

## 2013 Annual Report: Hope for the animals

One week, four places: all for the animals • Safety for animals escaping abuse • The Deadly Link • Is teaching empathy the key? •  
“The world is a better place with angels like you in it”

## For You: The Angels Among Us

When I hear stories of animals suffering, one of my best sources of hope is to think about people like you — those with compassion and empathy; those who take the time to stop, to look, to learn about the mistreatment of our fellow creatures and do something about it.

That humans are capable of such empathy tells me there is hope that others can join you. We can make the future better for animals by working together and helping others learn about the important role animals play in people's lives, develop their empathy and help them better understand the benefits that come from a strong connection with an animal.



**You are a critical part of our mission** to bring animals out of crisis and strengthen the bond between people and animals. You are our hope. You are our inspiration. You are our angels. Thank you.

Warmly,



**NICOLE FORSYTH**  
President and CEO

***P.S. Enjoy this 2013 Annual Report edition of Companion and know that you help make all of this possible!***



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# One week, four places: all for the animals

**DAYTONA BEACH, FLORIDA. QUEBEC, CANADA. MIAMI, FLORIDA. SACRAMENTO, CALIFORNIA.** The last week of May proved to be a busy time for the RedRover Responders team. While some volunteers cared for newborn puppies in Quebec, Canada, others were over 1,500 miles away in Florida, caring for pets of United States military veterans. Here is where your support directly reached the animals during the last jam-packed week of May:

## \* **Veteran Stand Down event — MIAMI, FLORIDA**

RedRover Responders volunteers set up a temporary shelter and cared for veterans' pets during the Memorial Day weekend service event in Miami. They provided daily care, vaccinations, heartworm tests, other veterinary preventative services, and even baths for the dogs at the event!

## \* **Animal Care Expo — DAYTONA BEACH, FLORIDA**

Emergency Services Manager Beth Gammie made the trip from her hometown in Tallahassee to Daytona Beach for Animal Care Expo, a major annual animal welfare event. Beth and two other RedRover staff members

learned about the latest breakthroughs in animal care and helped educate shelter managers and animal welfare leaders about RedRover's emergency services. After the Expo, Beth drove straight down to Miami for the Veteran Stand Down event.

## \* **Puppy mill rescue — ESTRIE REGION, QUEBEC**

While Beth traveled down south to Miami, more RedRover Responders volunteers were headed north to the Estrie region of Quebec, Canada, to assist Humane Society International and MAPAQ in caring for over 200 dogs and puppies rescued from a puppy mill. Volunteers

cleaned cages, fed, watered and socialized the dogs, and even cared for expectant mothers and newborn puppies in the shelter's nursery.

## \* **RedRover headquarters — SACRAMENTO, CALIFORNIA**

On the other side of the continent, team members at RedRover headquarters made sure everything ran smoothly for our RedRover Responders volunteers who were helping animals on the ground. RedRover Relief case managers provided resources and lifesaving financial assistance for dozens of pets facing veterinary emergencies, and our RedRover Readers team worked with teachers to develop children's empathy for animals. ♥



Interested in learning more about  
our RedRover Responders team?  
Visit [RedRover.org/Responders](http://RedRover.org/Responders)



## Your support accomplished so much to help the animals

All in one week, but also every day! Even across thousands of miles, we can come together with a common goal:  
**bringing animals from crisis to care.**

# 2013 Annual Report



Because of you, we were there for the animals who needed us most. You gave the animals hope. On behalf of every animal who we brought out of crisis and into care in 2013, **we thank you for your dedication to RedRover and the animals.**

## 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.

## “These poor babies. Wow.”

Those were the first words spoken by RedRover Responders volunteers when they saw the dogs rescued from an alleged puppy mill in Anderson County, South Carolina. Of the 153 dogs rescued,

most were female dogs, frightened, unsure of humans and undersocialized. But within a few short days, our RedRover Responders volunteers experienced the simple joy of presenting a toy to a dog who had been deprived for so long of any mental or physical stimulation. They witnessed the transformation of frightened dogs who were stiff as a board when first held, but who later melted into their arms, grateful for the soothing feeling of touch.

Those volunteers agreed they each had a soft spot for the loners: dogs who, with time and patience, reveal the happy, special dog they are under all that matted fur. ♥



“I root for the underdog. The ones who are tougher, not necessarily as cute, but who need us the most.”

