



RedRover®
SPRING 2015

companion



Special 2014 Annual Report edition

A 3,000 mile journey to help animals • Keeping an eye out for crisis • The real cost of preventive pet care • Kids speak up about their love for animals

RedRover.
RESPONDERS

Happy spring!

HAPPY SPRING, and thank you for your support!

RedRover is always on the lookout for animals in crisis, and Beth Gammie, our Emergency Services Manager, is often the one to first respond to a community's cry for help (learn more on the next page). Find out about more ways you can stay vigilant and help the animals, too, throughout this special Annual Report issue.

We also seek ways to inspire people. A great example of this in action is a story on page 4. There you can read how Jason — who was inspired by his love for his dog and how your support helped them in their time of crisis — is raising money through his “Ride for RedRover” event!

And as always, your compassion and generosity warms the hearts of everyone who is a part of this organization. Being aware of animal



suffering is a difficult burden to bear, but **together we are stronger**. Together, we can make sure we will be there when animals need us most, and together we can spread hope that a kinder, more compassionate future for animals is possible.

Warmly,



NICOLE FORSYTH
President and CEO

P.S. Enjoy this 2014 Annual Report edition of Companion and know that you help make all of this possible!



facebook.com/RedRoverOrg
twitter.com/RedRoverOrg
youtube.com/RedRoverOrg
instagram.com/RedRoverOrg
pinterest.com/RedRoverOrg

2014 BOARD OF DIRECTORS

Lisa DeCarlo, Esq., Chair
Debbie Ferguson, Vice Chair
Joshua Darrin, Secretary
Donald Garlit, Treasurer
Nancy Bowyer
Jeannine Farrelly
David Middlesworth, in fond memory*

ADVISORY BOARD DIRECTOR

Victoria Stilwell

CURRENT STAFF

Nicole Forsyth, President and CEO
Rebecca Sarsfield, Chief Financial Officer
Leili Khalessi, Director of Communications, Marketing and Development
Beth Gammie, Emergency Services Manager
Karly Noel, Education Manager
Susie Robert, Program Manager
Esperanza Zúñiga, Program Manager
Erin Bialecki, Membership and Development Coordinator
Danielle Gates, Communications Coordinator
Rachel Hughes, Program Coordinator
Bailey Mannisto-Ichés, Marketing and Outreach Coordinator
Casey Slagerman, Accounting and Administrative Coordinator
Laurel Meleski, Program Assistant II
Mari Cespedes, Executive Assistant
Alicia Patrice, Data Entry Assistant

*We lost a beloved Board Director in August 2014. David Middlesworth was serving his seventh year as a Director.



P.O. Box 188890 Sacramento, CA 95818

TEL 916.429.2457

FAX 916.378.5098

WEB RedRover.org

EMAIL info@RedRover.org

TAX ID # 68-0124097

Companion is published quarterly by RedRover and is distributed to its members. © 2015 RedRover.



Always on the lookout for animals

HOW DO WE ACCOMPLISH OUR WORK

to bring animals out of crisis and into care? Thanks to you, of course! Keeping your eyes peeled can result in a life-saving deployment for animals in crisis.

Last summer, several RedRover Responders volunteers in Georgia learned that the Cherokee County Animal Shelter had taken in 357 dogs and puppies from a puppy mill raid. They saw that the shelter was overwhelmed, and they alerted RedRover to this crisis situation.

RedRover's Emergency Services Manager, Beth Gammie, reached out to the Cherokee County Animal Shelter



Within days, specially trained RedRover Responders volunteers were on the ground assisting in the daily care of the rescued dogs and pups.

to offer our assistance. Within days, specially trained RedRover Responders volunteers were on the ground assisting in the daily care of the rescued dogs and pups.

When RedRover supporters like you are on the lookout for animals, we can deploy volunteer teams to help care for animals and support the community during the crisis period.

Beth said these community member alerts are critical to helping animals. "Often, our supporters and volunteers learn about large-scale sheltering needs in their local area before we do."

The RedRover Responders program provides temporary emergency sheltering for animals rescued from natural disasters or seized in a cruelty case when the number of animals is greater than what the local sheltering community can handle on their own. For small shelters like the Cherokee County Animal Shelter, the help of RedRover Responders volunteers is a blessing.

