



RedRover®

SUMMER 2024

companion



Keep going, keep growing!

Nature-based impact on young animal-lovers • “Courageous Together,” a symbol of hope • Building community onward and upward



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Hello friend!

TODAY, I WRITE TO YOU WITH EXCITEMENT AND HOPE as we transition into this new chapter for RedRover.

To say that our last 17 years with Nicole Forsyth at the helm were inspiring is an understatement. In my last eight and a half years alone, I've watched as we've grown our team and our reach, in supporting people and pets in crisis and the human-animal bond.

As I think about what lies ahead, I know that we'll continue to learn, adapt, and grow together. Including learning *from* and working *with* communities throughout our programs:

- Providing access to veterinary care for underserved communities and much-needed Trap-Neuter-Vaccinate-Return (TNVR) services through the **RedRover Responders** Community Programs Initiative
- Building a reading curriculum that includes and represents communities through the **RedRover Readers** program
- And by supporting communities in creating and sustaining pet housing programs to support people and their pets in crisis (domestic violence and homelessness) through the **RedRover Relief** program

I feel confident that we will build on the learning opportunities and our many successes over the last year.

I'm so incredibly proud of our team and I can't think of a more compassionate group of folks to be *embarking* on this journey with (yes, pun intended!)

In community,

KATIE CAMPBELL
President and CEO



Ballot for election of board directors



ANDREW DONNERY CEO of Elk Grove Soccer and Master Coach at the University of Delaware, Andrew is a coach educator for the US Soccer Federation and holds numerous coaching qualifications. Andrew authored *Let the Kids Play*, emphasizing fun exercises for youth players. Recently, he's worked with the US Olympic Committee to develop sports in more than 70 countries, and is equally dedicated to his family and his particular passion for dogs, never missing a chance to greet one with a smile and a hello.



JIM WELSH Jim is a retired CEO and Master of Social Work whose work primarily focused on supporting youth in foster care, victims of domestic violence, homeless youth, and families of young children with developmental delays. Jim has a strong background in nonprofit financial management and strategic planning, and has always encouraged an environment where both people and their pets were welcomed, thus promoting the nexus between animal and human welfare. He is currently living in Folsom, California with his wife Carrie, and dog Winston, who they adopted from the San Francisco SPCA.

Make your vote count

For your voice to be heard, please mark your vote on the enclosed postage-paid envelope and mail it by **September 11**. 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

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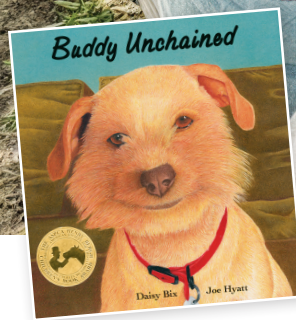
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Buddy Unchained inspired real life empathy

THE FOREST SCHOOL, LOCATED IN SOUTH TEXAS, is partnering with RedRover to co-create a nature-based curriculum extension of the **RedRover Readers** program. In March and April of 2024, they began piloting the curriculum with students in their program.

Around the same time, the school's founder, Marta DeAngulo found a stray dog who was in bad shape. When Strider first appeared in her yard, "He was exhausted and couldn't stand up. He may have walked for miles to get to us. He had several wounds everywhere that I have been treating."

A week before Strider showed up, Marta had read *Buddy Unchained*, a story included in the **RedRover Readers** program about a dog who went from lost stray to pampered pup, to her students. When she introduced them to Strider, the students started asking questions about him and finding parallels between Strider's condition and what the dog in *Buddy Unchained* went through: "I was pleasantly surprised how they all brought up *Buddy Unchained* today when I introduced Strider. They started talking about how maybe in Strider's house he didn't get food, maybe he was cold, etc. He's bathed and some of the wounds have



closed but I guess that's what made it all the more impressive...to see how loving the children were to him despite him looking so rough."

Marta is now fostering Strider, giving him the care he so desperately needs. After reading *Buddy Unchained*, the children at Forest School showed empathy wondering what he had been through and expressing genuine care and curiosity about his experiences — showing us just how impactful the program can be. **Strider and Marta inadvertently helped show a real life example of how this nature-based program extension and discussion in the RedRover Readers program is working!** ♥



What is Adopt-a-Classroom?

DID YOU KNOW?

Teachers around the country are seeking sponsors to bring *Kind News* magazine, our publication that helps kids be kind to animals, to their classrooms. That's why we have Adopt-a-Classroom, where generous sponsors can support classrooms in need!

