

2016 Annual Report: Celebrating 30 years

Our “Bond” contest winner • You helped a disabled veteran save his “Baby Girl”
After the flood: TLC for animal evacuees • RedRover adopts *Kind News*



Happy Spring!

THIS YEAR, RedRover turns 30! When I look back over the 10 years that I've been part of this incredible organization, I'm amazed by how much we have accomplished. And YOU, our valuable supporters, have been such a huge part of our success.

I could talk about our growth, our fantastic volunteers and staff, plus our organizational culture that promotes warmth and compassion in everything we do. But it's the individual stories of animals and people we've helped over the years that really stand out in my mind. I think of dogs like Gunny, a sweet

pit bull we helped heal from massive wounds after he was used as a bait dog in dog fighting; and people like Michael, a young veteran with Post Traumatic Stress Disorder, who turned to us to help save Bane, the dog he credited with saving his own life.

Thanks to people like you, RedRover has been there for thousands of animals in crisis like Gunny and Bane, and we remain ever-relentless in our pursuit of innovative, effective ways to prevent animal neglect and cruelty.

And now to the future! I invite you to help us achieve our 30th Anniversary goals and start off the next five years on a continued path of high impact. You can join our campaign to share widely how RedRover, our volunteers, donors, supporters, other organizations and all who help animals are out there every day, putting their best #pawsforward to help animals and spread compassion. See below for how you can join our 30th Anniversary Campaign, and fill out the envelope insert to order our special 30th Anniversary T-shirt.



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

There are so many ways to help us celebrate in the months ahead!

Thank you for your compassion and for being a part of our 30-year history of changing the lives of animals and the people who love them.

Warmly,

NICOLE FORSYTH
President and CEO

P.S. Enjoy this 2016 Annual Report edition of *Companion*, and know that your help makes all of this possible!

Become a 30th Anniversary Champion

HELP US REACH OUR 30TH ANNIVERSARY GOALS! Together we can put our best #pawsforward to help animals. Join our 30th anniversary campaign by signing up to receive updates on how you can share social media posts and help us celebrate the act of spreading kindness in the months ahead.

GOALS:

1. Reach 40,000 more children through our empathy-based RedRover Readers program, bringing our total to 86,000.
2. Grow our RedRover Responders volunteer corp to more than 5,000.
3. Ensure that there are pet-friendly domestic violence shelters in every state.



Sign up at RedRover.org/Champion.



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Congratulations to our “Bond” contest winner

by Maggie McMullen

KEEGAN CAME TO ME AS AN EMERGENCY FOSTER from a backyard breeder. This breeder chose to breed for appearance, regardless of the chances that the pups could be born with physical defects.

I had just found out my dream career was not to be, as the company was claiming bankruptcy. I felt so destroyed and confused. In comes three-month-old Keegan, who I soon realize was born deaf and blind...but a serious bundle of joy. Keegan makes everything a game, loves everyone he meets and is a sponge when it comes to training.

If this amazing little pup can show us that being double-impaired will not hold him back, then I can overcome losing my job...pick myself up and move on with a smile.

I instantly fell in love with Keegan and so did my fearful, anxious dog Aria.

But in order to adopt Keegan I needed to convince my better half! Adam was quick to respond that he didn't want a dog he couldn't play with. Well, these two are now best friends and have their own special bond.

Keegan and I have been together now for over two years. Every day I come home to the biggest smile and tail wags anyone can ask for. We have met so many wonderful people and showed them that all lives matter; that regardless of his impairments, he can do a

If this little dude can show us that being double impaired won't hold him back, then I can overcome losing my job.

whole bunch of tricks, and at the end of the day he is like every other pup. He just wants toys, treats and to be spoiled and loved.

And I do love him — so much. I am beyond blessed. ♥

Follow us on Facebook for more #pawsforward stories and updates: [Facebook.com/RedRover.org](https://www.facebook.com/RedRover.org).



Keegan (and Aria) with Maggie



Greg & Annabelle



Maybrie



Trooper & Debbie



Michelle & Bugsy



Chinle

At right: Photos from our finalists

Lifesaving help for a veteran's best friend

BRANDON IS A DISABLED VETERAN

whose closest companion is his beloved Dalmatian, Baby Girl. Brandon and Baby Girl had been living in Colorado when he decided to move back to his home-

town in Pennsylvania. He packed up all their belongings and headed out with a truck, a travel trailer and Baby Girl by his side. Everything was going well until the draft of a passing semi sent

his trailer fishtailing down a Missouri highway. Unable to regain control, Brandon's truck and trailer flipped and rolled four times before coming to a stop.