"When our supporters alert us about sheltering emergencies, I can reach out directly to the agency



in charge of sheltering the animals and see if they need help," Beth said. "We are so grateful to our members for being proactive because it helps us get on the ground as quickly as possible."

If you hear about an animal sheltering emergency in your area, please email Responders@RedRover.org. Provide as much information as possible and any contact information you may have for the agency involved. ♥



Preventive care is worth it

CAN YOU AFFORD THE COST OF

IGNORING your pet's preventive care?

Some of the most common and costly pet health problems can be avoided through simple preventive measures.

Our RedRover Relief case managers regularly respond to urgent care situations for pets stricken with illnesses like parvovirus, heartworm, pyometra (an infection of the uterus) and dental disease.

You can avoid many of these situations by taking simple actions to protect your pets from these preventable illnesses.

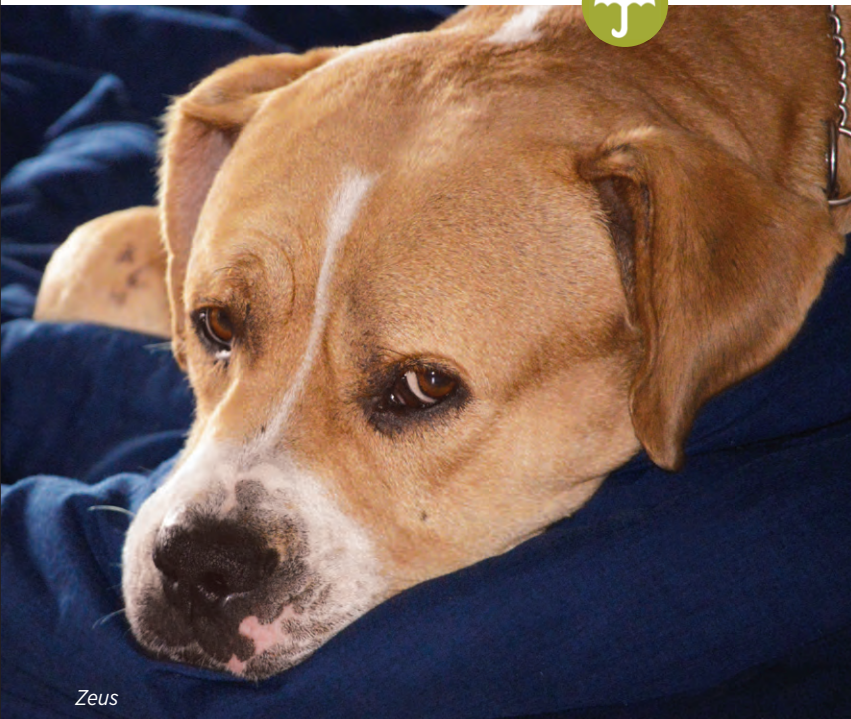
Heartworm prevention, for example, can cost as little as \$7 per month. But for a rescued dog named Zeus, the cost of treatment was much, much more.



Jesse Moore, a disabled veteran and animal lover, welcomed Zeus into his home and grew concerned when he learned from his veterinarian that Zeus had heartworm.

"Before Zeus, I was very sedentary and did not go outside much," Jesse said.

You can avoid many of these situations by taking simple actions to protect your pets from these preventable illnesses.



Zeus

"The cost of prevention is often a fraction of the cost of treating a disease or problem once it has become more advanced, and early diagnosis and treatment of developing problems or diseases can increase the likelihood of successful outcomes."

— American Veterinary Medical Association (AVMA)



#IHeartMyPet

Sign up to receive RedRover's Pet Care Education Campaign tips and take the #IHeartMyPet pledge today at RedRover.org/IHeartMyPet



"Since getting Zeus, my blood pressure and weight are down. We really enjoy our walks together, but lately he's been getting tired because of the heartworm. I just want him to be healthy."

Zeus's treatment spanned over a period of a couple of months and cost nearly \$1,000. With the help of a RedRover Relief grant for financial assistance, Zeus completed his treatment and since then has made a full recovery.

"It's preventable illnesses like these that we're trying to warn pet caregivers about with our Pet Care Education Campaign," said Esperanza Zúñiga, RedRover Relief Program Manager.

