



RedRover®
2013 SUMMER

companion



**Special 2012
RedRover Annual
Report Edition**

How your support helped impoveryished animals start new lives

House fire victim survives thanks to your donations • Bringing domestic violence victims to safety • Teachers and students praise RedRover Readers • Your communities taking action for dogs



Greetings!

WE ARE PLEASED to present our 2012 Annual Report, combined with our *Companion* magazine, to all our members again this year! Once again, thanks to all of your compassion, kindness and generosity, RedRover had another successful year of bringing animals from crisis to care. In addition to 13 official emergency response deployments in 2012, we helped coordinate resources during major disasters, like Hurricanes Isaac and Sandy, helped hundreds of animals receive lifesaving emergency care and provided additional support and

resources to thousands of individuals desperately looking for ways to help animals in need.

For the rest of 2013 — and looking ahead to the future — RedRover will continue to seek new and innovative ways to 1) help companion animals in dire need and 2) prevent animal abuse and neglect in the first place by educating youth and building more compassionate communities.

Thank you for being part of RedRover's community. **We couldn't do it without you.** ♥



NICOLE FORSYTH
President and CEO



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.



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2012 EXPENSE BREAKDOWN*

RedRover Responders	431,371
RedRover Relief	333,353
Public Education and Outreach	207,815
RedRover Readers	195,789
RedRover Reporters	89,760
Advocacy	3,493
Total program services	\$1,261,581
Management and General	165,898
Fundraising	183,492
Total supporting services	\$349,390
Total expenses	\$1,610,971

*Based on our 2012 audited financial statements.

Read more at RedRover.org/financial.

YOU made it happen!

It is thanks to you, our devoted members who trust us with your steadfast donations, that RedRover successfully raised \$2,337,990 in 2012. A majority of our expenses — **79 cents out of every dollar, in fact** — was spent on programs serving animals, with the remaining 21 cents spent on efficiently-managed supporting services. Net assets increased and closed 2012 at a total of \$3,159,237, thanks in part to several Legacy Partners who remembered RedRover in their estate plans and gave tremendously generous bequests that will leave a legacy for animals this year and for many years to come.

OUR VOLUNTEERS are the backbone of RedRover's efforts to bring animals from crisis to care. Thank you to all of our talented, dedicated volunteers for giving so much of your time to the animals in 2012.



FAIR
MARKET VALUE
\$142,028
OF VOLUNTEER
HOURS IN 2012



Caring for a community in need

THE PINE RIDGE RESERVATION

in South Dakota, home to the Oglala Sioux Tribe, is enormous in size and one of the poorest places in the United States. Eighty percent of its residents are unemployed and 61 percent of residents under age 18 live below the poverty line.



The reservation also has a serious dog overpopulation problem. Families can't afford to spay or neuter their own animals, nor can they find homes in the community for puppies when they are born. Most dogs live outside and lack proper nutrition.

The nonprofit Lakota Animal Care (LAC) works to help the animals and reduce the overwhelming burden on the reservation's residents. LAC has worked with the Tribal Housing Authority to relocate some free-roaming dogs and also offers low-cost spay and neuter and free or low-cost vaccinations.

In June, Lakota Animal Care asked RedRover to help relocate 25 dogs, who residents could not care for, to shelters and rescues for adoption. LAC members traveled through the community of Wanblee, asking residents if they wanted to rehome any of their dogs. The surrendered dogs were brought to a temporary shelter set up by four RedRover Responders volunteers.

As the dogs and pups arrived, they experienced patient and gentle handling from the volunteers. The volunteers went at the dogs' pace, and that made all the difference. All of the dogs received an intake exam, as well as vaccinations and parasite treatment funded by RedRover.

Most of the dogs were transported to regional partner shelters that committed to finding each one a forever home. RedRover Responders volunteer Lynn Frischmann of California drove five dogs to one shelter in the RedRover van. Fellow volunteer Robyn Cox, of Cedar Rapids, Iowa, fell for a Corgi named Bradley. She accepted Bradley into her rescue organization and brought him back to Iowa where she is fostering him until he is adopted. ♥

"To be part of this effort meant that I not only helped animals in need, but I was also able to help out the people of Pine Ridge."

