



RedRover®
SUMMER 2025

companion



Ready to Respond When Disaster Strikes

20 Years After Katrina: Honoring the Past, Preparing for the Future • 25 by 2025: The Momentum Forward • 9,000 Second Chances: Our Urgent Care Milestone



Hi friend!

WE ARE DELIGHTED to share this summer edition of *Companion* magazine with you! In this issue, you'll read about how we're building connection and compassion, creating more safe housing for pets and their people, and how we continue to bring animals and their people from crisis to care. Plus, we'll reflect on the 20th anniversary of Hurricanes Katrina and Rita—a deployment that revolutionized how we view and support the human-animal bond

in the face of disaster, and the impetus for RedRover (formerly United Animal Nations) to be a founding member of NARSC, the National Animal Rescue and Sheltering Coalition.

The truth of it is, we couldn't do this life-changing work without you, our community of supporters who volunteer, donate, and spread the word about our vision to create a more compassionate world for animals and the people who love them. And we'll need to continue to work together to create more opportunities for animals and their people to thrive together.



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As one **RedRover Responders** volunteer said,

“Good things can happen with the help of great people.”

So, thank you for all of the greatness that we've accomplished together and will accomplish in the future!

In community,

KATIE CAMPBELL
President and CEO

Ballot for election of board directors



RICH FIFIELD

Rich is an Internal and External Audit professional currently working for the State

of California, focused on optimizing business processes and strategic change. He has a strong background in Finance, Accounting, and Strategic Project Management from more than 15 years of experience working for Fortune 500 companies. Rich believes that all humans and animals should be shown kindness and is deeply excited to join RedRover's board to support our mission. He is currently living in Yuba City, California, with his wife, Kendra, and two dogs, Snickers and Mars—named after candy bars because they're so sweet!

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 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

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Building Empathy, Connection, and Literacy through Animal Stories



AMY HEDDY TOOK THE REDROVER READERS COURSE IN 2018

and learned about the book *Buddy Unchained*, a pivotal choice in our list of Recommended Books with Humane Themes. Amy said, **“RedRover Readers is how I got into Humane Ed!!!”** Now, Amy is the Humane Educator Coordinator at Humane Society of West Michigan in Walker, Michigan, where she has helped hundreds of children learn empathy and kindness for animals!

And it all started with the **RedRover Readers** Workshop: *Building Empathy, Connection, and Literacy in the Classroom*, where educators can receive the full **RedRover Readers** curriculum. From here, educators take their learnings to their community to help children explore the human-animal bond through

stories and group discussion. The workshop is now offered online; this new format allows educators to take the training on their schedule and go at their own pace.

RedRover’s education team has been involved with the Association of Professional Humane Educators (APHE) for more than 15 years, and recently attended the APHE Conference held in Kansas City, Missouri, this year. RedRover’s Vice President of Operations and Education, Karly Noel, met with Amy at the Conference and learned just how impactful the **RedRover Readers** workshop is for Amy and educators like her! Our program’s goal is to help children develop respect for animals, and educator testimonies like Amy’s show the impact the program is making. ♥



Want to bring humane education for young animal lovers to your community?

Take the on-demand, self-paced **RedRover Readers** workshop today at RedRover.org/ReadersTraining

Survey Says... A Big Yes to Kindness! kindnews

IN 2017, REDROVER ADOPTED KIND NEWS MAGAZINE from Humane World for Animals, formerly called the Humane Society of the United States. Since then, we’ve gathered a lot of feedback from educators about the magazine and its impact.

We’re thrilled to share that in our annual survey to paper and digital users, we found that once again, **100% of those who completed the survey would recommend Kind News to others!** Read on to hear what teachers are saying...

Survey respondents agree that the magazine...



Inspires kids to be curious, helpful, and kind to people around them



Helps kids learn to be respectful, responsible, and compassionate citizens



Is representative and inclusive of their kids, considering race, gender, ability, ethnic or social origin

“This magazine is a great choice for second graders because it helps kids learn how to care for animals in need. It teaches kindness, responsibility, and how shelters help pets find loving homes. The stories and pictures are fun and easy to understand. Kids can also learn how they can help animals, even at a young age—like donating toys or food, or just spreading the word. Reading this magazine helps children grow into caring and helpful people.”

♥ Janis C., second grade teacher, Fremont, California

“Kind News magazine is an invaluable resource for my fourth graders. It teaches empathy and kindness toward both animals and people, while also sparking curiosity about animals they may have never heard of. The engaging, informative text is perfect for reading centers, and the audio feature has been especially helpful for my reluctant readers—it builds confidence and keeps them engaged as they follow along.”

♥ Emily K., fourth grade teacher, San Rafael, California

“My class loves, loves, loves Kind News magazine. They love to read about animals and how to care for them. They also love seeing the photos of all the beautiful animals.”