"Just \$7 per month can save a pet from having to go through costly and risky treatments." ♥



View our listings of veterinary clinics providing **free wellness exams** (office visits) for first-time clients throughout 2015: RedRover.org/IHeartMyPet

What's the real cost of ignoring prevention?

PREVENTABLE ILLNESS	COST OF PREVENTION		AVERAGE COST OF TREATMENT
Heartworm	\$7 per month (\$85/year)	vs.	\$1,000 (risk of complications with treatment)
Pyometra (infection of the uterus, fatal if not treated)	\$50 – \$200 for spay	vs.	\$800
Parvovirus	\$20 per shot (3–4 shots required for puppies + annual booster)	vs.	\$1,000 (often fatal in puppies)
Panleukopenia	\$20 per shot	vs.	\$1,000 (often fatal)
Ear infection	\$15 per bottle of ear cleaner	vs.	\$250
Dental disease	\$200 – \$500 per cleaning	vs.	\$1,000

Ride for RedRover



3,000+ MILES AND 12 STATES IN 12 DAYS — That's how far Jason Burgess,

JASON WILL BE RIDING from Oceanside, California, to Annapolis, Maryland, to participate in the Race Across American (RAAM) cycling competition to raise funds for RedRover and its lifesaving animal programs. Though a seasoned cyclist, Jason will compete in the ride of his life to support a cause so close to his heart.

In April 2007, Jason lost his home in a devastating fire. His family was not at home while his dogs were still inside. Two dogs were rescued by firefighters who administered oxygen and transported them to the hospital; one dog sadly perished in the fire. Both survivors suffered from smoke inhalation and heat-related injuries; their boxer-Rottweiler mix, Claire, spent several weeks

Jason was inspired by the compassion and support RedRover gave to his family, and now, he's preparing to give back.

in intensive care. Jason knew his family couldn't afford the expensive veterinary costs, so he reached out to RedRover for help.

"We knew how much Jason's pets meant to him," said Esperanza Zúñiga, RedRover Relief Program Manager. "Jason considered them part of the family, and when we heard about Claire's condition, we knew we had to help right away."

A RedRover Relief grant provided

critical financial

support for Claire's

treatment when the Burgess family needed it the most. Though it was a long and difficult recovery, Claire pulled through to live a healthy and full life with her family.

Jason was inspired by the compassion and support RedRover gave to his family, and now, he's preparing to give back. On June 16, 2015, Jason will begin



Learn more about Jason's Ride for RedRover:
JasonFBurgess.com

his journey across the United States — traversing more than 3,000 miles, climbing more than 100,000 feet and crossing 12 states to reach the East Coast from California in 12 short days. The grueling ride is 50 percent longer than the Tour de France, and the riders in the RAAM race take no rest days. Jason is participating as a solo rider, which means he will ride across the country without teammates or a “pack” of other riders.

His commitment to this formidable journey shows how much he cares about giving back to RedRover and the animals.

When asked about his motivation for such a physical feat, Jason said, “My family is my motivation. Claire was my best friend and her will to live has been an inspiration to me. I can’t think of a better way to honor her than to raise awareness for RedRover’s mission and how it helped my family.” ♥



Claire



Claire recovering from the fire

a RedRover supporter, is riding his bike to help animals.



The Burgess family

2014 Annual Report

MISSION STATEMENT

YOU DID IT!

You gave lifesaving care to animals. You brought RedRover's mission to communities

where animals needed care. You built the foundation for future animal-protectors to carry on our work. **Thank you for your dedication to helping animals in 2014.**



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 Financials

BECAUSE OF YOU, WE ARE ABLE TO BRING ANIMALS OUT OF CRISIS AND STRENGTHEN THE BOND BETWEEN PEOPLE AND ANIMALS. Through your marvelous

generosity for the animals, you gave a total of \$3,823,041 in 2014. We are pleased to report that 79 cents out of every dollar was spent on programs serving animals, and 21 cents was spent on supporting services. RedRover closed 2014 with \$5,284,285 in ending net assets. ♥

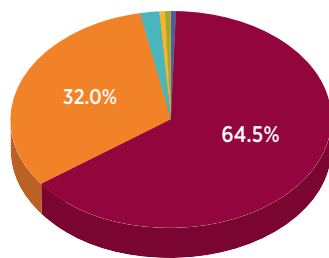
THREE CHEERS FOR VOLUNTEERS!

