



## Caring by the Numbers

Mrs. Wolcott's 10th Year as a **RedRover Readers** Educator  
More than 2,500 Animals Helped in 2024 • 25 by 2025:  
The Home Stretch to Pet-Friendly Housing





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educator and the story of a new school utilizing our *Kind News*™ magazine.

The word *wellness* will pop up when you read about the **RedRover Responders** program and the incredible work of our volunteers who helped provide free wellness and spay/neuter clinics (among other resources!) at various locations around the country.

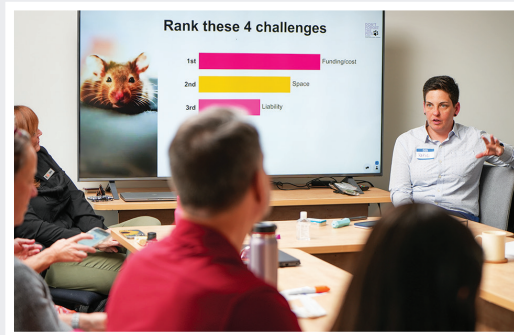
We are firm believers that pets and people deserve to be *safe* and together. So, we're thrilled to share with you an exciting milestone in our Safe Housing grants program through **RedRover Relief**, and you'll get some updates from pilot funding we launched in early 2024.

And you'll read about the financial *support* that helped transform the life of a four-month-old kitten and the Good Samaritan caring for community cats in their local area.

I hope you enjoy reading about the impact that you create through your support of RedRover. *You are creating a more compassionate and kind world that provides wellness, safety, and support for animals and the people who love them.* Thank you!

In community,

**KATIE CAMPBELL**  
President and CEO



## Hi friend!

**COMPASSION, KINDNESS, WELLNESS, SAFETY, AND SUPPORT.** These are just a few of the words that you will read throughout these pages. But these are not just words for us, they are beliefs that move us forward in our work every day. And, I'll take a guess that at least some of these play an important role in your life as well!

Truly, *compassion* and *kindness* are the foundation of all of our programming. You'll especially see it shine through in the interview with a longtime **RedRover Readers**

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# Over a Decade of Dedicated Educating

**MRS. JANINE WOLCOTT TOOK THE REDROVER READERS TRAINING MORE THAN 11 YEARS AGO**, and continues to bring the program to her community to foster empathy for animals year after year. Janine has volunteered as a **RedRover Readers** educator, reading books about the human-animal bond to elementary school children to this day. The RedRover Education team recently caught up with Janine and asked her about her remarkable dedication to the cause.

**Q Why do you continue to use the RedRover Readers program after all of these years?**

**A:** As a former educator and as a volunteer dog adoption counselor in Plumas County at High Sierra Animal Rescue ([HighSierraAnimalRescue.org](http://HighSierraAnimalRescue.org)) since 2004, becoming a **RedRover Readers** volunteer was a perfect fit. Children naturally love animals and are fascinated by books about them. I love to look out when I am reading and see those little faces mesmerized by the stories. Teaching children about kindness and compassion towards animals helps them to become better human beings.

**Q What challenges do you see educators and children facing today?**

**A:** Teachers today are busier than ever with more and more things being put on their plates. The **RedRover Readers** program is an excellent beginning-of-the-year program. When scheduling lessons, it is important to be flexible and find multiple ways to communicate with the teacher. But most importantly have fun. Enjoy the kids!



Teaching children about **kindness and compassion** towards animals helps them to become better human beings.

**Q What's your favorite part of the program, after all this time?**

**A:** My favorite **RedRover Readers** book is *The Forgotten Rabbit* (Written by Nancy Furstinger, Illustrated by Nancy Lane). The lesson that it teaches regarding the need for careful consideration before getting a pet is a RedRover standard. I love how the character Rosalita rescues Bella and provides a safe and happy home for her. It demonstrates very clearly that although having a pet is a lot of responsibility, the mutual love and joy received is definitely worth it.



You can learn more about the **RedRover Readers** program and take the training at [RedRover.org/Readers](http://RedRover.org/Readers) ♥



# Kindness Reflected: Our Sacramento Community Youth

## NORTHLAKE ELEMENTARY IS ONE OF THE NEWEST TK-8 ELEMENTARY SCHOOLS IN SACRAMENTO, CALIFORNIA.

Home of the Jets and right next to the Sacramento International Airport, the students and staff are soaring to new heights on their brand new campus: with a goal to make Northlake a model for kindness. Staff and students are just getting to know each other, but already kind deeds are happening every day when you walk through the gates. Students hold doors open, compliment each other, help each other up if they fall, and greet each other enthusiastically with smiles. The staff is modeling kindness right along with the students.

