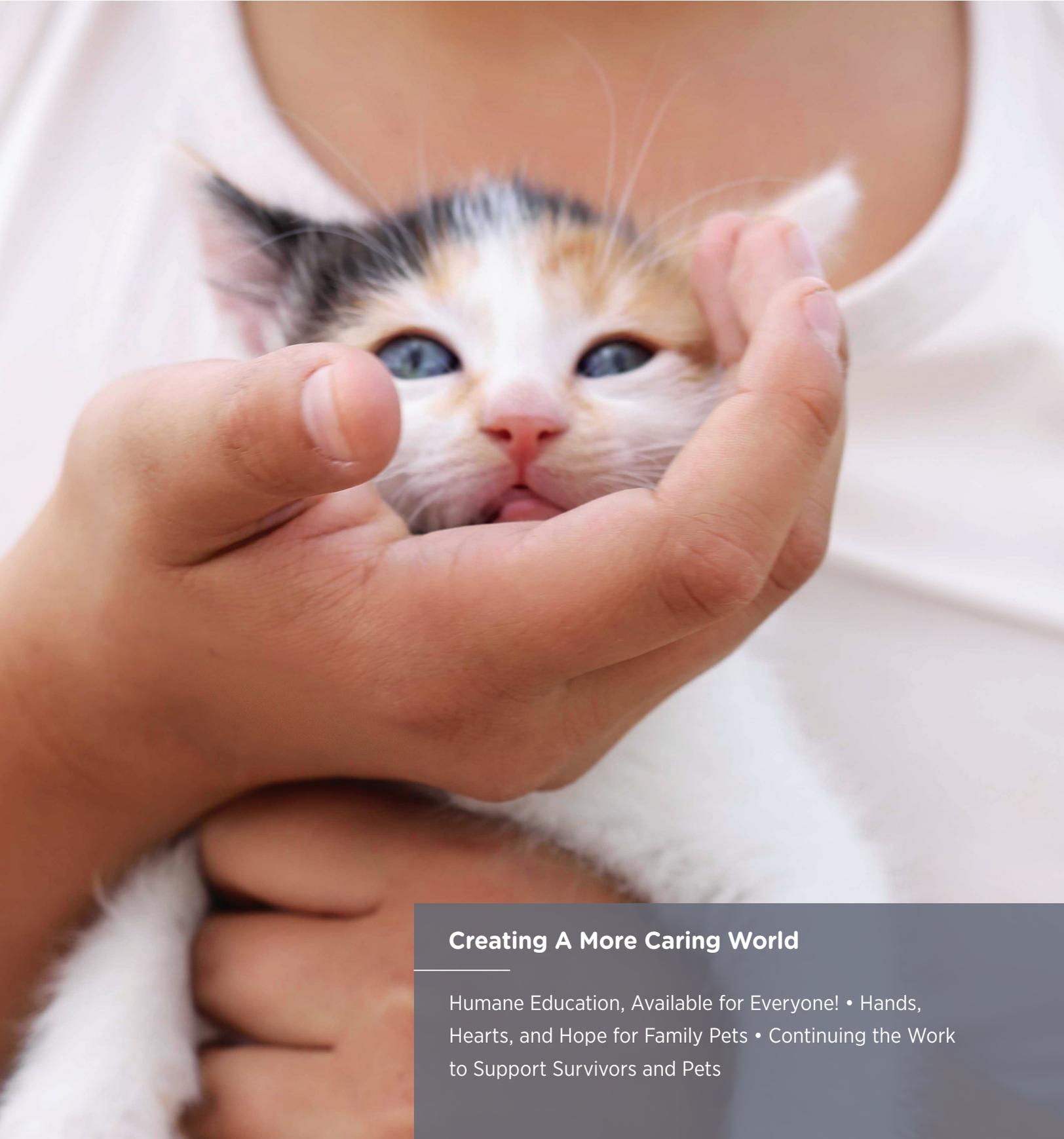




RedRover®
WINTER 2026

companion



Creating A More Caring World

Humane Education, Available for Everyone! • Hands, Hearts, and Hope for Family Pets • Continuing the Work to Support Survivors and Pets



CARING, UNWAVERING, RESPECTED, VIGILANT, INSPIRATIONAL.