Our caring volunteers generously gave over 5,000 hours sheltering rescued animals, helping children develop empathy for animals and providing office assistance in 2014.

Fair market value of volunteer hours in 2014:

\$114,261

2014 Income Breakdown*



Bequests	\$ 2,542,927
Contributions	1,262,362
Interest and investment income	81,887
Program services	18,687
In-kind donations	17,752
Other income	\$ 17,040

TOTAL INCOME

\$ 3,940,655

*Based on our 2014 audited financial statements. Read more at RedRover.org/financial.



RedRover Responders

SHELTERS AND CARES for animals displaced by natural disasters and other crises, such as criminal seizures and hoarding cases in the United States and Canada.

2014 Emergency Responses



- **5,338** animals in crisis were helped through emergency sheltering and care services
- **1,846** more animals were helped through advice and other services from RedRover staff
- **4,501** hours of volunteer work providing direct sheltering and animal care services



- JAN** ■ **Dog rescue** — Mohave County, Arizona
- JAN** ■ **Animal Sheltering** — Hunterdon County, New Jersey
- FEB** ■ **Cockfighting** — New York
- FEB** ■ **Puppy Mill** — Jefferson County, Arkansas
- APR** ■ **Puppy Mill** — Preston County, West Virginia
- MAY** ■ **Veteran Stand Down** — Miami, Florida
- MAY** ■ **Puppy Mill** — Quebec
- JUNE** ■ **Puppy Mill** — Bradley County, Tennessee
- JULY** ■ **Puppy Mill** — Cherokee County, Georgia
- OCT** ■ **Puppy Mill** — Jackson County, West Virginia



The gift that keeps giving

WE ARE SO THANKFUL that compassionate and forward-thinking people choose to leave a legacy of helping animals long after they are gone. In 2014, RedRover received the largest bequest in our 28-year history from a kind and generous woman named Barbara B. Ward. Her gift allows

RedRover to generate sustaining interest income for our programs and ensures RedRover is there to help animals in emergency situations.

Barbara had a long and happy life filled with many things she loved: family, travel, hobbies such as painting, and animals. She was lovingly remembered by her family as an animal-lover

and rescuer. Barbara chose to honor her love of animals by including RedRover in her estate plans, so that when she passed, we could continue her legacy of making the world a better place for animals for many years to come...and we will do just that.

Thank you, Barbara. ♥

RedRover Readers

A **UNIQUE SOCIAL AND EMOTIONAL LEARNING** program that helps children develop empathy and explore the bond between people and animals through stories and discussion.

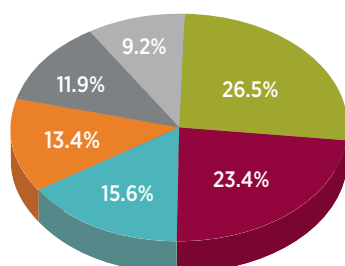


- **1,500** new children were reached to develop empathy for animals
- **82** classroom visits were conducted
- **75** new volunteers, teachers and educators were trained
- **39,000** total estimated children reached through the RedRover Readers program to date

ONE OF OUR BIGGEST ACCOMPLISHMENTS in the RedRover Readers program in 2014 was the business development for our latest innovative project called E-Books for Empathy. This interactive e-book series will be added to our RedRover Readers program so that kids will be able to easily participate in the program in their homes with their parents as well as in schools.



2014 Expense Breakdown*



RedRover Relief	\$ 497,030
RedRover Responders	439,247
RedRover Readers	292,781
Advocacy, Public Education and Outreach	251,922
Total program services	\$ 1,480,980
Management and General	224,258
Fundraising	173,192
Total supporting services	\$ 397,450
TOTAL EXPENSES	\$ 1,878,430

RedRover Relief

PROVIDES FINANCIAL AND EMOTIONAL SUPPORT to Good Samaritans, animal rescuers and pet owners to help them care for animals in life-threatening situations and resources to help victims of domestic violence escape abusive environments with their pets.