— Robyn Cox, RedRover Responders volunteer

13
DEPLOYMENTS

AS PART OF OUR NETWORK of more than 3,000 trained volunteers, 114 RedRover Responders volunteers provided 6,208 hours of shelter and care services for 1,958 animals displaced by 13 different natural disasters, puppy mill seizures and hoarding cases, with assistance provided at no cost to communities. In one such case, RedRover Responders volunteers offered help 3 times

over 3 months to a hoarding situation that caused

suffering and injury to nearly 700 cats, many of

whom showed signs of neglect, upper respiratory infections, skin conditions and eye infections. We also continued our charter membership and board leadership in the National Animal Rescue and Sheltering Coalition (NARSC) and played key roles in coordinating NARSC resources during major incidents, including

Hurricanes Isaac and Sandy. Finally, we trained 490 new RedRover Responders volunteers at 22 workshops in 21 cities throughout the United States and Canada, as part of an ambitious 3-year strategic goal of expanding our RedRover Responders volunteer base 50 percent by 2015. ♥

1,958
ANIMALS
SHELTERED

114
VOLUNTEERS
DEPLOYED

490
NEW
VOLUNTEERS

6,208
VOLUNTEER
HOURS



As of this writing, RedRover deployed a second time to the Reservation to help 24 more puppies and dogs begin happy, new lives. Volunteers administered vaccinations and basic preventative health care before the dogs were transported to partner shelters, where each will find a loving forever home.

Emergency responses in 2012

Shelter after the storm

IN JUNE, RedRover Responders volunteers deployed to care for approximately 100 pets affected by the deadly tornadoes that tore through the Oklahoma City area. At the request of the American Humane Association, RedRover Responders volunteers provided daily care for the animals at the temporary emergency shelter operated by the City of Moore Animal Welfare Department. For animals who were scared and devastated by the tornadoes, RedRover Responders volunteers gave them the gentle care and attention they needed. We are happy to report that after the City of Moore's successful adoption event, every single dog and cat has been welcomed into loving families. ♥

Feb 6 - 12	Rowan County, KY: Puppy mill
Feb 19 - 26	Eastland, TX: Puppy mill
Feb 27 - Mar 5	Jacksonville, FL: Cat hoarding response #1
Mar 26 - Apr 1	Jacksonville, FL: Cat hoarding response #2
Apr 29 - May 12	Jacksonville, FL: Cat hoarding response #3
Jun 10 - 21	Brown County, OH: Hoarding response
Jul 22 - Aug 5	Montgomery County, TX: Hoarding response
Aug 17 - 19	Richland County, OH: Puppy mill
Sep 1 - 4	Alexandria, LA: Hurricane Isaac
Sep 8 - 11	Belle Chasse, LA: Hurricane Isaac
Nov 6 - 15	Monmouth County, NJ: Superstorm Sandy
Nov 20 - 21	Wall Township, NJ: Superstorm Sandy
Dec 18 - 23	Brooklyn, NY: Superstorm Sandy



Thank you

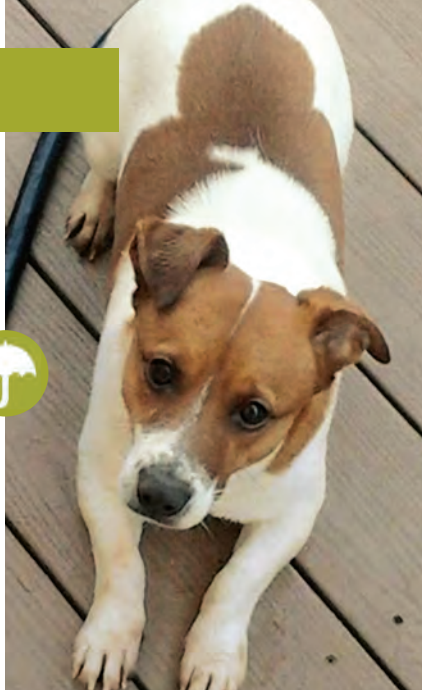
You did it! You gave over \$38,600 directly to the City of Moore through our fundraiser to help them pay for much-needed supplies and care for the animals in Oklahoma.



RedRover volunteers deployed from four states to provide loving care and attention for pets affected by the deadly tornadoes.