Learn more here:
KindNews.org/adopt

kindnews

Building community onward and upward

ACROSS THE COUNTRY, COMMUNITIES, FAMILIES, AND PETS ARE STRUGGLING TO ACCESS RESOURCES. The challenges are systemic, compounded by high costs of living, a lack of affordable housing and pet-friendly rentals, limited access to veterinary care and spay/neuter options, and more. RedRover's Community Programs initiative works to bridge these gaps by providing free services and support to families and their beloved animals in partnership with local organizations.

The growth of this program has been huge, and the need continues to grow. Initially explored in 2021 during the pandemic, and then officially launched in 2022, our Community Programs work has supported more than 3,500 pets and their people since its inception,

providing vital services such as life-saving vaccines, wellness care for sick or injured animals, and spay/neuter vouchers and clinics to reduce overpopulation.

Additionally, we have focused on improving the quality of life for dogs that live outside by building safe enclosures and providing enrichment. What started as testing the idea of an unchaining program has grown to a full partnership on the Navajo Nation with our friends at the Parker Project. This summer we visited Tuba City, Arizona, to continue building enclosures in the Coalmine Canyon chapter, thanks to an incredibly generous grant from our partners at the Banfield Foundation®.

This work is so important — *it is both lifesaving and life-changing*, and we're so grateful for these partnerships.

In April our **RedRover Responders** team headed to Ruston, Louisiana, to host our second free wellness clinic with PAWS of Northeast Louisiana. Services included vaccines, flea/tick prevention, food, pet supplies, and spay/neuter vouchers. Over the course of two days, 340 animals were vaccinated thanks to BISSELL Pet Foundation who funded all of the vaccines!



BISSELL PET FOUNDATION®
Until every pet has a home.



Because of their gift, we were able to offer additional behavior support, new dog harnesses, and treat pouches to support training. We also worked with first-time partner organization Pretty Pittie Committee in Alabama, where we were able to spay and neuter 115 animals: 67 dogs and 48 cats.

What started as a small idea has turned into a true family of organizations, partnerships, and friendships all with the same mission to keep pets with their people and increase access to care. RedRover Field Services and Community Programs Manager Devon Krusko shares, **“It’s beyond humbling to see the growth in a few short years, and I feel so fortunate to be able to do this work. I’m enormously proud of my team and the lives that we have changed — onward and upward we go!”** ♥





Become a RedRover Responders volunteer in three easy steps



STEP
1

Complete the **RedRover Responders** self-paced, free online training at [RedRover.org/JoinResponders!](https://RedRover.org/JoinResponders) This will take about two to three hours to complete.

STEP
2

Complete the FEMA course IS-100c, a standard introduction to the Incident Command System used nationwide. Also a self-paced and free course, you **MUST** complete this prior to your first deployment with RedRover.

STEP
3

Once you finish the online training, you will receive a welcome email with further details. Make sure to check your inbox for **volunteer opportunities and the RedRover Responders newsletter**, and opt in to SMS text updates for the latest news.

Happy volunteering!

Our Treasured Cat: Nimbo's Happy Tail

ELIZABETH NEVER IMAGINED A HOME WITHOUT A CAT, but after her son was born with severe allergies, her desire for feline companionship went unfulfilled for a decade. Her son underwent a five-year allergy desensitization program and it was successful enough that, with a few air purifiers in the home, they could finally adopt a kitten. Little Nimbo the tabby cat was a delight to her, her children, and all the children in their neighborhood.

The past year had been full of unexpected expenses for this family: Elizabeth's husband slipped on ice and broke his ankle, both cars needed their brakes replaced, the refrigerator needed to be replaced, and two garage doors broke. Elizabeth felt that if something could go wrong, it did.

One afternoon, Elizabeth heard Nimbo yelp from the bottom of the stairs. She found her little guy holding his paw off the ground and limping. When she picked him up, it was clear his front right paw was crooked and he was in pain. They rushed him to the veterinarian, and with X-rays they could see that he had severely dislocated his wrist joint. Most likely the curious kitten got his paw stuck in something and pulled it out too hard. With no specialists in the area to fix the joint, Elizabeth and her veterinarian



“Nimbo is finally free of stitches and staples, and is living without infection! Our whole family is grateful for the help RedRover gave Nimbo. We still have our treasured cat, and Nimbo, although minus one leg, still has his devoted family. Life has gone on and it is a good life! Thank you again.”

agreed that amputation would be the best course of action for sweet Nimbo. They were out of savings and had maxed out their credit cards — they could get a line of credit for Nimbo's amputation, but she wasn't sure they could afford the monthly payment.

