



National
Service Dogs

2014 Annual Report



Accredited Members of:



Members of:



1286 Cedar Creek Road, Cambridge ON N1R 5S5
T 519-623-4188 F 519-623-9997 E info@nsd.on.ca
www.nsd.on.ca

Charitable Registration No. 898029228 RR0001



A Message from the Executive Director and Board President

The special relationship between dogs and humans has long been explored. We know that dogs can improve our physical health, reduce stress and develop self-esteem. They can help increase our opportunities to socialise and improve concentration. Through our work we have seen these core benefits amplified and the magic of the human animal bond rise to unexpected heights. This magic is what inspires us and drives us to continue to find innovative ways to help people.

2014 saw National Service Dogs build upon the strong foundations of our internationally recognized Autism Service Dog Program and newer PTSD and Canine Assisted Interventions Programs. NSD successfully achieved re-accreditation through Assistance Dogs International, with our Evening Enrichment Program for the dogs living in kennels and our client screening process for the PTSD program being highlighted as areas excellence.

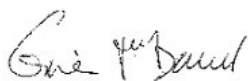
NSD's Certified Service Dogs for Veterans with PTSD program has garnered national attention as the only Assistance Dog International Accredited Program in Canada. NSD's team of mental health and dog training professionals is leading the way in the development of best practises in screening and supporting clients in the use of PTSD Service Dogs. We are honoured to be working with the Canadian General Standards Board on a national service dog standard that may one day positively impact the lives of assistance dog users across Canada.

NSD's Canine Assisted Intervention Program has expanded into many different areas; including, social work, trauma, physical therapy and education. The diversity of this program is boundless and fosters innovation. We look forward to expanding it across Canada in the coming year.

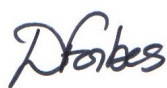
NSD's potential to positively impact the lives of others is vast and, in short, we want to place more assistance dogs with the people who need them! The demand for our highly skilled dogs is great and never ending, but growth for National Service Dogs is more than just a number. It takes a team of dedicated individuals working together towards a common goal to achieve our mission. All the success we've enjoyed this year is a testament to the hard work and dedication of staff, volunteers and supporters alike.

To everyone who gives so generously of their time and money we wish to thank you for being part of our journey to restore hope and empower people to live their lives to the fullest. It has been an honour to work with you all. Together we are enriching the quality of life and enhancing the independence of individuals across Canada.

Sincerely,



Gina McDonnell
Board Chair



Danielle Forbes
Executive Director

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 90% of the dogs we retain for training are placed in one of our four programs.

Breeding Department

In 2014 we welcomed seven 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 like Dog Guides of Canada.



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).

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 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.

Program Update



Certified Service Dogs for Autism

National Service Dogs (NSD) was founded in 1996 as a response to the increasing need for effective interventions in the treatment of Autism Spectrum Disorder. In its inaugural year, NSD singularly launched the world's first Service Dog for Autism program, establishing an effective and customized resolution to alleviate the bolting behaviors, anxiety and resulting effects in children living with autism. NSD was responsible for the establishment of international service dog programs in Australia, Ireland, Spain, the United States, Canada and more, and remains the benchmark for this field of Assistance Dog programming worldwide.

In 2014 NSD graduated 14 Certified Service Dogs for Autism.

Certified Service Dogs for PTSD

2011 saw the establishment of NSD's Service Dogs for Post Traumatic Stress Disorder (PTSD) program for Canadian Military veterans with PTSD. This distinguished program has been a catalyst in the treatment of Canadian veterans and has played a crucial role in the rehabilitation and recovery of veterans living with PTSD. NSD continues to be the only Assistance Dogs International accredited organization in Canada offering this program.

NSD graduated four Certified Service Dogs for PTSD in 2014.

Program Update Continued



Canine Assisted Intervention

As an innovator and international pioneer in the field of service dog training and placement, 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 our Canine Assisted Intervention (CAI) program in the spring of 2013, the first of its kind in Ontario. CAI places service dogs with treatment professionals, working as therapy teams to aid in the recovery of abuse, trauma and physical disorders in children and adults.

NSD graduated three CAI Dogs in 2014.

Companion Dog Program

Since its inception, NSD has continued to respond to the needs of an ever changing demographic of individuals living with as assortment of physical and developmental disorders. Since 2009, the Companion Dog program has successfully responded to the specific needs of over 100 individuals across Canada to enable them to cope with their unique challenges.

In 2014 NSD graduated 10 companion dogs across Canada.

Volunteer Update

NSD would not exist without our dedicated volunteers who devote their time to the organization every year. In 2014, 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:** 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/.