Lucky lives up to his name

CHRISTIANA hadn't put much thought into why her daughter named their dog Lucky. "He was the last puppy left and my daughter was so excited to bring him home," she said. But, Lucky's name took on new meaning after the family survived a house fire this spring. Christiana was away on a business trip when she received a call from her daughter, who shouted, "The house is on fire!" Christiana was hundreds of miles away and could only stand by and pray for a miracle. Christiana's husband had been cooking when



"We are so lucky to have him and that he survived this fire to still be here with us."

a powerful grease fire erupted. After trying to put the fire out, he ran up the stairs, grabbed his two daughters and called for Lucky. By the time they all got out, Lucky had severe burns on his face, nose and paws. The rest

of the family was okay, but the house and all of the family's belongings were destroyed.

Christiana contacted RedRover for help when she learned that Lucky's treatment would cost thousands of dollars. At the time, she and her family were struggling just to meet their basic needs. With help from two of RedRover's newest On-Call Angels, Lucky was able to receive a RedRover Relief grant that was three times the size of a typical grant. Lucky made a full recovery after several weeks of bandage changes and visits to the vet. "Lucky has been a wonderful dog and friend to our family," Christiana said. "We are so lucky to have him and that he survived this fire to still be here with us." ♥



You, too, can give the gift of lifesaving care.

To learn about becoming an On-Call Angel, please visit RedRover.org/On-Call-Angels.

ANNUAL REPORT: 2012 IN REVIEW

RedRover Relief: Helping owners in need

WITH DEMAND FOR OUR SERVICES DOUBLING since

2007, RedRover Relief continued to provide guidance, referrals, case management and financial assistance to more than 3,000

Good Samaritans, animal rescuers and pet owners, helping them obtain emergency veterinary care for animals in life-threatening situations. RedRover Relief case managers also worked with domestic violence shelters to enable victims to leave their batterers without having to leave their pets behind. Applications to RedRover's Safe Escape grant program, which provides funding for urgent boarding and veterinary care for domestic violence victims' pets, increased by 126 percent, and the program provided more than 1,000 nights of boarding, as well as other care. Finally, 2012 marked the beginning of RedRover Relief's Safe Housing grants, which allow family violence shelters to create on-site space to house victims' pets with their families. In 2012, RedRover Relief case managers awarded 473 RedRover Relief grants for urgent veterinary care, totaling \$87,092; 34 Domestic Violence Safe Escape grants, totaling \$11,649; and 6 Domestic Violence Safe Housing grants to nonprofit organizations, totaling \$10,000. ♥

3,003

FAMILIES
AND PETS
HELPED

513

TOTAL
LIFESAVING
GRANTS

104

PETS AND
PEOPLE SAFELY
ESCAPED

1,073

NIGHTS OF
BOARDING

Foundation makes generous gift to RedRover

IN APRIL, the Lisa Diener Domestic Violence Foundation presented RedRover with a generous gift of \$18,500 in support of our domestic

The gift was generated from the organization's third annual benefit, held every March to honor Lisa's birthday and life.

violence grant programs. The foundation was formed by family and close friends of Lisa Diener, an advocate for women, families, and domestic violence victims,

following her death in 2010. The gift was generated from the organization's third annual benefit, held every March to honor Lisa's birthday and life. The foundation's founders are passionate about continuing Lisa's commitment to empower victims of domestic violence by raising funds to benefit organizations and shelters that address domestic violence. Each year the foundation selects one organization that embodies Lisa's vision and voice to be the sole focus of its fundraising efforts. We are grateful for this new partnership between RedRover and the Lisa Diener Domestic Violence Foundation. ♥



The Foundation's gift to RedRover was in honor of Lisa Diener's commitment to empower victims of domestic violence.



You can help pets of domestic violence victims

WE NEED YOUR SUPPORT to achieve our goal of having one pet-friendly domestic violence shelter in each state by 2015; 20 states currently lack such shelters.

Our Safe Housing grants are helping shelters create space to house pets on-site. Please help us spread the word in your state by sharing our "Pets and Domestic Violence" flier (download at RedRover.org/DVflier). Shelters in the following states are especially encouraged to apply for a Safe Housing grant: Arkansas, Connecticut, Delaware, Hawaii, Illinois, Indiana, Iowa, Maine, Maryland, Massachusetts, Mississippi, Nebraska, New Hampshire, North Dakota, Oklahoma, Rhode Island, Tennessee, Vermont, West Virginia and Wisconsin. ♥

Safe Housing grant applications for domestic violence shelters are due on October 30. Learn more at RedRover.org/Domestic.



Teachers and students speak to success of RedRover Readers

The RedRover Readers program is making a big impact in communities nationwide, but you don't have to take our word for it. Students and teachers are telling us about their positive experiences with the program.

