



2024 Annual Report: Impact for the Animals

Bridging Worlds Through Empathy • Healthy Pets,
Happy Families • Cross-Country Community Care



Hi friend!

RUFFLY ONE YEAR AGO, I INTRODUCED MYSELF TO YOU AS THE NEW PRESIDENT AND CEO OF REDROVER.

Now, one year later (having just celebrated my ninth anniversary at RedRover), I write to you with more passion and enthusiasm for the impact that **WE** create...together!

Last year, I shared my belief that we accomplish more when we work together—centering “community” at our core. This still rings true! Our commitment to community has only grown stronger. We intentionally and consistently show up with compassion, empathy, and love, reminding ourselves to check our judgments at the door.

Checking our judgments is a process that is foundational to RedRover’s work.

One of my favorite questions is, “What story am I telling myself?” This reflection helps me lead with empathy, understand what judgments (and biases) I’m bringing to the table, and reminds me that not everyone experiences life the same as I do. Because when we provide support without judgment and meet others where they are, we build bridges and strengthen communities. *We change lives for animals and the people who love them.*

In this Annual Report edition of *Companion*, you’ll read how we’re



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changing lives by educating a more empathetic generation of young people, providing vital and emergency veterinary care to communities who need it the most, transforming the lives of domestic violence (DV) survivors and their pets, unchaining family dogs, and caring for the animals impacted by disaster across the country.

But we can’t do it without you. Together, we made 2024 a record-breaking year for RedRover and we’re excited to change more lives with you!

In community,

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Bridging Worlds Through Empathy: A Reflection on RedRover Readers

AT REDROVER, WE BELIEVE IN THE POWER OF STORIES TO CONNECT, INSPIRE, AND BUILD EMPATHY.

Christina Gavranovic, a graduate student of Dr. Sarah Straub at Stephen F. Austin State University, recently completed the RedRover Readers online workshop. For Christina, the workshop was more than just a training—it was a transformative experience that reaffirmed her belief in the role of empathy in bridging the gap between Deaf and hearing communities, as a member of the Deaf and Hard of Hearing community herself. As she reflected, “This training did not just teach me to ask better questions; it showed me how to listen—to really listen—with an open heart and without judgment.”

Using the book *Lucky Boy*, by Susan Boase, she engaged her son Michael in open-ended discussions that sparked emotional connections and deeper comprehension. Watching him connect with the characters reminded her how “powerful literature can be in shaping how we view ourselves and others.”

Christina envisions how the RedRover Readers program could foster understanding in classrooms by adapting discussions to align with Deaf culture, incorporating ASL into storytelling, and ensuring inclusive participation. She recognizes the challenges but remains committed to advocating for more accessible and empathetic learning spaces. ❤️



Her story is a powerful reminder of the impact humane education can have in creating classrooms where every student feels seen, heard, and valued—regardless of how they communicate.

Want to help young animal lovers develop empathy?

Take the RedRover Readers online workshop and discover how storytelling can create a more inclusive, compassionate world. Enroll today at RedRover.org/On-Demand.

Promoting Kindness and Education in Coastal California

DID YOU KNOW WE BRING KIND NEWS™ MAGAZINE TO THOUSANDS OF CHILDREN NATIONWIDE EVERY YEAR, thanks to

our sponsors? We are excited to welcome Santa Cruz County Animal Shelter (SCCAS) as a new *Kind News* sponsor. Although new to the full-color kids' magazine, they are already distributing *Kind News* to 48 classrooms, reaching more than 1,300 children, with plans to expand to more classrooms.

With the memorable motto of “Open Door, Open Heart,” the shelter has been a vital part of this coastal community since 2002. Their highest priorities are education and awareness, community outreach and support, and the prevention of overpopulation.



Check out how *Kind News* aligns with SCCAS's mission:

Why did SCCAS decide to bring *Kind News* to your community?

“We want to bring education and awareness into the classrooms of our county. Showing kids at a young age how to be empathetic to animals is key!”

What do you hope children will learn from it?

“We want to teach them about responsible pet ownership, the importance of spaying and neutering, and the need to adopt rather than shop. We also want to promote ways to help animals in need.”

Why do you feel it is important that children learn about kindness and empathy for animals?

