

2012 Annual Report

Accredited Members of:



CANADIAN
ASSOCIATION
OF GUIDE &
ASSISTANCE
DOG SCHOOLS



A Message from the Executive Director and Board President

Strengthening children and families is at the heart of everything we do at National Service Dogs. As pioneers in the field of Certified Service Dog for Autism training, we are proud and thrilled to see our service model being used across the world to help children and families experience enriched lives and enhanced independence.

It is from this very strong base that NSD has been able to branch out and provide support to a growing number of individuals, families and professionals in 2012. Our Skilled Companion Dog Program for veterans with post traumatic stress disorder was expanded in 2012 to include first responders and victims of violence. In addition, NSD's Companion Dog Program continues to match well socialized, trained and loving companions with children and families with various disabilities. In the words of Andrew, a Companion Dog recipient, "Honey is there to watch out for me and to be a friend in a world that sometimes does not understand me."

2012 also marked the development of a Canine Assisted Intervention Program (CAI). The program is set to launch in the Spring of 2013 and will match specially trained Certified Service Dogs (Therapy and Facility Dogs) with treatment professionals, doctors or therapists, working within a treatment facility or independent practice. The dogs will be used in treatment to mitigate the effects of disorders like anxiety, aggression and withdrawal, enhancing therapy and resulting in healthy development and socio-emotional and behavioural functioning in children. National Service Dogs is excited at the possibilities for this new program. The impact will be profound, with one dog positively impacting hundreds of individuals throughout its working life.

In truth, every National Service Dog is a purveyor of unconditional love, physical and emotional support and friendship; not only for our clients, but for our 11 staff and 463 volunteers. With the dedicated support of all of our stakeholders, NSD continues to positively change the lives and futures of children and families across Canada. Together, we are motivated by the vision of a world where individuals with disabilities can integrate into society with confidence, ease and acceptance.

For a complete list of our staff members, visit www.nsd.on.ca/about/staff/.

For a complete list of our board members, visit www.nsd.on.ca/about/board-of-directors/.

To view a personal message from Danielle, visit www.youtube.com/watch?v=hiLeluz_B5Q.

To view a video highlight of 2012, visit www.youtube.com/watch?v=XctCJrqtI9k.

We wish to thank everyone who helped make 2012 a tremendous year for National Service Dogs and the people we serve. Together, we hope to make 2013 even better!

Sincerely,



Gina McDonnell
Board Chair



Danielle Forbes
Executive Director

Breeding and Puppy Program Update

All of the dogs we train get their start in our Breeding Program where we focus on breeding Labrador and Golden Retrievers and Lab/Golden crosses. Having our own Breeding Program allows us to ensure the dogs we train are healthy and have the ideal temperament for the work they will be doing. Over 85% of the dogs we retain for training are placed in one of our three programs.

Breeding Department

2012 was a good year for the breeding department. We welcomed seven new litters from seven different females. As members of Assistance Dogs International, we often work collaboratively with other accredited organizations. One way we do this is by sharing breeding services with other training schools. In 2012, we used some exciting new Stud dogs that have been acquired by Dog Guides of Canada. In return for these services, some of the puppies from these litters were donated to Dog Guides. In addition to this, four puppies were also donated to Dogs with Wings in Alberta to assist with the growth of their Breeding Program. We retained a total of 41 puppies for 2012 and all of the puppies are looking very promising so far.

Puppy Camp

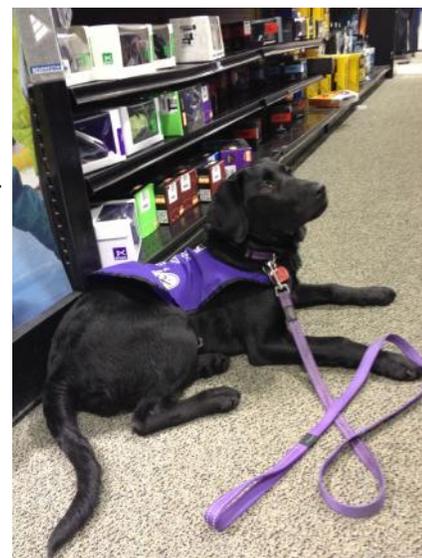
In 2012, we started Puppy Camp, a four day introduction to the Advanced Training routine for the dogs due to return to our kennel on the next recall. It is held at our training facility and run by Puppy Program staff and key volunteers. Approximately twelve dogs attend per session prior to being recalled for Advanced Training. The activities include introduction to kennel life, obedience training, free play and exercise, rest and relaxation, entering the training vans, leash walking along our nature trail, and grooming. Their stay in our kennels gives staff an opportunity to identify dogs who are ready for Advanced Training and those who may need more help during the transition from home to kennel life. Dogs needing more support are identified as dogs who may need to join the Evening Sitter Program (see below). The introduction of Puppy Camp has helped reduce kennel stress, save staff time and engage volunteers.

