



National
Service Dogs

2013 Annual Report

Accredited Members of:



Members of:

Canadian
PTSD
Service Dog
Alliance



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Charitable Registration No. 898029228 RR0001



A Message from the Executive Director and Board President

The staff and Board of Directors at National Service Dogs (NSD) are very pleased to report that we have achieved a great landmark in our organization's history and future with our 2013 accreditation by Imagine Canada's Standards Program.

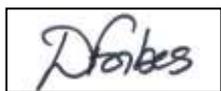
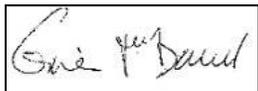
Imagine Canada launched the Standards Program in May of 2012 and accreditation is awarded to charities that can demonstrate excellence in five key areas: board governance; financial accountability and transparency; fundraising; staff management and volunteer involvement.

At the time of our accreditation National Service Dogs was one of only 82 Canadian charities out of 80,000 to receive distinction as an accredited organization through the Standards Program. The accreditation process is meticulous and incorporates every aspect of our operations; achieving this goal has been a part of our strategic plan since the Program's launch in 2012.

As an innovator and international pioneer in the field of Service Dog training and placement, National Service Dogs (NSD) has always sought to find new ways to expand our programming to a broader market in order to impact more individuals. As a response to this desire, NSD launched a Canine Assisted Intervention (CAI) program in 2013, the first program of its kind in Ontario.

CAI programs are goal-directed interventions which integrate Service Dogs into the treatment process for individuals suffering from physical challenges, mental illness, abuse and trauma. This program matches Service Dogs with treatment professionals in a therapeutic and rehabilitative setting. Currently NSD CAI Dogs are being utilized by two social workers in two different Ontario School Boards; research is underway to assess the impact the dogs are having on the children involved in the program. Early results have caught the attention of a local college and we are excited about the opportunity to add a CAI Dog component to their social worker curriculum.

Through NSD's four key programs; Certified Service Dogs for Autism, Certified Service Dogs for PTSD, CAI Dogs and Companion Dogs, we have been able to impact an unprecedented number of lives in communities across Canada. With the continued support of existing and new funding partners, and a dedicated team of staff and volunteers, National Service Dogs is well positioned to make 2014 an exciting and successful year.



Sincerely,

Gina McDonnell
Board Chair

Danielle Forbes
Executive Director

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/.

Breeding and Puppy Program

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 four programs.



Breeding Department

2013 was a good year for the breeding department. We welcomed seven new litters of future Service Dogs. 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 2013, we used some exciting new stud dogs who have been acquired by Dog Guides of Canada and welcomed NSD Vedo and NSD Oscar to our stud dog line-up. We retained a total of 47 puppies for 2013 and all of the puppies are looking very promising so far.

Puppy Camp

Puppy Camp is 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 an 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 in need of 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 at: www.youtube.com/watch?v=ROdjWjUkoHo.

Evening Sitter Program

The Puppy Department began the Evening Sitter Program to help fill the needs of 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 dogs 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/.

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 18 years, we have graduated over 250 Certified Service Dog Teams and helped many Service Dog organizations around the world start their own autism programs.

Since bringing NSD Juno home in October, 2013, life for our family and our son, Lincoln specifically, has gone through many changes. We knew that it would and that it would take a lot of work to reap all the benefits that Juno had to offer our family. I'm very pleased to share that the positive impact Juno has had on Lincoln's life has far exceeded our expectations. Juno has made possible so many amazing developments for our whole family. Thank you!

In 2013, 16 dogs were placed with children with autism through the Certified Service Dog Program.

Certified Service Dogs for PTSD Program

In 2011, NSD became the first accredited Service Dog training school in Canada to launch a Service Dog Program for individuals with Post Traumatic Stress Disorder (PTSD). The dogs are used to assist veterans and others suffering from long-term PTSD. As the pioneer of the Certified Service Dog for Autism Program, NSD has once again shown innovation with this program. In 2013, we fine tuned our screening and application process and we are working with other service providers to create best practices for this field of Service Dog training, nationally and internationally.

In 2013, three dogs were placed with individuals with PTSD.

Canine Assisted Intervention

NSD launched the Canine Assisted Intervention (CAI) program in the spring of 2013. This program, a first in Ontario, matches Service Dogs with treatment and healthcare professionals in a variety of fields, where together as "therapy teams" they work to address the needs of individuals recovering from trauma, abuse, mental illness, stroke, physical impairments and more. Humber College has been working with NSD since the program's launch on a formal research study on the impact of CAI on children recovering from trauma and abuse. This distinguished program continues to grow in demand and we look forward to fully realizing the potential of CAI when Humber's report is released in the summer of 2014.