“Learning about kindness and empathy to animals helps children develop compassion, aids in emotional development, reduces aggression, and encourages positive values.”

❤️ Dana Morey, Accountant at Santa Cruz County Animal Shelter



Cross-Country Community Care



OUR REDROVER RESPONDERS WORK TAKES US ALL OVER THE COUNTRY TO PROVIDE VITAL, LIFE-SAVING SERVICES and support for pets and their people. Our team spent the first weeks of 2025 traveling to 5 different states, serving 760 animals!

We started in Florida partnering with our friends at Operation Catnip to provide a weekend of TNVR (trap-neuter-vaccinate-return) services for more than 20 individual caretakers and 185 cats, thanks to funding from our friends at BISSELL Pet Foundation. The Coastal Cats program specifically focuses on areas where cats are at high risk due to hurricanes. We not only provided important spay/neuter surgeries and vaccines, proven to reduce the number of outdoor kitties and the spread of disease, but lifesaving veterinary care that greatly reduced suffering, such as eye enucleations and a leg amputation.

With the last cat safely released back to their home, we continued West to Arizona to join The Parker Project in offering door-to-door wellness and veterinary care on the Navajo Nation. We were honored to assist The Parker Project team with their new veterinary mobile unit. For the first time, we were able to bring free spay/neuter surgeries and vaccines directly to those who need it most—that's right, high-quality veterinary care in their driveway! Because of the lack of access to care on the reservation, in addition to many families caring for multiple dogs, projects like this are absolutely vital. On our first day, we worked with two families that each had more than 15 animals—imagine



By the end of the month, thanks to 3 team leads, 18 volunteers, and 4 incredible local organizations, 760 animals were able to access care they otherwise wouldn't have been able to — **and that is a wonderful thing to be a part of!**



how difficult it would be to not only afford care but to drive them to the vet!

The end of February brought us to North Carolina for our first deployment with our new partner, Dogs Deserve Better Piedmont. Over two days we built safe enclosures for dogs that live outside, providing them with new fencing, canopies to protect them from the elements, dog houses, enrichment, and food. With limited resources, families were beyond grateful for their improvement in quality of life for both their doggos and themselves!

Our last stop was unique—a weekend project at two different locations in two different states, bringing us to Alabama

and Mississippi! Partnering with The Pretty Pittie Committee, The Mobile SPCA, and Advanced Pet Care, our team provided veterinary services to 322 well-loved pets. From spay/neuter surgery to vaccines to flea/tick prevention, the RedRover Responders team assisted with recovering animals from surgery, trimming nails, and preparing medications.

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Volunteer with us

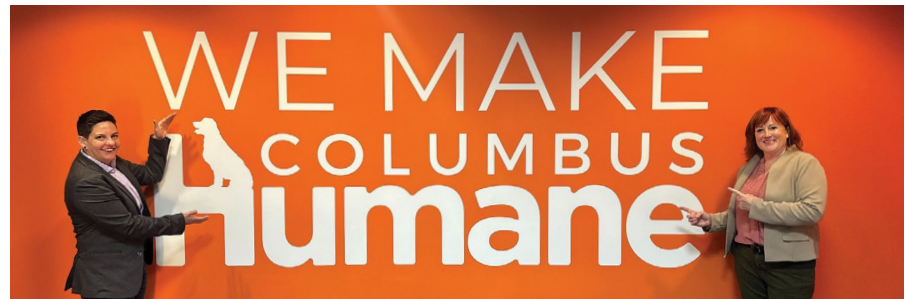
Our RedRover Responders volunteers support communities near and far to provide for the pets they love. Want to get started? Volunteer with us at RedRover.org/JoinResponders ♥



Housing People and Pets in Crisis



REDROVER'S COLLABORATIVE PROJECT, DON'T FORGET THE PETS (DFTP), has already kicked off an exciting year of workshops and special events! RedRover President and CEO, Katie Campbell, and her co-presenter Bryna Donnelly, Executive Vice President of Programs for Greater Good Charities, made their first stops in Pennsylvania and Ohio. Later this year, you'll find them leading workshops in Missouri, California, New Jersey, Texas, and Illinois!