— Ann, RedRover Responders volunteer

## RedRover Financials

**THANK YOU! YOUR LOVE OF THE ANIMALS HELPS US BRING SO MANY OF THEM OUT OF CRISIS AND INTO CARE.** Thanks to your devoted membership and generous contributions, you gave a total of \$1,618,527 in 2013. We received a four-star rating — the highest possible —

from Charity Navigator for excellent financial management and accountability. Supporting services accounted for 21 percent of our 2013 expenses, and 79 cents out of every dollar was spent on programs helping animals. RedRover ended 2013 with a net asset balance of \$3,222,059, the highest balance over a five-year trend. ♥





# 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.



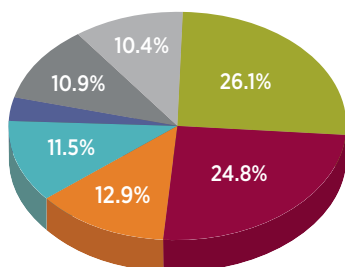
- **1,206** animals in crisis were saved through emergency sheltering and care services
- **3,100** more animals were helped through advice and other services from RedRover staff
- **4,759** hours of volunteer work to help animals
- **427** animal lovers attended RedRover Responders volunteer workshops in **16** cities throughout the United States and Canada

## 2013 Emergency Responses

- JAN** ■ Forest Animal Rescue Sanctuary habitat construction — Florida
- FEB** ■ Forest Animal Rescue Sanctuary move — Florida
- MAY** ■ Oklahoma tornadoes — Oklahoma
- JUNE** ■ Pine Ridge Reservation dog relocation — South Dakota  
Oklahoma tornadoes — Oklahoma
- JULY** ■ Pine Ridge Reservation dog relocation — South Dakota  
Hoarding — White County, Arkansas
- AUG** ■ Puppy mill — Anderson County, South Carolina  
Pine Ridge Reservation dog relocation — South Dakota
- SEPT** ■ Dogfighting rescue — Southeastern United States
- OCT** ■ Dogfighting rescue — Southeastern United States
- NOV** ■ Hoarding — Quebec, Canada
- DEC** ■ Dogfighting rescue — Southeastern United States



## 2013 Expense Breakdown\*



RedRover Relief	\$ 449,592
RedRover Responders	426,301
Advocacy, Public Education and Outreach	222,694
RedRover Readers	197,949
RedRover Reporters	56,907
<b>Total program services</b>	<b>\$ 1,353,443</b>
Management and General	187,491
Fundraising	179,064
<b>Total supporting services</b>	<b>\$ 366,555</b>
<b>TOTAL EXPENSES</b>	<b>\$ 1,719,998</b>

# 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.



- **3,300** new children were reached to develop empathy for animals
- **123** classroom visits were conducted by **14** volunteers
- **111** new teachers and educators were trained

The RedRover Readers approach is unique and effective. It’s powerful to let the students be “real” about their interactions with and observations of animals. They’re not being told what to do, what to think. They’re allowed to decide for themselves, and I was so inspired to see that they always choose compassion.

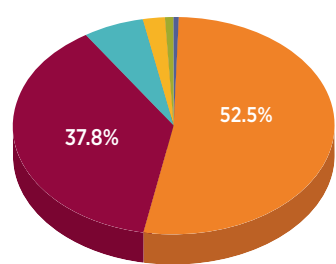
— Sarah K., teacher



## RedRover Reporters

**IN 2013, THE REDROVER REPORTERS** program encouraged people to watch for and report animal abuse and neglect, and educated people about the dangers of leaving dogs in hot cars through the My Dog Is Cool campaign. More than 45,000 educational fliers were distributed in 2013. In May, RedRover piloted the My Dog Is Cool Action Day initiative, where more than 100 volunteers signed up to host 34 events throughout the United States to educate their communities that leaving a dog in a hot car can be deadly.

## 2013 Income Breakdown\*



Contributions	\$ 936,246
Bequests	673,999
Interest and investment income	117,714
Program services	38,987
In-kind donations	8,282
Other income	\$ 7,592

**TOTAL INCOME** \$ 1,782,820

\*Based on our 2013 audited financial statements. Read more at [RedRover.org/financial](http://RedRover.org/financial).

## WE LOVE OUR VOLUNTEERS!

Our dedicated volunteers gave so much of their time and talent in 2013 toward caring for rescued animals and developing children’s empathy for animals. Thank you!