2014 Volunteer Awards

Volunteer Awards	Purina Pro Plan Volunteer Award	NSD Melody Volunteer Award	NSD Juno Volunteer Award	Shade Award	Brodie Youth Award	Milk-Bone Youth Award
2014 Award Recipients	Pat Pooley	Jen Chaput	Doug McArthur	Kathy Buckwell	Cotognini Family	Karina Weber

2014 Volunteer Hours

2014 Active Volunteers		
Volunteer Role:	Number	Hours
Puppy Raiser/ Breeder Caretaker	100	438,000
Kennel, Evening and Weekend	82	7,272
Administration	5	1,200
Fundraising/Event	338	3,766
Board	8	960
Total:	533	451,193



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 2014, this support allowed NSD to place over 35 dogs with individuals in need.



NSD pups prepare for their photo shoot at the 2014 Ride

NSD 2014 Fundraising Events

NSD hosts two annual events, which include:

- **Easter Egg Hunt for Dogs:** With over 1,000 registrants in eight Canadian cities searching for 50,000 eggs we raised \$88,950 for NSD programs.
- **The NSD Ride:** Together with 1st CAV we hit a peak in 2014 raising \$11,078 for NSD's Certified Service Dogs for PTSD program.

Watch our Easter Egg Hunt participants hunt for eggs here: http://youtu.be/dqMNH9_SSjk.

Third-Party Fundraising Events

Our third party fundraisers organized by various companies, service clubs, clients and individuals raised nearly \$140,000 through client and volunteer-driven fundraising events. What an incredible year!

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 future service dog. Many clients solicit general donations from those they know, while some also organize fundraising events in their community.

Fundraising Update Continued



The Vets for Vets Ride in Alberta, Summer 2014

Corporate Sponsors

NSD continues to strengthen on-going partnerships with Purina, Petland, Milk-Bone, TD Employee's, Novartis and Zoetis. These corporate sponsors supported NSD through general and gift-in-kind donations, sponsorships, payroll deductions, and volunteer time. Purina Pro Plan continues to be NSD's official food sponsor, while Milk-Bone continues as our official treat sponsor.

Support from the General Public

In 2014, 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 sponsorship opportunities may be discussed by contacting Judy Frank, NSD's Fundraising Coordinator, at Judy@nsd.on.ca or 519-623-4188 ext. 10. Many options are available to individuals, corporations, service clubs and more and can include the following:

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

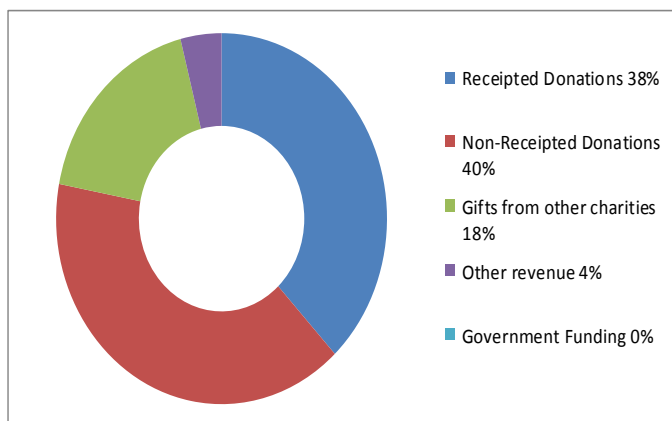
Thank you Partners!

Thank you to the very generous community, family, and corporate foundations and partners who invested in NSD programs in 2014. Our work in communities across Canada would not have been possible without the kindness of these partners who shared our vision. Thank you!

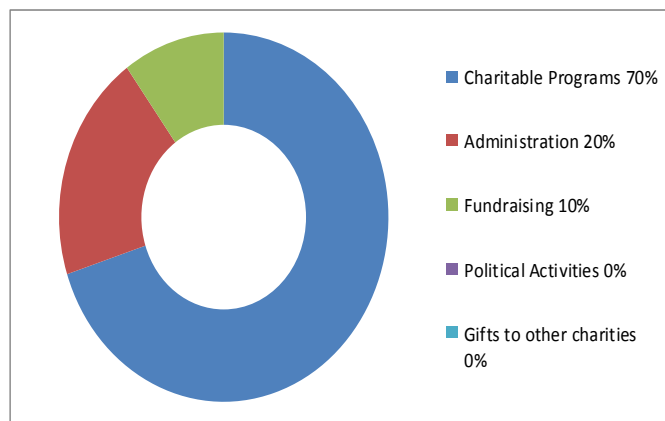
- Milk-Bone Canada
- Purina Pro Plan
- Petland
- President's Choice Children's Charities
- Journeys by Jerry Van Dyke
- The May and Stanley Smith Charitable Trust
- Charles H. Ivey Foundation
- The Alva Foundation
- Green Shield Canada Community Giving Program
- United Way Milton
- Pet Valu
- The family of Rear Admiral (Ret'd) Denis Boyle

Donor Accountability Report

2014 Revenues \$764,671



2014 Expenses \$709,822



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.



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.