Mr. Doe, after



Mr. Doe, before

You saved Mr. Doe

WHEN A STRAY TABBY CAT collapsed on Tricia's driveway, she took one look at him and knew it was her duty to save him. Infested with ticks, malnourished, and with a painful foxtail in his eye, "Kitty Doe" needed emergency treatment right away.

As frail as he was, Tricia could tell that Mr. Doe was once someone's pet, now discarded and fighting for his life — but she could not afford the cost of his emergency care. "I think he wants to live, after all he's been through. I want to help him with this desire to live."

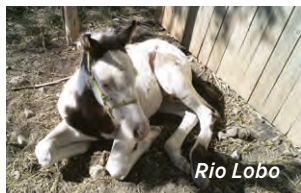
Thanks to your generous support, we were able to award Tricia with a RedRover Relief grant for financial assistance to help Mr. Doe get the treatment he needed.

Today, Mr. Doe is healthy and thriving. "He is doing great," Tricia said. "Thank you for your help in saving him." ♥

- **4,000+** animals in life-threatening situations were served
- **574** pets got urgent veterinary treatment through **\$117,303** in financial assistance
- **114** pets escaped domestic violence through temporary boarding
- **2,504** nights safe from abuse for domestic violence victims' pets were given, totaling **\$29,698** in grants
- **11** domestic violence shelters received **\$39,000** to build on-site housing for pets
- **126** pets stayed at SAF-T shelters funded by RedRover's Safe Housing program to escape domestic violence
- **502** programs listed on SafePlaceforPets.org to help pets escape domestic violence at the end of 2014



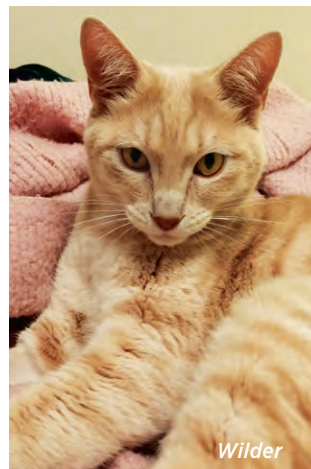
Sprite



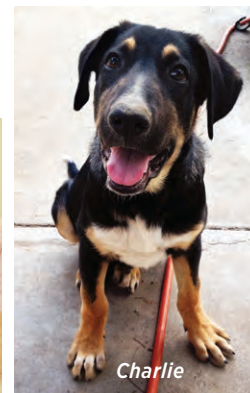
Rio Lobo



Chico



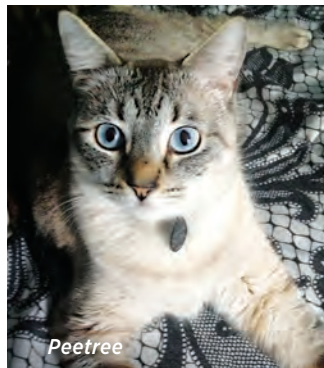
Wilder



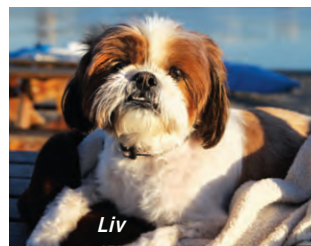
Charlie



Koal



Peetree



Liv



Marley



P.O. Box 188890 • Sacramento, CA 95818

Nonprofit Org.
U.S. Postage
PAID
Sacramento, CA
Permit No. 421

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.

Meet the newest generation of animal-protectors

YOUR SUPPORT brings the RedRover Readers program to classrooms across the country. Read what this young generation has to say about animals, thanks to you:



Thank you for bringing those books about animals. Probably my whole class will try to save animals and people because it is important for the Earth.

— BRODY, AGE 9

Thank you so much for teaching us about how to care for animals. I love animals so I welcome you here all the time. You have lifted my spirits! Also my cat likes me better. You coming to my class warmed my heart.

— RENEE, AGE 9

I liked it how the boy in the story understood the dog's body language and that was how they talked together. I hope you come back.

— JUAN, AGE 8

In the book, the dogs changed their lives — and you changed our lives.

— ANNA, AGE 9

REDROVER READERS is a unique social and emotional learning program designed to foster empathy for people and animals. Teachers and other educators trained to implement the RedRover Readers curriculum read humane-themed children's picture books and facilitate critical thinking discussions to help children explore the human-animal bond.