*Fair market value of volunteer hours in 2013:*  
**\$158,382**



# 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.

- **4,500+** animals in life-threatening situations were served
- **636** pets got urgent veterinary treatment through \$117,349 in financial assistance
- **49** pets escaped domestic violence through RedRover's Safe Escape program
- **1,178** nights safe from abuse for domestic violence victims' pets were given, totaling \$19,026 in grants
- **7** more domestic violence shelters protected animals with help from RedRover's Safe Housing program through \$20,000 in grants
- **414** animal-friendly domestic violence shelters joined SafePlaceforPets.org

## In Your Words



RedRover was an incredible help, exactly when I needed it most. My beautiful dog, Lucy Lou, had inhaled something into her throat and started coughing violently. After 36 hours, she was getting worse and I was frantic. After just paying for a surgery for my cat, my college tuition, and my husband's doctor bills, we simply didn't have enough for the emergency surgery she needed. We were considering the gut-wrenching idea of having to put her down for sheer lack of funds.

As a last-minute attempt, I filled out a RedRover Relief application online



*Lucy Lou*

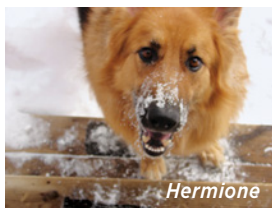
and went to bed. Less than 12 hours later I got a call from Laurel at RedRover who gave me hope. I was approved for a grant to save my Lucy's life. I couldn't stifle my tears of joy thanking my lucky stars that I had found RedRover. This organization saved my puppy's life.

♥ **KASSIDY C.,**  
RedRover Relief grant recipient

Share your RedRover story on  
[GreatNonprofits.org](http://GreatNonprofits.org)



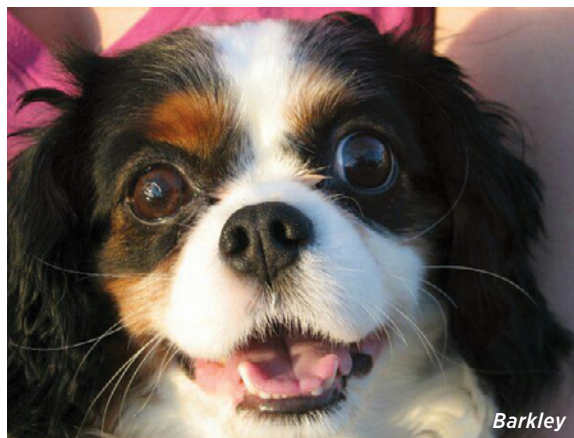
*Dimmy*



*Hermione*



*Junior*



*Barkley*



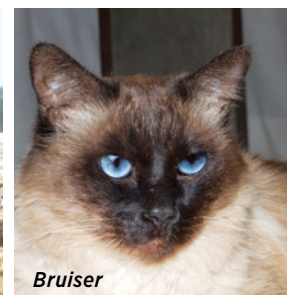
*Hope*



*Sasha*



*Echo*



*Bruiser*

# Safety for animals escaping abuse



## IN 2011, A 110-POUND GREAT DANE CALLED HANK RISKED HIS LIFE

to protect his human mother from domestic violence. As McKenzie's boyfriend brutally attacked, Hank laid on top of her to shield her. Hank was severely bruised from the blows, and was then thrown into oncoming traffic by their abuser.

Thanks to your support, we have awarded more than \$42,000 in funding to domestic violence shelters across the country so that pets escaping abuse can find safe housing with their families.



Fearing for both of their lives, McKenzie found Rose Brooks Center, a domestic violence shelter in Kansas City, Missouri. The shelter did not have the resources to house animals, but McKenzie refused to abandon Hank, her angel. Because of how critical McKenzie's situation was, Hank became the first four-legged friend to find safety and protection at Rose Brooks Center.

## Providing peace of mind

The staff at Rose Brooks Center were so inspired by their story of survival and quickly recognized the therapeutic



benefit of housing pets with their families. McKenzie said, "When I came into the shelter, I said, 'I don't want to be the last woman who brings her dog with her.'" McKenzie's wish came true the following year when the domestic violence shelter opened the first kennel in the region for victims' pets.

Rose Brooks Center is just one of many domestic violence shelters that have received a Safe Housing grant from RedRover to build pet housing. Thanks to your support, we have awarded more than \$42,000 in funding to domestic violence shelters across the country so that pets escaping abuse can find safe housing with their families.

## Lifesaving solutions

The Safe Housing program is just one of the ways that RedRover works to protect pets from domestic violence. Through the Safe Escape program, your support offers financial assistance for victims to find boarding for their pets when pet housing at a domestic violence shelter isn't available. Thanks to you, we

Now safe and sound, Hank enjoyed a romp in the grass while visiting his old friends at Rose Brooks Center. RedRover's program manager, Esperanza Zúñiga, had the pleasure of meeting him. **Your support helped make this shelter possible.**





Photos by Robin Gomez

“Hank was a game changer. When McKenzie was told that Rose Brooks Center didn’t accept pets, she said **she wouldn’t come without her angel** — the very being who literally saved her life. That was just the beginning. Once we made that one exception, there was no going back. **The presence of Hank, that gentle giant, was indisputable.** It changed the culture of who we are.”

