

Programs Overview

RedRover Responders

Temporarily shelters and cares for thousands of animals displaced by natural disasters and rescued from large-scale cruelty and neglect cases. The program also offers training and hands-on assistance, such as providing volunteers for pet wellness clinics, unchaining and Trap-Neuter-Vaccinate-Return (TNVR) projects, to communities in need. **RedRover Responders** have deployed volunteers to more than 300 crises, including wildfires, floods, tornadoes, hurricanes, puppy mill seizures, and cruelty and neglect cases in the United States and Canada. Notable crises include: Hurricanes Harvey, Katrina and Andrew, Superstorm Sandy, 9/11, Northridge Earthquake, Caldor and Camp Fires, and many more.

- There are currently 4,800+ active, trained **RedRover Responders** volunteers in the United States and Canada.
- 200 **RedRover Responders** volunteers undergo training per year on average.
- **RedRover Responders** volunteers must take our online or in-person training, and are required to complete a FEMA online course.
- Volunteers are trained in emergency sheltering and caring for animals in stressful situations. They also educate communities about the need to include animals in disaster planning.
- In 2025, trained **RedRover Responders** deployed to 16 emergencies and planned deployments, sheltering 3,369 displaced animals.
- **RedRover Responders** average 13 deployments per year.

RedRover Relief

Provides financial assistance, resources, and emotional support to pet parents and Good Samaritans to help them care for animals in life-threatening situations. Through this program, resources are also available to help domestic violence survivors and their pets escape abuse.

- **RedRover Relief** offers Urgent Care “gap” grants to pet owners struggling with economic hardship when pets need emergency veterinary care. Case managers provide emotional support and guidance throughout the application process.
- The average Urgent Care grant is approximately \$250 and is intended to fill a small gap in funding that is keeping an animal from receiving care.
- **RedRover Relief** also offers Safe Escape grants to provide pet boarding up to 45 days and vet care while a domestic violence survivor is in shelter.
- Since 2012, RedRover’s Safe Housing grants have helped domestic violence shelters create pet housing programs.
- Since 2020, RedRover’s Safe Housing grants have helped animal shelters build dedicated space for animal victims of domestic violence, and most recently, homeless shelters.

RedRover Readers

Explores the bond between people and animals through select stories and discussion. The program helps children develop the skills needed for empathy, which include: recognizing emotional states, sharing emotional states, and regulating emotions to make better decisions about how to treat people and animals (thereby helping to prevent animal cruelty and neglect).

- **RedRover Readers** curriculum is a Social and Emotional Learning (SEL) program that aligns with curriculum standards in the United States and Canada.
- The program's academic, non-judgmental approach challenges young students to think critically about the role of animals in their lives, and can be implemented in schools, after-school programs, shelters, and other venues.
- RedRover provides FREE online and in-person training opportunities for teachers and volunteers.
- Trained teachers and volunteers read carefully selected, illustrated books and follow a research-based teaching methodology that combines listening, discussion and reflection to learn about animal behavior and emotions, and practice empathy.
- Since 2007, **RedRover Readers** has reached more than 136,000 children nationwide and trained more than 2,800 teachers, humane educators, and volunteers to implement the program.
- RedRover launched a book and game app series called *The Restricted Adventures of Raja* as a complement to the RedRover Readers program.
- In 2017 RedRover acquired *Kind News*[™] magazine: a publication that helps children understand and respect animals and think about why treating animals and people with kindness matters.
- More than 300,000 children were reached by *Kind News* magazine in 2025