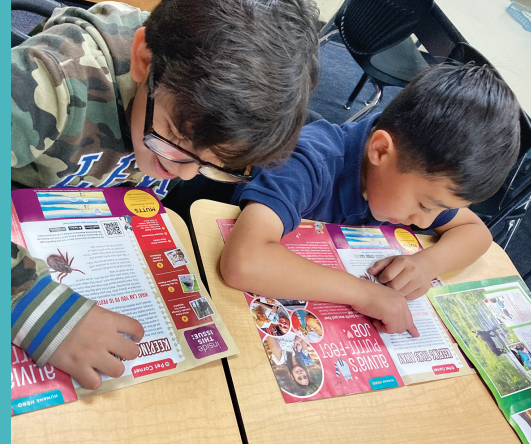


# RedRover Readers and *Kind News*

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. See our 2023 totals below:

- **2,054** new children were taught how to develop empathy for animals
- **16** readings and classroom visits conducted
- **92** new volunteers, teachers, and educators were trained via 9 training workshops
- **123,361** total estimated children reached through the RedRover Readers program to date

Additionally, the RedRover Readers On-Demand online workshop received 55 total registered participants! That's 55 more educators who will be able to help children build life skills, kindness, and empathy through our story-based curriculum.



**"I found the workshop to be very thorough, insightful, and informative.** I am so excited to be able to start offering these options to our local classrooms, and to utilize the resources I now have access to...I feel I have learned much, and am looking forward to discovering ways to integrate this new knowledge and these new skills into our education programs."

♥ Katherine Bateman, Humane Educator, Safe Haven Humane



**"RedRover Readers is a fantastic program that all classroom teachers should utilize.** The program helps to promote critical thinking skills and ties into district anti-bullying programs."

♥ K-3 Teacher



## Kids LOVE *Kind News*™!

**KIND NEWS** magazine is an eight-page full-color RedRover publication that helps children think about why treating animals and people with kindness matters.

- **275,193** children reached through *Kind News*
- **3,358** classrooms/groups subscribed to *Kind News*
- **75** sponsors for Adopt-A-Classroom



Register for the online workshop at [RedRover.org/ReadersTraining](https://RedRover.org/ReadersTraining) ♥



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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.

## An update on acknowledgement

**Starting June 1, donors will enjoy  
a faster, more streamlined, and  
fulfilling acknowledgement process!**

Donors who request acknowledgements will receive a formal tax receipt for their donations within two business days after their donation has been processed, and a separate note of appreciation for their support in the following weeks.

To customize your acknowledgement preferences, please visit  
**[RedRover.org/acknowledgement](https://RedRover.org/acknowledgement)** ♥