— Rose Brooks Center

have provided over 4,000 nights of safe boarding for pets escaping abuse.

In 2013, RedRover launched SafePlaceforPets.org, a project in partnership with the National Link Coalition and Sheltering Animals and Families Together (SAF-T). SafePlaceforPets.org is a website directory that helps victims and their advocates to locate pet-friendly

domestic violence resources with over 500 different programs throughout the country listed. The website is supported by a donation from the Whitton-Spector Foundation in memory of Marion Dougherty, a legendary Hollywood casting director and victim of domestic violence who was forced to leave her pets behind in order to escape abuse.

### Working together

Thanks to increased support for programs to protect pets from domestic violence, more domestic violence shelters are providing housing and resources for victims’ pets. There are now 90 SAF-T shelters like Rose Brooks Center in 36 states across the United States! These shelters are on the frontier of solving a critical problem for abuse victims and their pets. They’re working in our communities, bravely fighting all obstacles to help animals — and we are proud to work with them to protect animals from abuse. ♥



### INTERACT ONLINE

Visit [SafePlaceforPets.org](http://SafePlaceforPets.org) and see if there are any domestic violence shelters in your area with pet housing or resources for victims who also have pets. Spread the word about RedRover’s programs to help pets escape domestic violence by sharing our flier at: [RedRover.org/DVflier](http://RedRover.org/DVflier).

# The Deadly Link

**ANIMAL ABUSE IS A HORRIBLE CRIME,** but did you know that its discovery can help investigators uncover further abuse in the home? When animal abuse occurs, it can be an indicator that some sort of human abuse (domestic violence, child abuse, elder abuse) may be taking place as well. This is “the link.”

This link between human and animal abuse is extremely important to recognize when investigating any type of violence, as it may uncover more victims below the surface. According to SpotAbuse.org, up to 76 percent of animal abusers also abuse a member of their family.

“When we recognize ‘the link,’ animal welfare groups and human services agencies can work together to break the cycle of violence,” said Esperanza Zúñiga, RedRover Relief’s program manager and advocate for the animal victims of domestic violence.

Esperanza and RedRover have joined up with *The Deadly Link*, a new investigative documentary

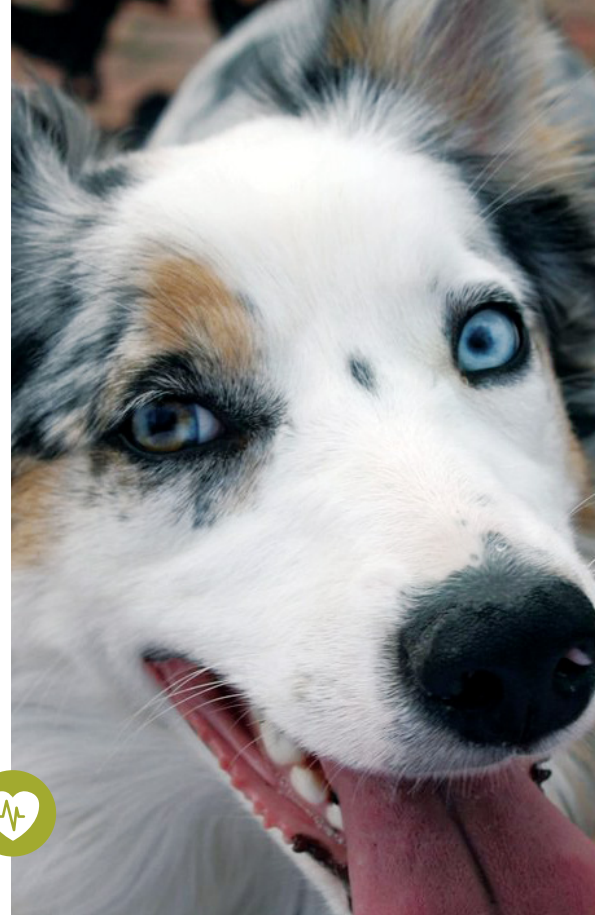
This link between human and animal abuse is extremely important to recognize when investigating any type of violence, as it may uncover more victims below the surface.

on the connection between animal abuse and domestic violence. The documentary is meant to educate police officers, social service providers, veterinarians and other investigators about the connection on different forms of abuse and help them work together to stop it.