These are the core values we established in 2011 to represent RedRover. It's a new year, and we're full of new hope and aspirations. Though 2026 just began, we're looking forward to our 40th year as an organization in 2027, and this winter issue is the first in our RedRover Core Values Companion Series. We're dedicated to showing **CARING** in action through our work for beloved pets and the people who love them with...

- Continued partnerships that create BIG impact, like those with PAWS of Northeast Louisiana and Detroit Dog Aide, providing essential veterinary care and safer outdoor enclosures for family dogs.

- More safe nights provided for domestic violence (DV) survivors and their pets to find comfort and healing together.
- On-Call Angels (OCA) like Cynthia, who step up for families with emergency veterinary care needs above and beyond the support available via our **RedRover Relief Urgent Veterinary Care** grants.
- Sponsorships by groups like Tito's Handmade Vodka, the Vodka for Dog People, making spay/neuter services available to those who need it most.
- The opportunity to Spread *Kind News*™ far and wide to classrooms across the country. It's not just a magazine that teaches kids about different kinds of animals; it provides the opportunity to transform classrooms and communities through connection and the human-animal bond.



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And, through animal lovers like YOU! **With your continued, generous support, we're creating a more caring world.** Thank you for giving us, and the animals, hope for the future!

In community,



KATIE CAMPBELL
President and CEO



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Companion is published quarterly by RedRover and is distributed to its members.
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Humane Education, Available for Everyone!

REDROVER READERS WAS LAUNCHED IN 2007 to further strengthen the human-animal bond by helping children develop the steps necessary for empathy: recognize human and animal emotions, share emotions, and regulate emotions in order to connect in positive ways with others. To date, we've reached more than 130,000 children through 2,760 educators and volunteers trained to implement the **RedRover Readers** program inside and outside of the classroom.



We're excited to share that the **RedRover Readers On-Demand Course** is now available **FREE** of charge to everyone. This self-paced online training makes it easier than ever for educators, volunteers, and youth-serving professionals to bring compassion, empathy, and social-emotional learning to the children they work with.

"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 Petrone, Librarian**

"The RedRover Readers curriculum has the potential to create powerful, lasting change in the lives of students..."

This program aligns perfectly with my vision for education — one where every student feels seen, heard, and valued."

♥ **Christina Gavranovic, Educator**

Take the training today at **RedRover.org/On-Demand** and join a growing community dedicated to fostering empathy and kindness — one story at a time.



Spread *Kind News*™ This Year

WE ARE GOING BIG WITH KIND NEWS MAGAZINE! Next month, we'll launch our *Spread Kind News* campaign in an effort to provide this resource to a whopping 30,000 more children.

Kind News is RedRover's animal-themed magazine for kids, with fun activities, inspiring rescue stories, and helpful pet care tips meant to inspire kindness to animals in the younger generation. In 2017, RedRover adopted *Kind News* from Humane World for Animals, formerly known as the Humane Society of the United States.

— **kindnews** —

Since then, we've reached more than one million children with the publication!

That's one million children who can develop compassion towards animals through the magazine's engaging rescue and humane hero stories, and amazing animal facts and games — and one million children who've been able to take part in the thoughtful discussion that the content inspires.

"This magazine is a great choice because it helps kids learn how to care for animals in need. It teaches kindness, responsibility, and how shelters help pets find loving homes. Kids can 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**

Stay tuned to learn how you can be part of our efforts to Spread *Kind News* to even more children! ♥