Everything he owned, everything he had, was strewn across the highway. His trailer and truck were totaled. Luckily he walked away with minor injuries, but all he could think about was his sweet Baby Girl who had been thrown from the truck during the accident. He crawled over to lie beside her while they both waited for help to arrive.

Brandon did all he could to make sure Baby Girl was comfortable until they reached a veterinarian who could examine her injuries. Although she appeared to be relatively unharmed, her diagnosis was not good. She had four facial fractures, an abdominal hernia and needed one of her eyes removed.

...Baby Girl's unwavering love and loyalty saved him and helped him cope with his service-related injuries.

The cost of treatment was financially out of reach for a man who had seen all his possessions broken and scattered on a highway. He was heartbroken to think he might lose his Baby Girl, too. Thankfully, Brandon's family immediately jumped in to help. Everyone knew how much Baby Girl meant to Brandon. Her





unwavering love and loyalty had saved him and helped him cope with his service-related injuries.

Brandon's family quickly pooled their resources to engage their community. His brother set up a GoFundMe account to help spread the word, and soon there were donations coming in from friends, family and kind strangers. But because Baby Girl required multiple surgeries, they still needed help. That's when a family friend applied with RedRover. One of our case managers contacted Brandon and was able to approve a RedRover Relief Urgent Care grant that same day.

Baby Girl is now back at home with Brandon, where they are both happy and healthy! None of this could have been possible without the tremendous support of Brandon's family, who pulled a community together to make sure Baby Girl got the treatment she needed. And our grants would not be possible without our supporters, who understand the incredible power of the human-animal bond. Thank you! ♥

Learn more about RedRover Relief at RedRover.org/Relief.

You were their saving grace

SUSAN, A SURVIVOR of domestic violence who lost her daughter in 2014, met Chloe, a nine-year-old Chihuahua/Pug mix, while she was volunteering for her local domestic violence shelter. They instantly bonded, and Chloe became a huge support for Susan.

When Susan discovered that Chloe was suffering from severe dental disease and needed immediate treatment, she was desperate to help her beloved dog get the care she urgently needed.

Because of the kindness of donors like you, we were able to give Chloe and Susan a RedRover Relief grant. Now, Chloe has recovered from her surgery and is back to her happy, loving self. Thank you for making this happy ending story possible! ♥

Read the full story at RedRover.org/Chloe.



Thanks for helping us reach 100

Thanks to your support, we now have more than 100 On-Call Angels who support our RedRover Relief program!



On-Call Angels are compassionate people who pledge to fund RedRover Relief cases on an as-needed basis to ensure that animals are able to receive the lifesaving veterinary care that they urgently need. ♥

Learn more about RedRover On-Call Angels at RedRover.org/Angel.

INTERACT ONLINE

Visit SafePlaceforPets.org to see if there are any domestic violence shelters in your area with pet housing or resources for victims who also have pets.

RedRover adopts *Kind News* magazine from HSUS

by Karly Noel, RedRover Director of Education and Outreach

WE HAVE some very exciting news to share! RedRover is adopting the *Kind News*™ Children's Magazine from The Humane Society of the United States (HSUS). Production is already under way for the newest issue, and we plan to kick off the 2017-2018 school year with a new issue of *Kind News* this fall.

"We are delighted that this wonderful humane education magazine will continue to thrive under RedRover's leadership," said Bernard Unti, senior policy advisor and special assistant to the president of The HSUS. "It plays

RedRover Readers helps kids, educators and parents think deeply about the roles animals play in our lives, how we can learn from them and why empathy for others matters.

a vital role in reaching younger people and nurturing their humane instincts toward animals and the environment."

Our President and CEO Nicole Forsyth said, "We are thrilled to be acquiring *Kind News* and adding this

to our RedRover Readers program as another tool for helping kids understand animals better and develop stronger, more empathetic relationships. RedRover Readers helps kids, educators and parents think deeply about the roles animals play in our lives, how we can learn from them and why empathy for others matters."

Please tell a classroom teacher about *Kind News* Magazine. Call 877-902-9757 or email KindNews@pubservice.com to order this humane education tool for a classroom or multiple classrooms! ♥

Learn more about Kind News and how to order a subscription for an individual or classroom at RedRover.org/KindNewsFAQ.



A fantastic reminder of how compassionate humans can be

by Katie Campbell, RedRover Outreach and Partnerships Coordinator



AFTER COMPLETING my RedRover Responders training in November, I didn't expect the opportunity to deploy so quickly. But in February, when thousands of families were forced to evacuate during the Oroville Dam crisis in Northern California, RedRover was called in to assist North Valley Animal Disaster Group (NVADG) in providing emergency sheltering in Chico, not far from our Sacramento-based office. Along with my colleagues, Susie and Laurel, I set off for my very first deployment caring for animal evacuees.