Leadership wanted to make sure students feel welcome and have a sense of belonging at their new school. The school has a “FLY” motto: F for “Be Focused,” L for “Lead by example,” and Y for “Your words and actions matter.” Northlake Elementary School is definitely focused on starting the new school year off with compassion, and they are leading by example.

A parent at the school introduced the principal to *Kind News*™, the children’s magazine published by RedRover that inspires kids to be kind to animals and people. Principal Stacey Firpo wanted *Kind News* magazines for all of her elementary school classrooms saying, “We would love to have it. My teachers love it.”

Fourth-grade teacher Elle Hassani said, “*Kind News* magazine is a fantastic resource that promotes empathy and social awareness in a way that resonates with my young readers. The engaging content captures students’ interest and



reinforces the positive values I aim to build in the classroom.”

First-grade teacher Nichole Smith said, “My students told me that they enjoyed the magazine. Their favorite part was the section about cats. Many [students] have a cat

of their own so they were able to collaborate with each other and discuss the article. They were also curious about the crossword puzzle. Once that was explained, they enjoyed working in groups to complete the puzzle.” ♥

## Thank you notes from students who received their first magazine:

“Thank you for making reading fun!”  
♥ Axel

“Saving animals is really important to me. I love all kinds of animals. They are beautiful. When they need help you guys care for them. I just wanna say thank you so much. Also thank you for the newspaper.”  
♥ Aubrey

For more information on how you can bring *Kind News* to elementary schools near you to promote kindness in your community, visit [KindNews.org](http://KindNews.org) or contact [KindNews@RedRover.org](mailto:KindNews@RedRover.org) ♥

**kind  
NEWS**



# More than 2,500 Animals Helped in 2024

**2024 WAS A RECORD YEAR FOR THE REDROVER RESPONDERS TEAM,** supporting more than 2,500 animals and their people across 10 states! **With our total volunteer hours coming in at a whopping 2,959, we certainly couldn't have done it without the support of our incredible volunteer team.**

This past year brought a variety of deployments and programs focusing on the human-animal bond and providing vital, life-saving services:

- **6X** our Community Programs helped support free wellness and spay/neuter clinics and build safe enclosures for outdoor dogs
- **3X** we provided daily care for animals rescued from cruelty
- **2X** we transformed domestic violence shelters into pet-friendly sanctuaries
- **1X** our TNVR (Trap-Neuter-Vaccinate-Return) program helped community cats in disaster-prone areas
- **1X** we provided temporary sheltering for pets and families evacuated during Hurricane Helene

Amazing new volunteers like Cori joined us for the first time on the Navajo Nation, and together our staff and volunteers navigated through adverse weather conditions, remained flexible

and humorous during problem-solving situations, and worked together as cohesive teams for 13 deployments.

Thanks to our partnership with Banfield Foundation, we saw huge milestones such as serving 731 pets with our new partner, Underdog, at their vaccine, wellness, and spay/neuter clinic, as well as unchaining a record-breaking 32 dogs that same weekend. Through a generous grant, we were able to help families beyond our deployments by providing ongoing veterinary care support such as treating heartworm disease, surgery for a dislocated kneecap, and treating severe skin infections. Our Hurricane Helene deployment not only helped to care for pets in crisis, but also provided an opportunity to train local jurisdictions for future emergency sheltering needs. We worked with the Pretty Pittie Committee in Mobile, Alabama, for the first time offering a spay/neuter clinic at no cost to the community, with **RedRover Responders Team Lead**

Devon Krusko flying an adorable puppy named Frankie back to Vermont to find a home. Our Coastal Cats TNVR program continues to grow, and we've kicked off 2025 committed to helping more fantastic felines in the hurricane-prone Gulf Coast of Florida.

We've already hit the ground running in 2025, which will no doubt bring services, support, and programs to thousands more animals and their people. We couldn't be more thrilled to be a part of it! ❤️



# RedRover Reaches \$5 Million Milestone Protecting Domestic Violence Survivors' Pets

## LAST YEAR REDROVER REACHED

**A MILESTONE** — awarding more than \$5 million in Safe Housing grants since the program's inception in 2012! In the last granting round of 2024, RedRover awarded \$252,362 in Safe Housing grants to eight shelters to create or expand pet housing programs for survivors' pets, thanks in part to our Purple Leash Project partner, Purina, as well as PetSmart Charities.