Hands, Hearts, and Hope for Family Pets

Mike

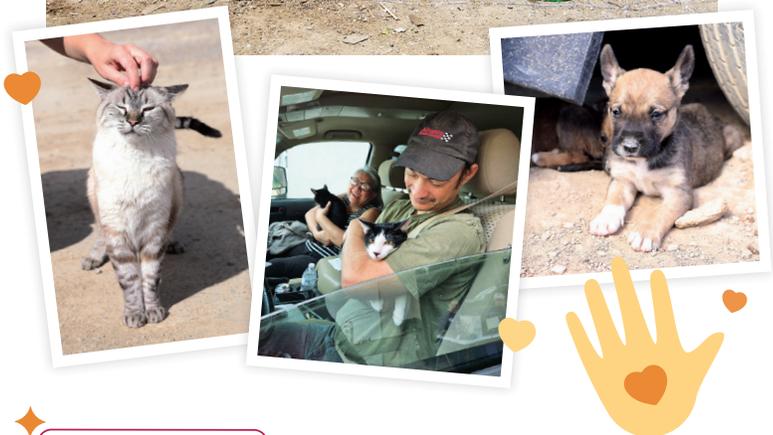
Communications and Content Coordinator

LAST FALL, I HAD THE PRIVILEGE OF GOING TO DETROIT TO CAPTURE THE STORIES OF OUR VOLUNTEERS

and the community they were serving. Our **RedRover Responders** team, working with our friends at Detroit Dog Aide, built outdoor enclosures for 26 family dogs, freeing them from a life on chains.

My biggest takeaway was talking to the pet parents. There's a common misconception that if a dog is chained, they aren't loved—but what I saw was completely different. I spoke with folks who, despite loving their dogs deeply and wanting the best for them, had fallen on hard times. Some families simply couldn't afford more.

The gratitude from these families was overwhelming. Their appreciation for the new shelters showed the strong bond they share with their pets. **It was a powerful reminder that love for animals knows no limits, and sometimes, all it takes is a little help to give families and their companions the safety and comfort they deserve.**



Tia

Outreach Manager

REDROVER RETURNED TO WEST MONROE, LOUISIANA, FOR THE SECOND TIME IN 2025 to

partner with our friends PAWS of Northeast Louisiana for an early November pet wellness and supply clinic. We helped 691 dogs and cats by providing vaccinations, ID tags, flea and tick medications, comfy beds, and lots of toys, all for FREE, thanks to the support of Petco Love and BISSELL Pet Foundation. We were also excited to provide FREE spay and neuter vouchers sponsored by Tito's Handmade Vodka, the Vodka for Dog People.

My highlight of this deployment was meeting so many amazing pet owners in the community. I loved spending the days being introduced to pets and listening to people share stories about what makes their dogs and cats so special. **Hearing about their pets' quirky personalities and the funny memories they've created together showed how much pets are loved members of the family.** Although the two-day clinic went by quickly, I am thankful that we have lots of pictures that captured the smiling faces and adorable pets that were helped by our dedicated **RedRover Responders** volunteers.

Minhhan

Program Manager

THIS FALL, I HAD THE OPPORTUNITY TO TRAVEL ONCE AGAIN TO SHIPROCK, NEW MEXICO, to help build more safe enclosures for dogs on the Navajo Nation. In partnership with Banfield Foundation and local families, volunteers built 21 secure, shaded enclosures for 24 outdoor dogs, providing each with a new doghouse filled with straw, enrichment items, and essential supplies like collars, lightweight tethers, and treats.

As both a volunteer and photographer on this deployment, I witnessed firsthand the powerful transformation that occurs when a dog takes its first steps into a safe, fenced space. Pet parents watched with pride as their dogs explored freely, many for the first time in years.

Since 2023, RedRover's Unchaining efforts have created 92 fenced enclosures and supported more than 200 additional dogs on the reservation. **These projects uplift entire communities by strengthening the bond between people and their pets.**

Thank you to Banfield Foundation, our **RedRover Responders** volunteers, and the Navajo Nation families who welcomed us so warmly. ❤️

Continuing the Work to Support Survivors and Pets



THE NEW YEAR MARKS THE OFFICIAL END TO OUR 25 BY 2025 CAMPAIGN. This campaign, created with Greater Good Charities, and powered by PetSmart Charities with support from Purina and the Purple Leash Project, focused on helping to ensure that 25% of domestic violence (DV) shelters in the U.S. are pet friendly by the end of 2025.