When we arrived at the temporary shelter, I was so humbled to see all of the volunteers — from RedRover and other organizations — who came together to help over 300 animals. It was a fantastic reminder of just how compassionate and empathetic humans can be. Together, we cleaned cages and gave animals food, fresh water, warm

bedding and loving care while they awaited reunification with their owners.

During the two-day deployment, I bonded with animals like Molly, a terrier mix who started out timid and frightened in the back of her cage. After some gentle coaxing and a bit of patience, she eventually let me put the lead on her for a walk. As soon as she got out of the cage and into the open, she was more peppy and relaxed. With each visit, she came to the front of the cage more quickly, eager to go for her walk.

I left knowing that I had done something good. I feel fortunate and privileged to have had the opportunity to help in a time of crisis. ♥

To learn how to become a RedRover Responders volunteer, visit RedRover.org/Responders.

Preparing for floods

Families threatened by flooding are encouraged to:

- **Bring pets along** when they evacuate. Never leave pets behind to fend for themselves in a flood.
- **Identify a place ahead of time** to evacuate with pets. Many hotels and motels are pet-friendly, and those that aren't often make exceptions during natural disasters. A database of pet-friendly accommodations is available at petswelcome.com or petfriendlyhotelsandtravel.com.
- **Identify all pets.** Affix a collar with ID tag containing mobile phone number or temporary contact number (such as the phone number of a hotel or relative) to each pet so they can be more easily reunited if lost.
- **Assemble an animal disaster kit** that includes food, water, medications, a leash or cat carrier for each pet, and photos of each animal with family members to prove ownership if they are lost.

For more tips, visit RedRover.org/DisasterTips.



2016 Annual Report

YOU MADE A DIFFERENCE!

You brought RedRover's mission to communities where animals needed care. You built the foundation for future animal protectors to carry on our work. On behalf of every animal we brought out of crisis and into care in 2016, **we thank you for your dedication to RedRover and the animals.**



RedRover Financials

THANK YOU! Your love of animals helps us bring so many of them out of crisis and into care and strengthen the bond between people and animals. Thanks to your devoted membership and generous contributions, you gave a total of \$1,975,647 in 2016.

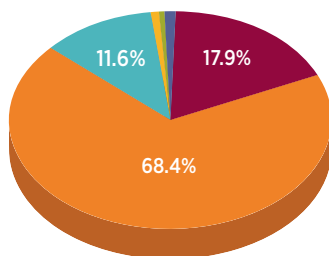
We received a four-star rating — the highest possible — from Charity Navigator for excellent financial management and accountability. We are pleased to report that 78 cents out of every dollar was spent on programs serving animals, and 22 cents was spent on supporting services. RedRover closed 2016 with \$6,007,406 in ending net assets. ♥

WE LOVE OUR VOLUNTEERS!

Our caring volunteers generously gave over 5,400 hours of their time providing emergency sheltering and care for rescued animals and helping children develop empathy for animals in 2016.

*Fair market value of
volunteer hours in 2016:*
\$126,724

2016 Income Breakdown*



Bequests	\$ 353,753
Contributions	1,352,005
Interest and investment income	228,366
Program services	15,776
In-kind donations	8,204
Other income	\$ 17,544

TOTAL INCOME

\$ 1,975,647

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.

*Based on our 2016 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.



- **1,616** animals in crisis were helped through emergency sheltering and care services
- **2,283** more animals were helped through advice and other services from RedRover staff
- **5,493** hours of volunteer work providing direct sheltering and animal care services



2016 Emergency Responses

- MAR** ■ **Puppy Mill** — Madison County, Arkansas
- MAR** ■ **Cat Hoarding** — Humane Society of North Texas, Texas
- APR** ■ **Mass Cat Trapping, Spay/Neuter, Release** — Core Creek Park Cats, Pennsylvania
- JUNE** ■ **Mass Cat Trapping, Spay/Neuter, Release** — Maui, Hawaii
- JULY** ■ **Dog Hoarding** — Jefferson County, AR
- AUG** ■ **Dog Hoarding** — Gallia County, Ohio
- AUG** ■ **Flood Relief** — Ascension Parish, Louisiana
- SEPT** ■ **Puppy Mill** — Carrabus County, North Carolina
- OCT** ■ **Failed Sanctuary** — Humane Society of North Texas, Texas
- NOV** ■ **Domestic Violence Shelter Pet Housing** — Longview, Washington



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.



