

Immortalize your best friend. Save a life. Be a hero!



rover  
works  
.org



Every year, **millions** of cats and dogs enter pet rescues and shelters in the United States.

**Over 56%** of dogs and puppies entering shelters are euthanized every year.

An estimated **4 million** cats and dogs are euthanized every year.

That's approximately 1 death every  
**8 seconds.**







Those stats inspired acclaimed commercial photographer, Andrew Grant, to produce a book that would bring awareness to and raise money for pet rescues.

The result was *Rover* - an unbelievable tribute to man's best friend in his many colors, shapes and sizes. Each of the dog's unique exteriors, diverse personalities and emotions are beautifully captured in stunning detail in the pages of the huge 500 page, museum quality, art book.

*"After I learned just how many dogs and cats enter shelters every year and the dramatic effect the recession and housing crisis was having on rescues, I began production of the first Rover book. There was an immediate sense of urgency, as I knew it would bring attention to the crisis."* – Andrew Grant

Rover became a big hit after **Ellen DeGeneres** announced that she gave the book to **Oprah** for Christmas.

Now you can have your rescue or purebred dog photographed by Andrew and featured on a page in the next edition of *Rover* when you make a donation of \$10,000 to one of the 25 rescues we support across the country.

When you participate in the sponsor program, Andrew will photograph a homeless pet and include him or her in *Rover*. Your generosity will help the dogs you sponsor find a forever home.

This program has generated over one million dollars of donations to deserving rescues across the country.









## Our mission

RoverWorks.org is rooted in the belief that small actions can make a big impact and that the combined efforts of many people can lead to significant change. We believe this to be true because *Rover* itself is the result of a small action. It was a small action that became a book, which then became a brand that animal-lovers rally around. And now it has become more than a brand, but a call to action and a banner for change. From one small book to a full-fledged rescue effort — we are RoverWorks.

### **Our goal is simple. Reduce the rescue pet population.**

We believe this can be best achieved by supporting organizations that focus on spay and neuter programs, dispelling myths about shelter pets and inspiring people to welcome rescue pets into their home.



Andrew will be traveling across the country to photograph donor's dogs.



## How we help rescues

Rover selects one deserving rescue in each community throughout the country to support. Selected rescues are able to use their exclusive partnership with Rover as a vehicle to bring awareness to their organization and attract new donors.

Secondly, because most of the dogs featured in Rover once lived in a rescue or shelter, we discredit the stigma of shelter pets by beautifully illustrating that there are healthy, smart, unique and loving dogs available for adoption everywhere.









## Helping is as Easy as 1-2-3

Rover provides animal advocates with a fun, unique and extraordinary opportunity to immortalize their best friend while helping rescues. So get started. It's easy!

1. Make a tax deductible donation of \$10,000 directly to one of the 25 rescues we support across the country.
2. Your dog, and any dogs you sponsor, will be photographed by Andrew in a studio near you and featured in the next edition of Rover.
3. Order copies of Rover, greeting cards and prints featuring your dog and share with family and friends.

### Other ways you can help!

There are many other ways you can help rescues including adopting a pet or volunteering your time at a shelter. Learn more at [RoverWorks.org](http://RoverWorks.org)



## **Rover rate card**

### **Honor your best friend in Rover and help a rescue - \$10,000**

Have your pet photographed by Andrew and featured on a page in Rover when you make a donation of \$5,000. Hurry, only a limited number of pages are reserved for donor's dogs. Only one dog per page. Add \$2,500 for each additional dog.

### **Cover upgrade - Add \$2,500**

See your best friend on the cover of all the books you order.

### **Two page spread - Add \$2,500**

See your dog on two pages (one full spread) in the front section of the book and on the cover of all the books you order.

### **All dogs are welcome**

All purebreds and mixed breeds are welcome! Since the goal of Rover is to raise money for rescues and to showcase the type of dogs available for adoption, most of the dogs in Rover once lived in shelters or rescues. However, we also strive to convey the message that approximately 30% of the dogs in rescues are purebreds to inspire purebred lovers to visit a rescue before going to a breeder or a puppy mill.

### **Sponsor a homeless pet – Add \$1,000**

Andrew will photograph a homeless pet and feature him or her in Rover for each additional \$1,000 tax deductible donation you make to a deserving rescue. It's a great way to help homeless pets get adopted while immortalizing your best friend.

### **National cover dog – Add \$100,000**

Want to make your dog really famous? See your best friend featured on the cover of the nationally distributed Rover book and on two pages when you make a \$100,000 tax deductible donation.





Now your dog can help a homeless pet get adopted.



Looking for the perfect gift for  
the pet lover in your life?

Put their best friend in *Rover*!

Featuring their dog in a book is an  
**extraordinary and unique gift** they'll  
never forget and always cherish.

Your loved one's dog will be  
photographed in a studio by  
Andrew and featured in the  
final edition of *Rover*.



**Our donors have given over \$1,000,000 to rescues**

Learn more about how you and your best friend  
can help pet rescues at **RoverWorks.org**