When RedRover Readers volunteer Whitney Best asked at the end of the recent classroom visit what students

"I enjoyed it. I got to talk about my own dog. I wish they could come every single day."

— William, fifth grader

learned from the story and discussion, a young boy responded that he "learned that homeless cats can be adopted."

This prompted one of his classmates to share that her family had just adopted a dog they had found as a stray. What the young boy learned during the visit was affirmed and reinforced by his fellow student, thus helping him organize his thinking about homeless animals being adoptable.

During RedRover Readers group discussions, students share feelings, thoughts and experiences about animals. One sixth grader named Cynthia said, "I liked it because I have a dog in Mexico. I felt sad because my dog is so far away. I got to say that today." And William, a fifth grader said, "I enjoyed it. I got to talk about my own dog. I wish they could come every single day."



ANNUAL REPORT: 2012 IN REVIEW

Developing empathy in kids

THIS UNIQUE COMMUNITY-BASED

social and emotional learning program aligns with academic content standards and helps children explore the bond between people and animals through stories and discussion.

In 2012, staff facilitated 9 professional development sessions,

training 154 teachers, pre-service teachers

and humane educators to implement the RedRover Readers

curriculum. Through 10 RedRover Readers volunteer workshops held in 2012, 51 new volunteers joined RedRover Readers. RedRover

Readers conducted 207 visits during the year, reaching 1,356 new children.

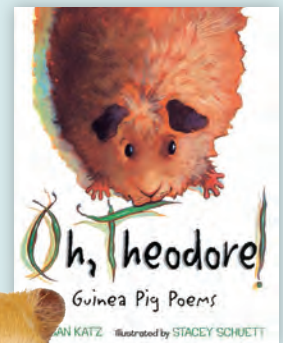
RedRover continued to lead the Humane Literacy Coalition, which is working to unite humane education vision and goals, conduct research and integrate humane education into public schools. ♥

207
VISITS DURING
THE YEAR

51
NEW
VOLUNTEERS

154
TEACHERS
AND HUMANE
EDUCATORS
TRAINED

1,356
NEW CHILDREN
REACHED





Animal body language and pet care is included in the RedRover Readers discussions, prompting Mathew to say that he learned “cats need to be fed every day.” Bailey learned “that you have to be understanding to an animal.” And the students are sharing what they are learning with others, too. Third grade teacher Vanessa Kalinowski shared with us that one of her students said, “I’m going to tell my little sister that a dog sniffs to get to know her. She thinks the dog wants to bite her!”

Several teachers have told us how the RedRover Readers program is



Several teachers have told us how the RedRover Readers program is engaging their students.

engaging their students. “My students participated in the discussion and found the questions challenging enough to get them to think about pets and animals in ways they may not have before,” said Koy Saechao. Elizabeth Lindemann said, “They loved it! I really liked how our

RedRover Readers volunteer had the students think and make connections to their own lives. She really helped them think about the animals in the stories and about their thoughts and feelings.”

RedRover Readers volunteers are reaping rewards from the program as well. Diane Ungles says one teacher “told me how much she and the students loved my visits. She told me I was such an inspiration to her as a teacher. Other site administrators stopped me and told me they are very impressed with the RedRover Readers program and want to begin it next year as soon as school begins.” ♥

“My students participated in the discussion and found the questions challenging enough to get them to think about pets and animals in ways they may not have before.” — **Koy Saechao**

Bring RedRover Readers to your community

RedRover offers professional development training to teachers to bring the RedRover Readers curriculum into their classrooms. On-site training for elementary schools and school districts is available. We also offer an online training program; the next session begins October 19. Additional information about upcoming training and more testimonials are available at RedRover.org/Readers.



Acting against animal cruelty

Communities nationwide spread the My Dog Is Cool message

“IS YOUR DOG COOL?” We asked, and over 30 communities participated this May in My Dog Is Cool Action Days: volunteer-led demonstrations organized across the United States “to spread the message that dogs should not be left in cars on warm days.

RedRover’s My Dog Is Cool campaign aims to empower people who care about preventing needless animal suffering with information and resources to make a difference in their communities.



My Dog Is COOL

Equipped with My Dog Is Cool fliers, posters, bumper stickers and helpful educational information, volunteers teamed up with local businesses, community organizations, law enforcement and other authorities to set up informational displays to raise awareness about the dangers of leaving dogs in hot cars.

