



Since 2006, Nicole Forsyth has been President and CEO of RedRover, a 501 (c) (3) nonprofit organization that brings animals from crisis to care and strengthens the bond between people and animals. To better reflect their work and expanding programs, she led the organization through a major re-branding effort in 2011, which successfully laid the ground work for current growth initiatives.

In 2007, Nicole created the RedRover Readers program to help children ages 5 -11 years old build empathy towards animals. The curriculum utilizes the best methods for engaging kids, increasing comprehension and helping kids think critically. The innovative twist is combining all these methods together, picking the right stories and asking specific questions matched with illustrations showing accurate behavior and emotions to help kids take the perspectives of characters in stories and imagine how they might be feeling. The other key element is helping teachers understand the power of genuine listening and how to positively reinforce kids for sharing their ideas rather than giving the “right” answer. Additionally, Nicole developed an interactive, bilingual digital book and game app for children ages 7-11 years old to help them understand animal behavior and emotions and develop the skills necessary for empathy. *The Restricted Adventures of Raja* app was released in May 2016 and is available on iTunes and Google Play.

Nicole’s combined experience in non-profit management, scientific research, education and hands-on animal care has helped to double the organization’s budget and expand the staff. Committed to applying scientific data to her advocacy, she holds a master’s degree in animal biology/welfare from the University of California, Davis. She holds a master’s degree in Communication from the University of Maine and a bachelor’s degree in English and Education from the University of Colorado.

Nicole previously worked in fund development for the Placer SPCA in Roseville, California and was the development director for a habitat conservation organization. She has also worked as a classroom teacher of middle-school and at-risk high-school students.