The Housing People and Pets in Crisis workshop has served as a touchstone event for the project since 2019. Its goal is to bring together service providers from the animal welfare, human services, and veterinary fields, and provide the knowledge and tools they need to create programs that support people and pets in their communities.

While in-person events play a key role in bringing communities together, the DFTP team has also committed to expanding its online resources! Among

these is our virtual guest presentation series, a popular event highlighting industry professionals from organizations around the country. Last year, DFTP hosted seven guest speakers, drawing more than 600 attendees! This year will bring an exciting line-up of new presenters, including Dr. Annie Valuska, Purina's Pet Behaviorist, and Lauren Rogers, San Diego Humane's Community Initiatives Manager. Learn more at DontForgetThePets.org ♥



The Common Denominator in Survivor Advocacy: You!

25 BY 2025

REDROVER'S 25 BY 2025 CAMPAIGN HAS ALREADY REACHED ITS FINAL YEAR! While there's still work to do to help ensure that 25% of domestic violence (DV) shelters are pet friendly by the end of 2025, we're grateful to be able to celebrate along with the help of our campaign partners Greater Good Charities, PetSmart Charities, and Purina, that we are nearly at 19.5%. With your help, we keep moving the needle forward! And that "we" is a very important piece of the puzzle.

Whether you are a part of the 25 by 2025 campaign as an advocate whose shelter is pet friendly, an

organization in the process of becoming pet friendly, come from the animal sheltering or veterinary world—or you simply understand the importance of keeping domestic violence survivors with their pets—each individual supporter of keeping DV survivors and pets together plays an important role in this national movement.

Supporters can spread the word. With a revamped website and toolkit, fresh sample social media language and graphics, and new videos dropping on RedRover's social media channels, there are hundreds of ways to show up for DV survivors and their pets. And as

you've read, our collaborative project, Don't Forget the Pets, has a full lineup of workshops and presentations for 2025 across the country! Together, we can keep the momentum going through 2025 and onward.

**Do you believe
#PetsAreFamily
like we do?**

Show your advocacy for domestic violence survivors and their pets! Join the movement at 25by2025.org ♥



Healthy Pets, Healthy Families



YOUR KINDNESS GAVE HUNDREDS OF PETS AND FAMILIES IN CRISIS THE COMPASSION

and support they needed to enjoy health and happiness together in 2024, ensuring them many more years of love and companionship. These are just a few of the families you and the RedRover Relief Urgent Care grant program brought...

from crisis...

"I fostered and adopted her so she could be out of the shelter sooner; as a blind senior dog, she was very overwhelmed in the shelter environment. Sweet Pea has a recurrent mammary mass that has begun to rupture. She had some mammary masses removed at the time of her spay, which happened while she was under the shelter's care. She is just the sweetest thing, which is what we named her. It took her nearly a year after being adopted for her to emotionally heal and feel secure and confident. I want her to know love, and security and to feel the best she can for as long as possible. Since her adoption, I've gone from being a healthcare professional to being on disability, which has greatly reduced my income, and I need some help."



Sweet Pea

...to care

"Sweet Pea is doing so well now!"

I can't thank you all enough. With the assistance for the mass removal, I was able to afford the biopsy as well, which has given me peace of mind.

I couldn't be happier with the news and am glad we'll have more time with her. Since I adopted her just a couple of years ago, I want her to have more time knowing love and comfort. Please thank your generous donors who helped to give this deserving senior more time to be loved and spoiled!"



Bibi

"Bibi has been diagnosed with gingivitis, causing her gums to become inflamed. She needs dental work to treat the condition. Bibi loves treats, but she hasn't been eating any recently. She came into my life during a period of severe depression. Initially, she was very shy, timid, and often hiding. She didn't like snuggling at all. One time, I was so sick that I couldn't get out of bed so my daughter brought her to my bedside. To my surprise, she let me snuggle her and stayed with me for a few hours without moving. I felt so warm and loved. She knew how I was feeling and was giving me her best compassion. She is an angel in my life."

"I want to express my heartfelt gratitude for the financial assistance you provided for Bibi's dental procedure. In this challenging time, your support means the world to us. Thanks to your help, Bibi can now receive the timely treatment she needs to restore her health."