Watch an introduction to Puppy Camp here: www.youtube.com/watch?v=ROdjWjUkoHo.

Evening Sitter Program

The Puppy Department began the Evening Sitter Program to help fill the needs of the more sensitive dogs who are in Advanced Training. The dogs we breed are very social and human orientated. They are sensitive to the needs and feelings of their Puppy Raisers and those who work with them. Although our Evening Enrichment Program is a great stress reliever for most of the dogs in our kennel, some of the more sensitive ones cope better outside of the kennel setting. The Evening Sitter Program allows these dogs to relax and unwind overnight in a volunteer's home before being dropped off daily for the Advanced Training Program. Dogs are collected at the end of each training day and returned the next morning. The Evening Sitters also provide us with feedback on the dog's behaviour within the home which allows us to assess problems and address them prior to being matched with a client. The introduction of the Evening Sitter Program has allowed us to retain dogs prone to kennel stress in the training program; in the past, these dogs were likely to be placed as Companion Dogs.

For more information on Puppy Raising, visit www.nsd.on.ca/volunteer/puppy-raising/.



NSD Olive demonstrating great focus

Program Update

Everyone at NSD is dedicated to expanding the National Service Dog family of clients and quality of services one individual, one dog, one life at a time.

Certified Service Dog for Autism Program

In 1996, National Service Dogs pioneered the program of breeding, training and placing Certified Service Dogs with children with autism. Over the last 17 years, we have graduated over 275 Certified Service Dog Teams and helped many service dog organizations around the world start their own autism programs.

Max, a seven year old boy from Oakville ON, received his Certified Service Dog, NSD Chester, in the Fall of 2012. Watch their story here: www.youtube.com/watch?v=l7IAN1zno0w

In 2012, 15 dogs were placed with children in need through the Certified Service Dog Program.

Skilled Companion Dog Program

In 2011, NSD became the first accredited service dog training school in Canada to launch a Skilled Companion Dog Program for veterans. The dogs are used to assist veterans suffering from long-term post traumatic stress disorder (PTSD). As the pioneer of the Certified Service Dog for Autism Program, NSD has once again shown innovation with launching this program. In 2012, we expanded the program to include first responders and victims of violence.

“Nudge” is a command frequently used with each Skilled Companion Dog. The dog is trained to recognize an increase in the veteran’s anxiety level and react to it, providing vitally important reality affirmation for the individual. Watch a demonstration here: www.youtube.com/watch?v=gx_YETd0GSg

In 2012, 1 dog was placed with a veteran in need through the Skilled Companion Dog Program, while two new applicants were approved and are eagerly awaiting the arrival of their dogs.



Max and NSD Chester



Ava and NSD Aero

Companion Dog Program

The Companion Dog Program was founded in 2002 and was formalized in 2009. These dogs are placed with children, adults and seniors with various disabilities, and do not have public access or any specific skills training aside from basic obedience and extensive socialization. The Companion Dog Program has allowed us to utilize over 85% of our dogs; thereby, helping more families and individuals in need.

In 2012, 15 dogs were placed with individuals in need through the Companion Dog Program.

For more information on NSD’s programs, visit www.nsd.on.ca.

Volunteer Update

NSD recognizes the value of the many dedicated volunteers that devote their time to the organization every year. In 2012, over 400,000 volunteer hours were donated.

Volunteer Opportunities:

- **Administration:** Volunteers assist with tax receipting, filing, mail outs, and other administrative duties
- **Building and Yard Maintenance:** Volunteers assist with general painting and repairs, electrical and plumbing work, lawn mowing, and gardening
- **Fundraising:** Volunteers work with NSD staff to help ensure the success of various fundraising events
- **Community Outreach:** Volunteers assist with providing talks and demonstrations to various community groups, such as service clubs, schools, camps, and churches
- **Evening Enrichment Program (formerly the Dog Walking Program):** Volunteers help exercise, groom, and massage the dogs in Advanced Training
- **Weekend Sitting:** Volunteers provide a relaxing weekend for a dog in Advanced Training
- **Puppy Raising:** Volunteers provide basic obedience and socialization training for NSD puppies from approximately eight weeks of age to 18 months of age



Kristine, accepting her Founders Award

For more information on volunteering, visit www.nsd.on.ca/volunteer/volunteer-opportunities/.

2012 Volunteer Awards

Volunteer Awards	Danielle Forbes Award	Heather Fowler Award	Chris Fowler Award	Brodie Youth Award	Shade Award
2012 Award Recipients	Screenco	Cam Petty	Marg Mannell	Kristine Horst	Alison Archambault

2012 Volunteer Report

2012 Active Volunteers		
Volunteer Role:	Number	Hours
Puppy Raiser/ Breeder Caretaker	95	416,100
Kennel and Weekend	132	4,281
Administration	3	184
Fundraising/Event	225	2,485
Board	8	480
Total:	463	423,530

A special thank you goes out to the Ontario Trillium Foundation who awarded us with a grant for \$21,700 over one year to help us create an enhanced and more accessible office and training space for our staff and 400+ volunteers. The capital project includes repairs to the roof, soffits, fascia and trim, floor, and porch.