### The funding will support:

- Construction of pet housing spaces within existing shelters
- Installation of indoor and outdoor pet amenities
- Privacy fencing
- Veterinary care
- Pet supplies
- Foster programs



RedRover President and CEO Katie Campbell said, "No survivor should have to choose between their safety and their pet's safety. While we have reached a milestone today, we know that there is much work ahead to ensure more survivors and their pets can find safety and healing together. We are focused on the goal of ensuring 25% of domestic violence shelters become pet friendly by the end of 2025."

Currently 19.48% of domestic violence (DV) shelters are pet friendly. With the generosity of PetSmart Charities, in 2023 RedRover launched the 25 by 2025 campaign with Greater Good Charities, and with the support of Purina. This national initiative aims to help 25% of DV shelters become pet friendly by the end of 2025. Safe Housing grants of up to \$60,000 are available.



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

To learn more, visit [RedRover.org/SafeHousing](https://RedRover.org/SafeHousing)

### DV Shelter Grantees:

- **California:** Modoc Crisis Center, **\$15,502**
- **Georgia:** \*LiveSafe Resources, Inc., **\$60,000**
- **Indiana:** \*Turning Point Domestic Violence Services, **\$20,000**
- **Minnesota:** \*Women's Advocates, **\$60,000**
- **Texas:** The Grace Center, **\$11,400** and \*Family Abuse Center, **\$60,000**

### Animal Shelter Grantees:

- **Montana:** Lewis & Clark Humane Society, **\$20,000**
- **Texas:** Houston Humane Society, **\$5,640**

\*Shelters will become pet friendly for the first time.



Are you ready to help your local community create pet-friendly programs for domestic violence survivors and the pets they love?

Join the movement at [25by2025.org](https://25by2025.org) ♥



# Cherishing Every Moment with Her: Millie's Happy Tail



**MARCELA SPOILED HER TWO CATS WITH LOVE AND ATTENTION EVERY DAY**—but she still had more love to give to kitties who weren't as fortunate. She volunteered to help others trap, neuter, vaccinate, and return (TNVR) community cats so they would be healthier in the present, and fewer cats would suffer in the future. Every cat she worked with tugged on her heartstrings but still, she resisted the temptation of bringing another cat home.

Little Millie was different. She was just a four-month-old kitten when Marcela picked her up off the street to be taken in for spay surgery. Like her fellow community cats, Millie looked a little worse for wear living outside, so nothing about her seemed unusual to Marcela. When they got to the clinic, however, it became clear that Millie would be no ordinary TNVR effort.

The veterinarian told Marcela that Millie had a severe infection in her left eye that would need to be surgically removed as soon as possible. Because of the risks, they wouldn't spay her until she had the surgery. Marcela left the clinic unsure what to do next. It would be heartless to put Millie back on the street where she'd be vulnerable, but how could she afford this unexpected surgery?

She quickly made two decisions: Millie was coming home with her, and she would do everything she could to pay for her new baby's surgery. Marcela worked for a school, so there were times throughout the year when she went without income, but she always accounted for that. She never could have accounted for Millie's emergency so they would need some help. They



**“Millie is doing really good! She has had no trouble getting along with my other cats and has made herself right at home...I am so cherishing every moment with her. I can never thank you enough for your donation!”**

got the help they needed from our many wonderful supporters and a **RedRover Relief** Urgent Care grant.

With the infected eye removed (and in Marcela's loving care), Millie was a whole new kitty. Eventually, she was spayed, and her two new feline family members watched dutifully over her recovery. Now a proud pet parent of three, Marcela was beyond grateful for your help and shared with us: “Millie is doing really good! She has had no trouble getting along with my other cats and has made herself right at home.

Even though I have a full house now, there was no way I was going to release her back to the streets. I am so cherishing every moment with her. I can never thank you enough for your donation!”

**Thank you for making cherished moments between pets and the people who love them possible! ♥**





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## Safe Housing Updates from Three Homeless Shelter Grantees



In 2024, RedRover had the honor of granting three homeless shelters funding to create pet-friendly spaces and programming for the beloved pets of their guests through our Safe Housing grants program.

### Community Homeless Solutions Hollister, California

H.O.M.E. Resource Center with CHS is midway through completing their planned five dog kennels and two catteries. They've since reported four dogs happily living at the shelter with their pet parents.



### Deep Roots Earleville, Maryland

Deep Roots has begun housing families with pets! Since June of 2024, they've welcomed eight loving families and their furry friends. They're currently constructing an onsite kennel and installing pet-friendly flooring to their apartments.



### Family Crisis Support Services, Inc. Norton, Virginia

FCSS's staff is in the process of adding new interior and exterior space to support kennels, a dog run, and a play area for future family pets of shelter guests.