“Social welfare officials, teachers, law enforcement and animal caregivers can all recognize how animal abuse might point to other forms of violence in the home, and vice versa,” said Esperanza. “*The Deadly Link* documentary will share the importance of protecting all victims, including both people and animals.” ♥



Raise awareness about pets and domestic violence with a limited edition t-shirt: [RedRover.org/DVshirt](http://RedRover.org/DVshirt)



## WHAT YOU CAN DO

If you suspect that someone you know is being abused, speak up! If you're hesitant — telling yourself that it's none of your business, you might be wrong, or the person might not want to talk about it — keep in mind that expressing your concern will let the person know that you care and may even save his or her life and the life of their pets.

Watch video trailers for *The Deadly Link* documentary: [RedRover.org/TheDeadlyLink](http://RedRover.org/TheDeadlyLink)

Read about spotting and reporting animal cruelty: [RedRover.org/cruelty](http://RedRover.org/cruelty)

Learn more about the link between animal abuse and human violence: [nationallinkcoalition.org](http://nationallinkcoalition.org)



# Is teaching empathy the key?

By Nicole Forsyth, RedRover President and CEO



**Tear this page out and give it to a teacher!**

## EVER FEEL DISMAY AND A SENSE OF HOPELESSNESS WHEN YOU HEAR YET ANOTHER STORY OF ANIMAL ABUSE, DOMESTIC VIOLENCE OR TEENAGE BULLYING?

Why are people so cruel? Many researchers studying aggression and violence find that the answers to their questions consistently fall back to a failure of empathy.

### Why do we need it?

**To feel empathy, to share an emotional state, a person must:**

- 1 Pay attention** to what's going on around them
- 2 Understand** the emotional and behavioral states they observe, and
- 3 Imagine** how a person or animal might be feeling.

When they can do all three of these, they are capable of empathy. The RedRover Readers program gives kids an opportunity to practice these components of empathy. Here is one example of what this sounds like in the classroom:

Jason, a RedRover Readers volunteer, is reading a book to a classroom of third graders called *Freckles and Willie: A Valentine's Story* about Willie and his dog Freckles. When a new neighbor named Jane moves in who doesn't like dogs, Willie is faced with challenges of friendship and loyalty with people and pets.

**Jason: What do you think Freckles might be feeling?**

**Lahaila:** Sad.

**Xane:** Bored.

**Kai:** Really, really sad and lonely.



**Jason: How do you think Willie might be feeling?**

**Jamai:** He just probably doesn't care about Freckles anymore.

**Aaron:** Maybe Jane is trying to have Willie not play with Freckles anymore.

**Gabriel:** Willie always played with Freckles. Now Jane is going to be Willie's friend and Freckles is

going to be the second best friend. Freckles was always Willie's best, best friend.

**Timmer:** I think that Jane's not really allergic to dogs. She just doesn't like dogs.

**Xane:** Maybe Jane really likes dogs and she's just allergic to the fur.

**Jamai:** I think that Jane's trying to break their friendship.

**Lamar:** I think Jane wants Willie to be her best friend. She doesn't want Freckles to be Willie's best friend.

**This is what it sounds like when kids are developing empathy and relationship skills in a RedRover Readers discussion. With your support, more children can practice the skills they need to create a better world for animals.**

### TELL A TEACHER

**RedRover Readers online training starts November 1**

### LEARN MORE

**[RedRover.org/ReadersOnline](http://RedRover.org/ReadersOnline)**





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## "The world is a better place with angels like you in it"

### FOR MELANIE, A LONG-TIME ANIMAL LOVER,

the past few years were tough. Her husband (also a devoted animal lover) passed away and Melanie developed a chronic health condition that prevented her from working full time. Melanie was also supporting her daughter and new grandbaby, barely making mortgage and bill payments with some financial help from her sister.

When Melanie learned that Chase, her recently departed husband's handsome gray cat, was sick with hypothyroidism,



Thanks to Nona the On-Call Angel and the support of members like you, Chase got the lifesaving surgery he needed, and Melanie was able to save her husband's companion.

she was devastated at the thought of losing him. "I have lost so much since last year that my health and mental state just can't take another loss when I can try to help."

Melanie applied for a RedRover Relief grant, which provides financial assistance for veterinary emergencies. Our case managers contacted Nona, one of our On-Call Angel donors, and she pledged to cover the remaining cost of Chase's procedure. Thanks to Nona the On-Call Angel and the support of members like you, Chase got the lifesaving surgery he needed, and Melanie was able to save her husband's companion.

"The world is a better place with angels like you in it," Melanie said in an update after Chase's successful surgery. "I can never express to you enough how, in helping save Chase, you saved a part of my soul and for that, I will forever be indebted to you. Thank you for being the people you are." ♥