Fortunately, Elizabeth learned about the **RedRover Relief** Urgent Care grant program from her local animal shelter, and applied right away. With a line of credit, some of her own money, and an Urgent Care grant, she had enough to bring Nimbo in for his amputation surgery. Young and spunky, he would recover easily and adapt well to the tri-paw'd life.



We are so grateful for the second chances our compassionate community makes possible for families like Elizabeth and Nimbo!

Because of you, hundreds of families every year find hope, health, and healing together. Thank you for bringing this family from crisis to care! ♥

RedRover's inaugural Safe Housing homeless shelter grantees



REDROVER AWARDED \$438,900 IN SAFE HOUSING GRANTS IN THE MARCH 1, 2024, GRANT CYCLE ROUND! For the first time, RedRover offered a Safe Housing grant pilot program for homeless shelters, thanks to the generosity of an anonymous donor. Including this vulnerable population in our funding will enable them to keep their beloved pets safe by their side, and can truly serve as a lifeline. The Safe Housing Homeless Shelter pilot program awarded a total of \$200,000 in funding to three homeless shelters. We hope to secure more funding in the future to serve these people and pets in crisis.



Below is a full list of Safe Housing grantees from the spring cycle:

RedRover + Purina Purple Leash Project DV Shelter Grantees

- Domestic Violence Intervention Program, Iowa: **\$60,000**
- *Volunteers of America-Greater New York, New York: **\$42,400**

Domestic Violence Shelter Grantees

- *Safe Haven of Pender and Duplin Counties, North Carolina: **\$40,300**
- *Response: Help for Survivors of Domestic Violence and Sexual Assault, Colorado: **\$60,000**
- *Safe Shelter of St. Vrain Valley, Colorado: **\$20,100**

Homeless Shelter Grantees

- *Family Crisis Support Services, Inc., Virginia: **\$100,000**
- *Deep Roots, Maryland: **\$60,000**
- *Community Homeless Solutions, California: **\$40,000**

Animal Shelter Grantees

- The Kaua'i Humane Society, Kaua'i: **\$5,000**
- PAWS NY, New York: **\$11,100**

*Shelters will become pet friendly for the first time.



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

To learn more, visit RedRover.org/SafeHousing ♥

“Courageous Together,” a symbol of hope

IN MAY, REDROVER AND PURINA'S PURPLE LEASH PROJECT WERE EXCITED TO UNVEIL A BEAUTIFUL NEW STATUE TITLED, “COURAGEOUS TOGETHER.” Created by artist Kristen Visbal, best known for her “Fearless Girl” statue, the statue



Photo by Purina

depicts a woman holding a duffel bag on one shoulder, and her dog linked together by a purple leash. The piece represents the strong human-animal bond between domestic violence survivors and their beloved pets, and the brave action of taking the first step together towards healing.

To help unveil this piece, Purina secured actress and victim advocate, Mariska Hargitay, of Law & Order: Special Victims Unit fame. Purina President Nina Leigh Krueger first unveiled the piece live on Good Morning America on May 6, with RedRover's President and CEO, Katie Campbell, watching behind-the-scenes. Mariska also spoke about the piece

and her connection to the cause on other national programs and outlets. As told to *People Magazine*, “The idea of supporting a survivor’s healing with their animal, that they could heal together was just so beautiful to me.”

Future “Courageous Together” Events in 2024

- Cincinnati, Ohio, Kroger LPGA September 20-22
- Rogers, Arkansas, WMT LPGA September 27-29

Check out Purina.com/Purple-Leash-Project for upcoming events! ♥



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Volunteers with the RedRover Responders team...



- ✓ **Care for** animals displaced by natural disasters and reunite them with their families
- ✓ **Set up and operate** temporary emergency animal shelters
- ✓ **Help build** on-site pet housing at domestic violence shelters
- ✓ **Assist** in Trap-Neuter-Vaccinate-Return (TNVR) events
- ✓ **Support** community veterinary wellness, spay/neuter, and vaccine clinics
- ✓ **Shelter and care** for animals rescued from puppy mills and other abuse/neglect situations



And best of all, **RedRover Responders** volunteers provide the TLC to help animals in need get to the next step in their journey! Get started at RedRover.org/JoinResponders today ♥