"Cornelius is a very special boy who came home after my first bunny, Charley, did bunny speed-dating at the shelter and picked Cornelius and his sister, Astrid, to be his siblings. Watching the three of them bond has been one of the most rewarding experiences of my life. I've since lost Charley, and Astrid and Cornelius have been my biggest emotional support through these devastating losses. I made a commitment the day I brought him home to take care of him, which is why I am applying for this grant. He has a middle ear infection, causing facial nerve deficits, pain, and deafness. The middle ear infection can progress to an inner ear infection, causing balance issues and decreasing his quality of life. He needs surgery."



Cornelius

"Cornelius's surgery went very well!"

He recovered slowly but smoothly from the anesthesia. He was back to eating lettuce the same day of the surgery! I know his guardian angel siblings, Astrid and Charley, were watching over him for his surgery and recovery. Thank you so much for your help, we are very grateful."



You made a lifesaving difference for Sweet Pea, Bibi, Cornelius, and hundreds more sweet pets last year that their families will never forget. We are grateful for kind and compassionate people like you who understand that pets are family. Thank you for saving lives and keeping pets and families together in 2024! ♥

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 broke records in 2024 – thanks to you!

WE’RE THRILLED TO SHARE THAT 2024 WAS A RECORD YEAR FOR REDROVER’S WORK SUPPORTING PETS AND FAMILIES! Through our collaborative projects, community programs, and amazing partners, we assisted neighborhoods, classrooms, and families across the country. Your support helps us offer vital services to pets and people in times of crisis, including domestic violence survivors, disaster victims, and those facing economic hardship. We’re proud to say your contributions help us support families who love their pets.

Volunteer Heroes

Our volunteers gave more than 2,960 hours in 2024 — providing veterinary assistance, warm spaces for DV survivors and pets, safe enclosures for outside dogs, and more. The fair market value of volunteer hours in 2024 came to \$99,130.



FurEver Friends to the Animals



We ended 2024 with 3,220 FurEver Friends, RedRover’s special group of supporters who gave \$556,540 in recurring gifts. In return, we hope you’ve enjoyed exclusive bulletins and stories of our work!

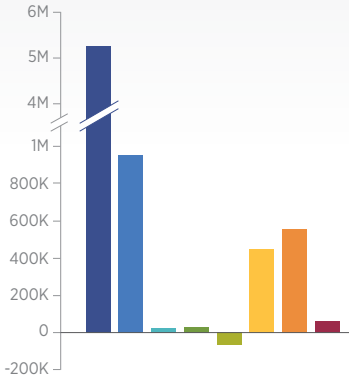
RedRover Financials

You and RedRover’s generous supporters gave \$5,254,005 for the animals last year. We’re thankful to have you as a part of our community. ♥

Named a Top-Rated charity by Charity Watchdog for another year in a row, in part due to your charitable support, this recognition is a testament to our commitment to transparency and accountability. In 2024, 79¢ of every dollar was spent on important programs to support communities, and 21¢ was spent on supporting services. We finished the 2024 year with \$8,289,218 in net assets.

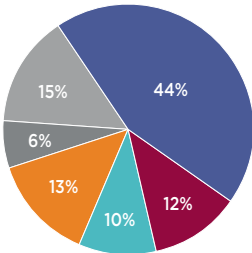
2024 Income Breakdown*

Contributions	\$ 5,254,005
Bequests	947,712
In-kind donations	14,404
Program services	22,895
Kind News, net of COGS	-58,938
Interest and investment income	448,416
FurEver Friends recurring donations	556,540
Other income	\$ 49,732
TOTAL	\$ 7,234,766



2024 Expense Breakdown*

RedRover Relief	\$ 2,837,890
RedRover Responders	756,946
RedRover Readers	642,541
Advocacy, public education, and outreach	858,713
Total program services	\$ 5,096,090
Management and general	393,340
Fundraising	921,781
Total supporting services	\$ 1,315,121
TOTAL EXPENSES	\$ 6,411,211



*Based on our 2024 preliminary unaudited financial statements. View the audited statements at RedRover.org/financial

RedRover Readers and *Kind News*

A **UNIQUE SOCIAL AND EMOTIONAL LEARNING (SEL) PROGRAM** that helps children develop empathy and explore the bond between people and animals through stories and discussion, is now available with online resources for at-home learning. In 2024, RedRover Readers made a significant impact in many ways including:

- Connecting **7,966** new children with the program who were taught how to develop empathy for animals
- Conducting **97** readings and classroom visits
- Training **186** new volunteers, teachers, and educators through **10** workshops
- Hitting a new milestone in children reached through the RedRover Readers program to date: approximately **131,327** total children

kindnews

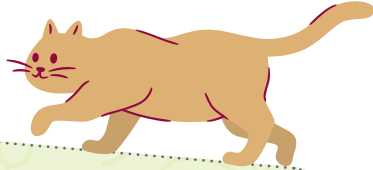
Since 1985, hundreds of humane organizations and animal advocates have used *Kind News*™ magazine to strengthen humane education in their communities.

Kind News is an eight-page, full-color RedRover publication that inspires kids to be curious, helpful, and kind to people and animals around them. The publication is available in two reading versions: *Kind News, Jr.* for grades K-2 and *Kind News* for grades 3-6, and is distributed five times throughout the school year. The magazine is available in print or as an interactive, digital edition. To learn more, visit KindNews.org.

- **287,441** children reached through *Kind News*
- **2,914** classrooms/groups subscribed to *Kind News*
- **20** new sponsor organizations for Adopt-A-Classroom



IN 2024, 53 PEOPLE OUTSIDE OF THE REDROVER READERS SCHEDULED TRAINEES REGISTERED FOR OUR ON-DEMAND ONLINE WORKSHOP — meaning 53 more educators who will be able to help children build life skills, kindness, and empathy through our story-based curriculum. Here is what a couple of educators had to say:




"I am really looking forward to offering this program and am grateful for all that RedRover does."

I really believe that programs like yours will be key in preventing animal abuse and promoting empathy. If we can get kids to really think about another being and what they are going through I have hope that they will make compassionate choices."

♥ Nicki P., Librarian, Ohio

"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., Teacher and Graduate Student, Texas



Register for the online workshop at RedRover.org/ReadersTraining ♥

RedRover Relief

PROVIDES FINANCIAL AND EMOTIONAL SUPPORT to good Samaritans, animal rescuers, and pet parents to help them care for animals who need emergency veterinary care. The program also offers grants and resources to help domestic violence survivors and their pets escape abuse, and grants to homeless shelters seeking to develop a pet-friendly housing program.



- **553*** pets received urgent veterinary treatment with **\$157,971** in financial assistance
- **5,810** animals were helped through consultation and other referrals from RedRover staff

*includes grants awarded and pets helped through RedRover's pilot Access to Veterinary Care Fund

REDROVER LAUNCHED A PILOT PROGRAM CALLED THE REDROVER RELIEF ACCESS TO VETERINARY CARE FUND IN 2023,

thanks to a generous donation from The Boca Fund. The pilot grant program initially targeted assisting two veterinary clinics in underserved communities, or with clients that identify as underserved, and the model has proven to be both successful and replicable. In 2024, we expanded to support four veterinary clinics across the United States. Each clinic receives a sizable grant so they can distribute funds to clients in greatest need. These clinics adhere to the RedRover Relief Urgent Care grant guidelines, bridging financial and resource gaps and making it faster and easier for families to attain lifesaving veterinary care for their pets.

Not only are we helping families who receive Access to Veterinary Care grants, but it also increases the number of pets we were able to help through our RedRover Relief Urgent Care grant program — the time and funding we would have spent administering these grants are now able to be spent helping even more pets through our Urgent Care grant program.

We're happy to share that in 2024, four veterinary clinics distributed immediate and critical veterinary care to 58 pets through the Access to Veterinary Care grants, keeping these families together in times of greatest need. ♥

RedRover Relief Urgent Care Grantees:

"Thank you so much for all of your help."

She has been feeling so much better and back to her normal self. She is rolling around in the grass and acting as if nothing happened. She wouldn't be here today without the help from you guys at RedRover Relief. Thank you all so much."

♥ Anja and Kouki



"Just the peace of mind of having my sweet little fluffy best friend be healthy and happy means the world to me."