- **2,661** new children were reached to develop empathy for animals
- **48** readings were reported
- **138** new volunteers, teachers and educators were trained
- **46,997** total estimated children reached through the RedRover Readers program to date



Empowering students to protect animals



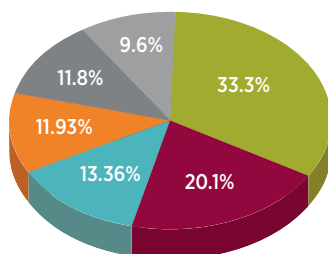
"I love having RedRover Readers volunteers read to my class. The lessons reinforce reading skills that we have covered in class. The lessons also teach kindness. [Through participating in the program,] my students are very empathetic towards our special needs students. Some students have shared stories about showing kindness towards their own pets or animals in their neighborhood.

"One student told a story about a stray dog in the neighborhood. The student saw someone throwing rocks at the dog. The student thought that was mean and told the person to stop throwing rocks.

"I would encourage others to sign up for RedRover!"

— **Allison Vidales**, Bob Hope Elementary School, San Antonio, Texas

2016 Expense Breakdown*



RedRover Relief	\$ 793,925
RedRover Responders	478,862
RedRover Readers	318,920
Advocacy, Public Education and Outreach	248,751
Total program services	\$ 1,876,457
Management and General	280,576
Fundraising	229,328
Total supporting services	\$ 509,905
TOTAL EXPENSES	\$ 2,386,362

*Based on our 2016 financial statements. Read more at RedRover.org/financial.

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.



- **625** animals in life-threatening situations were served
- **3,679** more animals were helped through advice and other services from RedRover staff
- **498** pets got urgent veterinary treatment through **\$124,144** in financial assistance
- **127** pets escaped domestic violence through RedRover's Safe Escape program
- **3,775** nights safe from abuse for domestic violence victims' pets were given, totaling **\$60,874** in grants
- **12** domestic violence shelters received **\$70,417** from RedRover's Safe Housing program to build on-site housing for pets
- **637** programs listed on SafePlaceforPets.org to help pets escape domestic violence at the end of 2016
- **69** Pet Food Pantries received **\$131,225** in financial assistance

I am the proud owner of a dog named Cowboy. He's such a wonderful part of our family, especially since our children are grown. We call Cowboy our son. About five years ago, a cow kicked Cowboy's left front leg, severing a nerve and paralyzing the leg. There have been no problems until August 2016, when he got a serious wound on the leg. The leg had to be amputated to save Cowboy's life. Because of the expensive

surgery, I immediately applied with RedRover for assistance. With the help of Laurel at RedRover, the application was accepted, and RedRover approved a generous donation to Cowboy's surgery. This donation has taken a large burden from the cost of the surgery. RedRover is a great organization, and I hope to be able to give back to them some day!

— **Teresa Hurley**, RedRover Relief grant recipient

Share your RedRover story on GreatNonprofits.org.



Cowboy



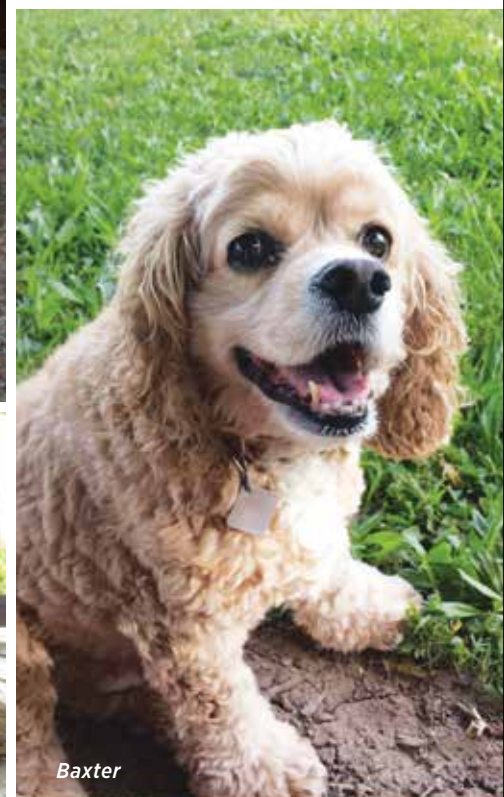
Lola



Khloe



Bob



Baxter



Bowie



Keeper



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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 earns highest rating from Charity Navigator



FOR THE THIRD CONSECUTIVE YEAR, RedRover has been awarded a prestigious 4-star rating from Charity Navigator, America's largest independent charity evaluator. The 4-star rating was

based on RedRover's sound fiscal management practices and commitment to accountability and transparency.

It's important to us that you know we're using our funding wisely to help animals in crisis. We take our fiduciary and governance responsibilities very seriously. Thank you for your generous support of RedRover!

You can read more about our 4-star rating at RedRover.org/4stars.



"This non-profit organization was **my safety net** to keep my sweet kitty Emily alive! I cannot thank them enough for their **empathy and caring**. When I get back on my feet from the bills I will gladly donate money to help support their mission." ♥ **MARY**