Fundraising Update

NSD receives no government funding and relies entirely on funding from the general public, community service clubs, corporate sponsors, community based foundations, and fundraising events. In 2012, this support allowed NSD to place over 30 dogs with individuals in need.

Annual Fundraising Events

NSD hosts three annual events, which include:

- **Easter Egg Hunt for Dogs:** Raised \$99,000 in 2012
- **Ride for Autism & Veterans:** Raised over \$8,300 in 2012
- **Mantracking:** Raised \$11,000 in 2012

Watch our Easter Egg Hunt participants hunt for eggs here:

http://youtu.be/dqMNH9_SSjk.

Third-Party Fundraising Events

Various companies, service clubs, clients and individuals continued to show their support through fundraising events for NSD. In total, over \$45,000 was generated in 2012 from third-party fundraising events.

Client Fundraising Efforts

As accredited members of Assistance Dogs International, we do not charge for our dogs or make fundraising an obligation. Despite this, many clients encourage their friends and family to support NSD in honour of their child as they await the arrival of their future service dog. Most clients solicit general donations from those they know, while some also organize fundraising events in their community.

Corporate Sponsors

NSD continued to strengthen on-going partnerships with Milk-Bone, Purina, TD Employee's, Petland, and President's Choice Children's Charity in 2012. These corporate sponsors supported NSD through general and gift in kind donations, sponsorships, payroll deductions, and volunteer time. Purina Pro Plan continued as NSD's official food sponsor, while Milk-Bone continued as our official treat sponsor. Milk-Bone also sponsored the entire O litter in 2012.

Support from the General Public

In 2012, individuals continued to support NSD through general and gift in kind donations, Commemorative Giving and Planned Gifts, donations in memory of a recently departed loved one, donations in lieu of gifts for birthdays and anniversaries, and various sponsorships.

Sponsorship Opportunities

NSD has various sponsorship levels which are supported by corporate sponsors, service clubs and the general public. These sponsorship opportunities include:

- **Puppy Sponsorship:** \$1,000
- **Kennel Sponsorship:** \$2,000
- **Companion Dog Team Sponsorship:** \$5,000
- **Litter Sponsorship:** \$5,000 to \$10,000
- **Team Training Class Sponsorship:** \$10,000
- **Skilled Companion Dog Team Sponsorship:** \$10,000
- **Certified Service Dog Team Sponsorship:** \$10,000

For more information on donor and sponsorship opportunities, visit www.nsd.on.ca/donate/donate-sponsor/.



Motorcycle ride participant with NSD Mango

Official Food Sponsor:



Official Treat Sponsor:



Planned Giving and Legacy Update

You can leave a lasting legacy to families in need of a Certified Service Dog, Skilled Companion Dog or Companion Dog.

How You Can Help

In addition to gifts of money and conditional donations of money, there are many methods of giving to benefit National Service Dogs and our clients. These include:

- **Stocks and Bonds:** Stocks and bonds may be donated to National Service Dogs as an outright gift and can be easily transferred to the organization without triggering a capital gain for the donor.
- **Bank Accounts:** Bank accounts, certificates of deposit, or individual retirement accounts may be placed in trust for or made payable on death to National Service Dogs.
- **Insurance:** National Service Dogs may be named as the beneficiary of a life insurance policy or a retirement/pension plan.
- **Real Estate:** Real estate may be donated either by making an outright gift or, in the case of residential property, by reserving a life estate to the donor, who can continue to live therein during his/her lifetime.
- **Gift Annuity:** A gift annuity is an arrangement whereby one transfers money or securities to National Service Dogs; in exchange, the donor or designate receives a specified annuity payment every year for life.
- **Wills and Trusts:** Property or money may be bequeathed to National Service Dogs by means of a legal will. NSD may also be named as beneficiary of a trust agreement.

The above planned giving options may have certain tax advantages to the giver. If you are interested in learning about our Planned Giving Program, please contact Laura Scott at 519-623-4188 ext. 13 or laura@nsd.on.ca for details. We recommend you consult an estate, financial, or tax planning professional when considering a planned giving program.

We love visitors, and would be happy to accommodate a request for a visit to our training centre in Cambridge so that you may experience firsthand how your donation is helping our organization and family of clients.

Are you a first time donor?

In 2013 the Federal Budget introduced the First-Time Donor's Super Credit (FDSC). What does this mean for you? If you are a first time donor or have not made a charitable donation since 2007, you may receive an additional 25% tax credit on your charitable donations in addition to your regular charitable tax credit. Receive a 40% federal tax credit for donations of \$200 or less, and a 54% federal tax credit for donations over \$200, but not exceeding \$1,000.

National Service Dogs is committed to transparency, please visit our www.nsd.on.ca/about/policies-reports/ for copies of our annual reports, CRA filings and policies.

Donor Accountability Report