Although we were just short of our ambitious goal at 19.5%, we remain committed to our efforts to keep more DV survivors safe and together with their pets. We know there are many reasons why a survivor may delay leaving (or be unable to leave) an abuser, but loving an animal doesn't need to be one of them. ♥

Join us on March 19, 2026, for the final 25 by 2025 update call. You'll hear how the campaign wrapped up, where we go from here, and how you can continue to bring safety and hope to both ends of the leash. RSVP at 25by2025.org/RSVP.



\$1.3 Million in Grants To Keep Survivors and Pets Together



THANKS IN PART TO PURINA, PETSMART CHARITIES, AND AN ANONYMOUS DONOR, seven domestic violence shelters and two animal shelters can create or expand programming for survivors' pets from the last grant round of 2025. Three domestic violence shelters received RedRover and Purina's Purple Leash Project (PLP) grant, an extension of RedRover's Safe Housing grants. We are so grateful to our partners and donors for supporting survivors and their pets. KONG® is providing dog and cat toys and treats to all Safe Housing grantees through 2025.

DV Shelter Grantees:

- **California:** Family Assistance Program, San Bernardino County, **\$10,000**
- **Georgia:**
 - International Women's House, DeKalb County, **\$24,200** (PLP grantee)
 - Northwest Georgia Family Crisis Center, Whitfield County, **\$56,000**
- **Kentucky:** Mountain Comprehensive Care Center, Floyd County, **\$26,360** (PLP grantee)
- **Minnesota:** Women's Shelter Inc., Olmsted County, **\$44,188**
- ***Utah:** New Horizons Crisis Center, Sevier County, **\$60,000** (PLP grantee)
- **Washington:** Turning Pointe Survivor Advocacy Center, Mason County, **\$50,683**

Animal Shelter Grantees:

- **Montana:** Lewis & Clark Humane Society, **\$20,000**
- **Missouri:** Central Missouri Humane Society, Boone County, **\$60,000**
- **Utah:** Ruff Haven Crisis Sheltering, Salt Lake County, **\$60,000**

*Shelters creating their first pet-friendly program.

"Thanks to RedRover + Purina's Purple Leash Project, we can offer survivors safety without the heartbreak of leaving their pets behind—keeping families, including their beloved animals, together during crisis and transition."

♥ **Jennifer Neal Clark, Esq., MFT**
Executive Director,
International Women's House



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

Love for Kittens Goes a Long Way



ON-CALL ANGELS ARE A SPECIAL GROUP OF DONORS who pledge to fund specific **RedRover Relief** Urgent Care and Safe Escape grant applications. Their recurring pledges to the program allow us to help greater numbers of pets in need of either urgent veterinary care or temporary boarding for the pets of domestic violence survivors.

One On-Call Angel who has taken that belief to heart is Cynthia M., who joined the program in early 2024 and chose to specifically fund emergency cat cases quarterly. A mother, grandmother, and great-grandmother, she has gone above and beyond by sharing her cases with her four animal-loving great-grandkids, emphasizing that the help the kitties are receiving is a family effort, including them in the program, and instilling in them the love of animals and the value of being good Samaritans, which is so important to her. Cynthia's two oldest great-grandkids, Russell (eight) and Brucey (five), especially love hearing about the kitties their family has helped, like their first case, for a one-year-old tuxedo kitty, Momo.

To this day, Cynthia continues to share her cases with her great-grandkids. She says of her third On-Call Angel Case:

“He and Brucey [attend a school] where love of nature, animals — and kindness — is emphasized. At five, Russell has a great deal of empathy for animals, his brother and sisters, and his two cats, Tulip and Billie.”



Jerry




If Cynthia's story resonates with you, visit RedRover.org/angel to learn more or contact our On-Call Angels coordinator, Olivia, at olivia@RedRover.org. ♥

Roscoe's Happy Tail



ROSCOE MAY ONLY BE EIGHT MONTHS OLD, BUT THIS GERMAN SHEPHERD HAS BIG RESPONSIBILITIES.