Cathy Webre, a volunteer in Austin, Texas, set up a My Dog Is Cool Action Day event at a local grocery store parking lot where dogs are routinely found in hot cars. For the

USING PUBLIC EDUCATION, outreach and strategically-placed financial incentives, RedRover Reporters encouraged people to watch for and report animal abuse and neglect. This program also educated people about the dangers of leaving dogs in hot cars through its My Dog Is Cool campaign. The campaign distributed more than 45,000 fliers and offered free downloadable posters and other resources through MyDogsCool.com. We were early to achieve our 2015 goal to initiate a crew of RedRover Reporters volunteers, now called the “Cool Crew.” Finally, RedRover Reporters produced a public service announcement for its My Dog Is Cool campaign which ran in New York City’s Times Square. ♥

45,000
FLIERS
DISTRIBUTED

**Even with the windows cracked,
I’m dying in here.**



A car’s inside temperature can rise by 40 degrees, even with the windows cracked. When it’s 72 degrees outside, it can rocket to 116 degrees inside a car within an hour; most of the temperature rise takes place in the first 15 to 30 minutes. Dogs can’t handle this kind of heat and can suffer severe illness, damage to their organs and death.

MyDogsCool.com

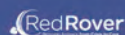


**You didn’t leave me in here,
did you?**



The safe choice is to leave your dog at home. The inside of a car can heat up very quickly. When it’s 85 degrees outside, the temperature inside a car can soar to 120 degrees in just half an hour, even with the windows cracked. Dogs left in the heat can suffer severe illness, organ damage – or even death – in a matter of minutes.

MyDogsCool.com



**When it comes to the heat,
I’m not as tough as you think.**



Dogs are especially vulnerable to heat-related illness because they can’t sweat like we can. They can only cool off by panting and through the pads in their feet. Dogs left in hot cars have only minutes before their body temperatures rise and they suffer nerve damage, heart problems, liver damage, brain damage or even death.

MyDogsCool.com





event, Animal Control Officer Heimann set up his truck as a demonstration with a stuffed dog and a thermometer. The temperature inside the truck was over 130 degrees by the end of the event.

My Dog Is Cool empowers people who care about preventing animal suffering with information and resources to make a difference.

Near Chicago, Illinois, Debbie Ferguson worked with the local Girl Scouts to host two My Dog Is Cool Action Day events. When community members encountered the car display, they thought that the thermometer must have been broken: after only 5 minutes, it registered at 120 degrees on a 72-degree day!

Christina "CJ" Buchanan, a volunteer in Denver, Colorado, took action for

dogs in a big way: CJ wanted to address the issue of dogs dying in hot cars and began speaking to local law enforcement, animal control officers, area rescue groups and legislators to try to make a difference. She then discovered My Dog Is Cool and signed up to lead two Action Days in the Denver area. Local businesses, veterinary clinics, local auto dealerships and local

TV news outlets all got involved to support CJ's My Dog Is Cool efforts. Empowered with a "toolbox" of information from RedRover, CJ was able to recruit Colorado Senator David Balmer to sign the My Dog Is Cool pledge to never leave a dog in a hot car. Soon after, Colorado House Representative Beth McCann declared May to be My Dog Is Cool Month in Colorado. Isn't that "cool?" ♥



Feeling inspired to take action?

Visit MyDogsCool.com for all new ways to spread the word:

- **TAKE THE PLEDGE** to never leave a dog in a hot car
- **ASK LOCAL BUSINESS** to display informational posters in store windows
- **DOWNLOAD** the My Dog Is Cool Facebook timeline cover image
- **SHARE** your favorite My Dog Is Cool messages with your friends online
- **ORDER** a set of "Is your dog cool?" fliers to educate others about this lifesaving issue



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RedRover honored as a 2013 top-rated nonprofit

FOR THE FOURTH YEAR IN A ROW, RedRover has been honored with a prestigious Top-Rated Award by GreatNonprofits. The Top-Rated Nonprofit award was based on the large number of positive reviews that RedRover received — reviews written by volunteers, donors and community members who were helped through RedRover's programs. While the Top-Rated

Awards run through the end of October, RedRover was part of the inaugural group to qualify for 2013. "We are excited to be named a 2013 Top-Rated Nonprofit," said RedRover President and CEO Nicole Forsyth. "We share this honor with all of our supporters who make our work to help the animals possible." ♥

You can read more great reviews about us at RedRover.org/GreatNonprofits.