He makes me laugh in some way every single day. I sincerely wish I could choose the right words to precisely articulate the depth of the gratitude and appreciation for what you have provided for me. If I said thank you all day every day, I promise it wouldn't even scratch the surface. The way I will honor that is anytime an opportunity is presented to me that I have or can do that helps someone, I'm committed to paying it forward. There is no expiration date on that."

♥ Leslie and her best friend, Kitty



Through the RedRover Relief Safe Housing grant program:

- **280** animals escaped abuse and **8,822** nights of pet boarding were provided through RedRover's Safe Escape grant program
- **7,440** estimated pets of domestic violence survivors helped through RedRover's Safe Housing grant program

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.

- **2,541** animals in crisis were helped through emergency sheltering and care services
- **437** more animals were helped through expert advice and valuable resources from RedRover staff
- **2,960** hours of volunteer work providing direct sheltering and animal care services



“Everyone was caring and helpful.

I have volunteered with other animal groups. It is the most positive experience I have ever had volunteering.”

“There is a sense of accomplishment after deployment comes to a close.

You come together with new friends and admire the work you completed, knowing you are leaving a community in a better place than when you arrived.”

“It’s those small moments where you think, ‘Yeah, I made a small difference in this dog’s life while I was here.’ It’s why I love going on deployments — there’s always that one experience or one or few dogs that just touch me hard-core — and [this dog] was the one to put that smile on my face! :)”

“This is my third deployment,

they have all been different types and places but each time I come away feeling like I am a part of this RedRover family. Even just as a volunteer, every lead I have had has been super supportive and helpful.”

“I find this kind of work so

rewarding that it is a pleasure to do it. I would do it full time if I could.”

“Being one of the first people the dogs saw in the morning was the highlight of my day,

and I’m not a morning person. They were so happy to see us, and just wanted love and affection and I loved seeing them come out of their shells.”

2024 RedRover Responders Deployments

JAN 30 – FEB 5

OK | Cat and Dog Rescue

FEB 16 – 19

FL | Coastal Cats TNVR

MAR 12 – 16

Central US | Dog Rescue

APR 12 – 13

LA | Pet Wellness Clinic

APR 19 – 21

AL | Spay/Neuter Clinic

MAY 5 – 10

MD | Dogfighting Rescue

JUN 15 – 18

AZ | Spay/Neuter/Vaccination and Dog Unchaining

JUL 9 – 13

CO | Domestic Violence Pet Housing Build

SEP 18 – 22

MI | Dog Unchaining

SEP 29 – OCT 6

NC | Hurricane Helene

OCT 18 – 21

NM | Spay/Neuter/Vaccination and Dog Unchaining

NOV 8 – 9

LA | Pet Wellness Clinic

NOV 9 – 13

LA | Domestic Violence Pet Housing Build

- **13** deployments
- **2,960** volunteer hours
- **2,541** animals helped



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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.

Respecting Life, A Kind News Poem

About the Poet

Doreen Kelly Forbes has advocated for companion animals, wildlife, and the environment since she was a child, and a *Kind News* subscriber and sponsor for many years. Recently, she started writing poetry, drawing on her decades of life experiences.

"I absolutely see the need to start teaching the worth of all this planet holds and the values of tolerance, kindness, and compassion at a young age," she tells us. "I've also been a counselor for forty years, so I understand the human condition as it affects the way we interact with our natural world, domestic animals and each other. Thank you for keeping *Kind News* available for young people!"



Kindness and compassion are best learned young
This we know to be true
Children are the hope of the future
We teach them by what we do
Their minds are open to being taught
They learn from each other, too

Help children to nurture this planet
And tend to it with care
We don't own this world or what's in it
What sustains our lives, we must share
All forms of life inhabit the earth
Respect what all lives there

Whether we walk, crawl, swim, or fly
Whether we use two legs or four
Sometimes a little help is needed
It's really not a chore
Extend a hand and give of ourselves
Kindness will make our hearts soar

No matter how different from man they are
All beings have meaning and worth
Not even humans are exactly the same
We're each unique from birth
But one thing we all have in common
We share our home called Earth

So let's be kind and compassionate
So children all can see
That everyone has a role to play
Each of us holds a key
To making Earth a better place
Where all life is allowed to be

♥ Doreen Kelly Forbes,
Kind News magazine sponsor