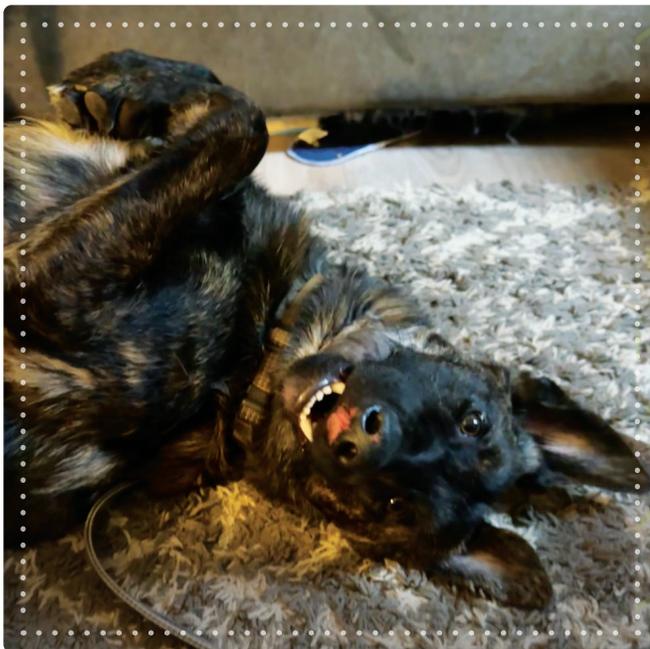
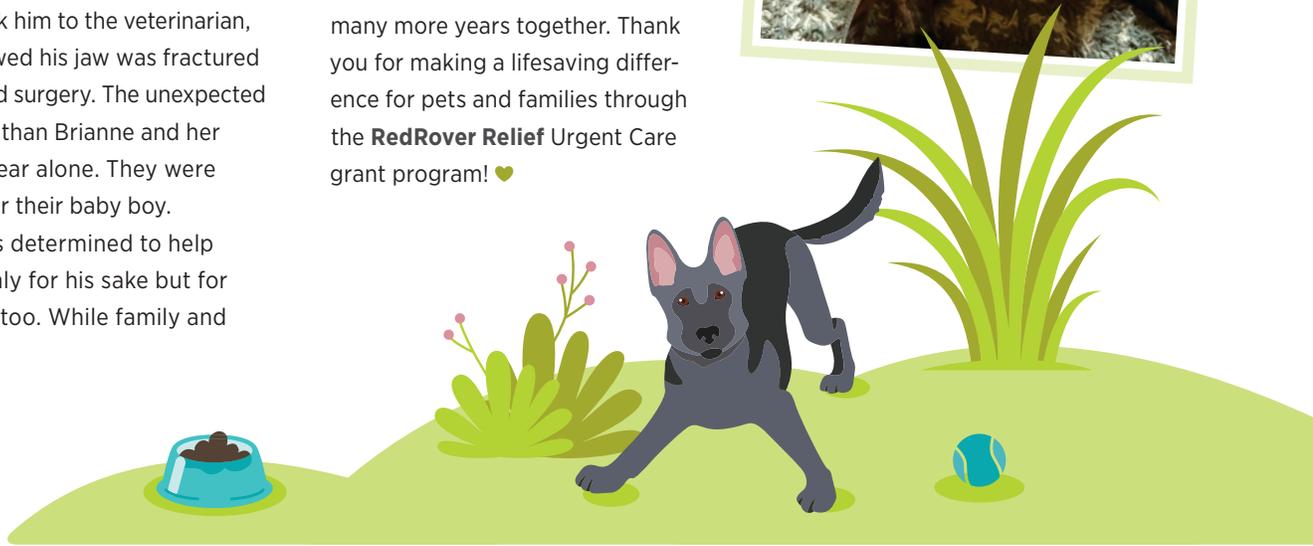
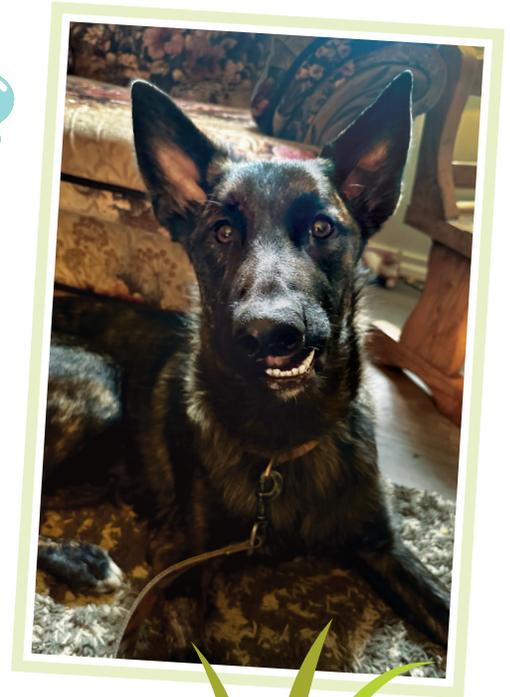
Brianne's three young children depend on him for comfort, play, and a little bit of good trouble.