♥ D. Pilon, first grade teacher, Isleta Pueblo, New Mexico

Do you want to spread kindness for people and animals alike? Learn more at KindNews.org/adopt

20 Years After Katrina: Honoring the Past, Preparing for the Future

THE MEMORIES OF HURRICANE KATRINA STILL LINGER — THE DESPERATION, THE HEARTBREAK, AND THE RESILIENCE. For pet owners, the storm was a nightmare that tested the unbreakable bond between families and their beloved pets. RedRover, at the time known as United Animal Nations (UAN), sprang into action, deploying **RedRover Responders** volunteers from across the country and Canada to come together to support those affected by Hurricane Katrina and Hurricane Rita. Many animals were saved, some families were reunited, and our collective experiences helped shape the future and our approach to disaster response. Out of this crisis,

the National Animal Rescue and Sheltering Coalition (NARSC) was formed. RedRover is proud to be a founding member of NARSC, which aims to improve response coordination, develop emergency response best practices, and improve the field. Fast forward 20 years after Hurricane Katrina, we honor the lives lost, the lives saved, and remain committed to our mission of bringing animals and their people from crisis to care. ♥



A Look Back From 20 Years

- August 29, 2005, Hurricane Katrina made landfall
- More than 1,300 people lost, with thousands more people and their beloved animals displaced
- 44% of the people who refused to evacuate during Katrina did so because they could not evacuate with their animals: their family

Our Effort to Bring Animals from Crisis to Care

- Three-month-long emergency response to both Hurricanes Katrina and Rita, with daily calls for six weeks
- More than 400 United Animal Nations volunteers and 15 veterinarians cared for and rescued 2,100 animals in 6 locations in Mississippi, Louisiana, and Texas
- 40 states and Canada represented in our staff and volunteers
- Hundreds more people made donations that enabled us to purchase needed supplies, equipment, and medicine, and to support animal agencies that were decimated by the storm
- \$255,000 disbursed by UAN in hurricane relief grants to bring additional help to animal victims and the people who love them
- More than four dozen dogs were reunited with their owners, and those who weren't reclaimed were transferred to long-term foster homes and given a second chance with a loving family

RedRover's Community Remembers Katrina



"I evacuated from Katrina with my two dogs and I understand how tough it is to wonder if you will have a home to go back to and finding a safe space for your pets to keep them with you."

♥ Donor



"It matters to the one you save."

♥ Donor



"I saw a small dog jumping up and down in front of an evacuating bus during Katrina with the little boy owner so upset he was sick, I will never get that image out of my mind."

♥ Donor



"People on the ground (evacuees) had a lot to deal with and didn't have to worry about their pets once they were in our care, and came for cuddles."

♥ Karen Brown

A former RedRover Program Director, recalling our on-the-ground aid supporting people and animals affected by Katrina



Today, the RedRover Responders team continues to provide vital emergency sheltering assistance for animals

displaced by natural disasters or rescued from cruelty situations. With the help of more than 4,800 volunteers, our organization stands at the ready to be there for people and animals when disaster strikes. ♥



Bowie's Happy Tail

AMBER'S HANDSOME PITTIE, BOWIE, had a growing lump that she was certain was a hematoma, but she could only be sure with an X-ray. To Amber's shock and dismay, it was a cancerous growth. He was only six years old—but his youth could work to his advantage: the veterinarian was confident that they could prevent the cancer from spreading without chemotherapy or other treatment, if they amputated the leg with the growth. While she had recently returned to work, looking at the estimate for Bowie's treatment left her feeling like she'd need a miracle to save him.

"Bowie means the world to me. I can't imagine him not here. I know he would rather be here with me with three legs than not be with me at all."

Thankfully, the kindness and compassion of RedRover's On-Call Angels helped Amber save Bowie when she needed a helping hand. She had applied for a **RedRover Relief** Urgent Care grant, laying bare the beautiful bond between them, and once her application was approved, an On-Call Angel was ready to give generously to make their Urgent Care grant possible.

"I just love him so thank you once again. We are forever grateful!"



Like Amber and Bowie, we are forever grateful for our On-Call Angels and all the members of our compassionate community. Thank you for making miracles happen and protecting the beautiful bonds between pets and families just like theirs! ♥

9,000 Second Chances: Honoring the Unbreakable Bond Between People and Their Pets

FOR PET OWNERS, THE THOUGHT OF LOSING A BELOVED COMPANION IS UNBEARABLE. The worry, the stress, the desperation—it's a heart-wrenching reality many of us face when our furry friends fall ill or get injured. But what happens if you couldn't afford the care they needed?