Four CAI Dogs were placed at treatment centres and in private practice in 2013.

Companion Dog Program

The Companion Dog Program was founded in 2002 and was formalized in 2009. Companion 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 2013, 15 Companion Dogs were placed with individuals and families across Canada.

Volunteer Update

NSD recognizes the value of the many dedicated volunteers who devote their time to the organization every year. In 2013, over 450,000 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

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

2013 Volunteer Awards

Volunteer Awards	Purina Pro Plan Volunteer Award	NSD Carma Volunteer Award	NSD Melody Volunteer Award	NSD Juno Volunteer Award	Shade Award	Brodie Youth Award	NSD Youth Award
2013 Award Recipients	Ross Brethet	Colleen Mantha	Karen Eakins	Paul Jurchuk	Gail Densmore	Naomi & Alan Negrin	Nikki Dobben

2013 Active Volunteers		
Volunteer Role:	Number	Hours
Puppy Raiser/ Breeder Caretaker	116	484,720
Kennel, Evening and Weekend	132	8,750
Administration	3	184
Fundraising/Event	225	2,485
Board	9	1080
Total:	485	497,219



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 2013, 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 88,837 in 2013
- **The NSD Motorcycle Ride:** Raised \$6,191 in 2013
- **Mantracking:** Raised \$6,265 in 2013

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 \$62,000 was generated in 2013 from client and volunteer-driven fundraising events.

Client Fundraising

As accredited members of Assistance Dogs International, we do not charge for our dogs or make fundraising an obligation. 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. Many 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, Novartis, Zoetis, Petland, and President's Choice Children's Charity in 2013. 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.

Support from the General Public

In 2013, 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/.

Official Food Sponsor:



Official Treat Sponsor:



Thank you Partners!

Thank you to the very generous community, family, and corporate foundations and partners who invested in NSD programs in 2013. The pilot of our Canine Assisted Intervention program would not have been possible without the kindness of these partners who shared our vision. Thank you!

- Milk-Bone Canada
- Purina Pro Plan
- Petland
- President's Choice Children's Charities
- Ontario Trillium Foundation
- Journeys by Jerry Van Dyke
- The Kitchener and Waterloo Community Foundation (KWCF)
- The May and Stanley Smith Charitable Trust
- Charles H. Ivey Foundation
- The Alva Foundation
- Green Shield Canada Community Giving Program
- Johansen-Larsen Foundation
- United Way Milton
- Nickle Family Foundation
- International Plowing Match 1995 Fund
- Cambridge and North Dumfries Community Foundation

NSD House Restored



If you've visited our training centre or seen us online, you know all NSD operations are run from a century home in the countryside just outside of Cambridge, ON. Located on 7 acres of land, the house was built in 1874. 140 years later, our office needed some renovations to the exterior building and interior floors. Thanks to a grant from the Ontario Trillium Foundation, renovations began in the spring of 2013 and were completed in the winter of 2014. If you would like to visit our centre for a tour, we'd love to have you! Contact Laura@nsd.on.ca to arrange a visit.



Planned Giving and Legacy Update

Perhaps the greatest testament to a life well-lived is the impact it has on others. National Service Dogs' Leave a Legacy Program offers a fitting tribute to you and your loved ones, one which allows you to continue to improve the lives of others for generations to come.

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.

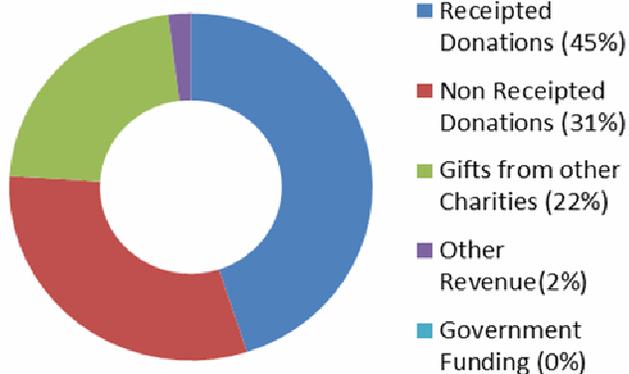


Imagine Canada Accredited

Imagine Canada, the umbrella for Canadian charities and non-profits, launched the Standards Program in May of 2012. Accreditation is awarded to charities that can demonstrate excellence in five key areas: board governance; financial accountability and transparency; fundraising; staff management and volunteer involvement. NSD is one of only 100 Canadian charities out of 80,000 to achieve Imagine Canada accreditation under the Standards Program.

Donor Accountability Report

2013 Revenues \$714,074



2013 Expenses \$653,012