While unexpectedly out causing mischief on his own, Roscoe was hit by a car and left covered in abrasions. He had broken teeth, and Brianne was afraid he might have broken his shoulder. When they took him to the veterinarian, his X-rays showed his jaw was fractured and would need surgery. The unexpected cost was more than Brianne and her family could bear alone. They were heartbroken for their baby boy.

Brianne was determined to help Roscoe, not only for his sake but for her children's, too. While family and

friends contributed to her fundraiser, she applied to the **RedRover Relief** Urgent Care grant program. She was keeping Roscoe comfortable at home on pain medication and antibiotics, but thanks to your support, Roscoe didn't have to wait long.

Because of you, families like Brianne and Roscoe's get the help they need, when they need it, for many more years together. Thank you for making a lifesaving difference for pets and families through the **RedRover Relief** Urgent Care grant program! ♥



“We have had Roscoe since he was a wee pup. He does not know anyone else besides us; we are his calm and his comfort. He is one of our babies, and I cannot imagine our house without him. It is so devastating not being able to help your pup due to money... of all things, money.”

 *Companion* is printed using vegetable-based inks on paper made entirely from recovered fiber.

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.

Collaboration Corner

Tito's Handmade Vodka, the Vodka for Dog People, Helps Hundreds of Pets at Wellness and Pet Supply Clinic

WE'RE SO GRATEFUL FOR TITO'S HANDMADE VODKA, THE VODKA FOR DOG PEOPLE, and their recent generous \$5,000 sponsorship of spay/neuter vouchers at the FREE wellness and pet supply clinic with our friends at PAWS of Northeast Louisiana. Because of their sponsorship, 162 family pets received coveted spay/neuter vouchers!

According to the American Veterinary Medical Association (AVMA), spaying and neutering pets has health and behavioral benefits for both the pet and other animals in the household, including:

- Eliminated risk of pyometra, a potentially fatal infection of the uterus
- Eliminated risk of pregnancy, which helps control overpopulation
- Reduction of behaviors like escaping, yowling, mounting, and aggression
- Decreased risk of uterine, mammary, ovarian, and testicular cancer
- Decreased spraying and urine-marking behavior
- Increased average lifespan



Earlier this summer, we announced that spay and neuter services could be offered to **RedRover Relief** Urgent Care grantees as a special add-on, thanks to their generous \$10,000 sponsorship. Approximately 40% of Urgent Care grantees' pets have not been spayed or neutered because the costs are often out of reach.

RedRover President and CEO, Katie Campbell, said, "We are so incredibly grateful for Tito's Handmade Vodka's sponsorship, and their shared belief in supporting pets and preserving the human-animal bond. **Because of them, we can help hundreds more pets live happy and healthy lives with those who love them.**" ♥

Home for the Holidays with a Little Magic



VIVIAN,* A PET PARENT ON DISABILITY, APPLIED FOR A REDROVER RELIEF URGENT CARE GRANT to help her best friend: a black cat named Magic. Magic and Vivian had survived a house fire that left the little cat terrified and severely traumatized. Just like humans, the stress of what Magic had been through developed into debilitating physical illness — his digestive system began to shut down. Head to [RedRover.org/Magic](https://www.redrover.org/Magic) to read more about the family's backstory, find out what happened at the veterinarian, and learn how a RedRover On-Call Angel stepped up to help in the nick of time.