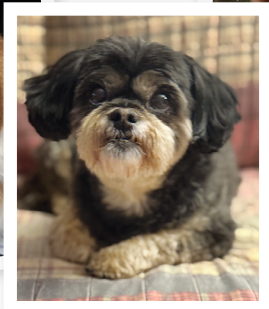
That's why RedRover's committed to helping families when they need it most. Our community is celebrating a remarkable milestone: 9,000 **RedRover Relief** Urgent Care grants awarded to pet families in need.

Behind each **RedRover Relief** grant is a story of love, relief, and gratitude. There's Tica, the sweet pup who received critical care when she needed it most.

Tica was our 9,000th Urgent Care grant recipient! Pets like Tica have been given a new lease on life thanks to the kindness of donors like YOU! Thank you!

As we celebrate this milestone, we're reminded of the profound impact our community has had on the lives of animals and the people who love them. Your generosity has brought joy, comfort, and healing to those who need it most. You've strengthened the unbreakable bond between people and their pets—a bond that has changed so many of our lives (and we imagine it's changed your life, too!)

Thank you for being a part of this journey. Your kindness has saved lives and preserved over 9,000 pet families. We're honored you're a part of our RedRover community! ♥



25 BY 2025 The Momentum Forward



ABOUT HALFWAY THROUGH THE FINAL YEAR

OF OUR 25 BY 2025 CAMPAIGN, we have no plans of slowing down! Between March and May, team members were in six different cities from the East Coast to the West Coast and all together trained and presented to more than 400 individuals on how to support people and pets in crisis. And there's lots more to come soon.

We are so appreciative of the individuals and organizations who come to us with that "hesitant enthusiasm," who want to create a pet housing program but have their list of questions. Creating a pet housing program brings many questions and challenges to an organization, but that's why RedRover and our Don't Forget the Pets collaborative project with Greater Good Charities are here with support, every step of the way. ♥



Katie



Ashley



Claire



Lorie



Candice

OUR NEXT VIRTUAL PANEL EVENT IS ON TUESDAY, SEPTEMBER 30! Join our host, RedRover President and CEO, Katie Campbell, for *The Importance of Keeping Survivors and their Pets Together*. Panelists include Ashley Rumschlag from DomesticShelters.org, Claire Ponder Selib from the National Organization for Victim Advocacy, Lorie Westhoff from RedRover and Purina's Purple Leash Project team, and Candice Amundson, advocate at Alexandra House and DV survivor. Register today at 25by2025.org/RSVP.

More than \$500,000 Granted for Safe Housing

WE'VE AWARDED 12 SAFE HOUSING

GRANTS for a total of \$557,087 in our first grant round of 2025! Now, six domestic violence (DV) shelters, three animal shelters, and three homeless shelters can create or expand programming for the pets of survivors and people experiencing homelessness.

"This RedRover grant is a game-changer.

Our clients are already carrying the heavy burden of crisis, trauma, or displacement. To now be able to tell them, **'Yes, your pet can come with you,'** is an incredible step toward true healing and safety. It aligns perfectly with our mission to meet people where they are — with dignity, compassion, and support for their whole family, including their furry loved ones."

♥ Stacey Strasser, Executive Director of The Door of Hope

DV Shelter Grantees

- **Illinois:** VOICES of Stephenson County, **\$38,000**
- ***Massachusetts:** New Hope Inc., **\$58,000**
- ***Minnesota:** Missions Inc., **\$21,087**
- ***New Jersey:** Safe in Hunterdon, **\$60,000**
- ***Ohio:** YWCA of Greater Cincinnati, **\$60,000**
(RedRover + Purina Purple Leash Project grantee)
- **Texas:** One Safe Place, **\$60,000**
(RedRover + Purina Purple Leash Project grantee)



Animal Shelter Grantees

- **Maine:** Maine State Society for the Protection of Animals, **\$60,000**
- **Michigan:** Giving Paws, **\$30,000**
- **Ohio:** SICSA Pet Adoption and Wellness Center, **\$14,000**



Homeless Shelter Grantees

- **California:** The Living Room Center, Inc., **\$53,000**
- **Ohio:** Found House Interfaith Housing Network, **\$60,000**
- ***Ohio:** The Door of Hope, **\$43,000**



*Shelters creating their first pet-friendly program.



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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.

RedRover Relief Urgent Care Grants

Top 5 Most Common Emergencies

- 1 Growth removal
- 2 Dental issues
- 3 Spay complications
- 4 Wound care
- 5 Amputation



In times of emergency, many families with pets need assistance, and often turn to RedRover.

Thanks to our loving supporters and network of resources to access veterinary care, these pets don't have to go far. For our newest companions, to our most sugar-faced furry family members, the **RedRover Relief** team stays at the ready to help eligible pets whenever we can. ♥



For more information
visit [Redrover.org/Relief](https://redrover.org/Relief)