

Empowering people
to achieve their full
potential with strategically
trained and certified
service dogs, catalysts
for restorative change.



Annual Report 2015



of expanding potential through the life-changing power of Certified Service Dogs!

A message from our President

The anniversary of National Service Dogs' 20th year of operations is a time to pause and reflect with gratitude on all the people who got us here: our volunteers, our donors, our employees, our client families, our board of directors and of course the countless special canines that are the real heroes. Thank you all. Without you, none of this would be possible.

The need for our services continues to grow. With the generous support of Lord Sprules and the Team at Taylor Sprules, we have been able to develop a contemporary, relevant, new brand strategy for National Service Dogs, with a twofold scope: new creative (logo) and reimagined Vision, Mission and Values. Our goal is to create "shoes that may be too big to fill" today, but

give us room to grow and guide us into the future with clarity and renewed purpose.

evolution. Our VISION is to be Canada's premiere service dog provider, pioneering change in the lives of Canadians benefiting from our services.

Our MISSION is to Empower people to achieve their full potential with strategically trained and certified service dogs, catalysts for restorative change.

Our VALUES are:

Always collaborating: We work across organizations, industries, governments and entities to inform the work we do in the best Board President interests of the Canadians we are proud to serve.

Compassionate caring: We bring our hearts and industry-leading expertise to every conversation and solve problems with a "people focused" approach.

Ethical treatment of our animals: Everything we do begins and ends with the dogs in our care. We loved them first and hold the responsibility for their well-being the length of their lives.

Innovative spirit: We believe in doing things differently - no status quo here. Building upon the pioneering spirit As we embark on the next chapter of NSD's exemplified by the staff, volunteers and donors that got us to where we are today, we approach everything we do with a spirit of possibilities.

> We'll be bringing our new mission, vision, values to life in the coming months and we'll share more with you soon.

Thank you for your part in making each client's "miracle" happen.

Sincerely,

Alison Archambault

Volunteers
donated
476,689 hours.

88% of our dogs were placed across all four programs.

59 puppies were born!



Over 3,500 hours were dedicated to client support.

We helped over 10,000 people through our four programs.

The Easter Egg
Hunt for dogs
raised \$82,930 for
NSD programs
and services.

A message from our Executive Director

As we leave 2015 behind and roll into our 20th anniversary year, I have had the opportunity to reflect on National Service Dogs' (NSD) evolution, milestones and track record. What has stood out the most is the energy that has been permeating through NSD, a forward momentum that has been rolling through the organization like a bullet train. I am incredibly proud of the accomplishments of our NSD family of staff, board of directors, volunteers, clients and donors.

As a result of our collaborative efforts and passion for empowering people through the use of Certified Service Dogs we were able to evoke restorative change in the lives of 13 children and families living with autism and seven individuals with Post Traumatic

Stress (PTSD). Five teams graduated through our Canine Assisted Intervention program and are currently providing ongoing support to individuals in school boards, physical therapy programs, victim services units and counselling programs. Twenty families have received the unconditional love and emotional support of one of our Companion Dogs. With the launch of NSD's Danielle Forbes new strategic direction and a renewed vision and purpose, NSD is poised to move more assertively onto the national and international stage, bringing our hearts, industry -leading expertise and "people focused" approach to everything we do.

Moving forward, we will continue to embrace the spirit of possibilities that has been at the core of who we are for the past 20

years. The door is wide open and we will be bolting through that door with all the passion and exuberance of a Labrador Retriever. We invite you to join us and continue to share in our journey.

With tremendous gratitude.

Executive Director, Co-Founder

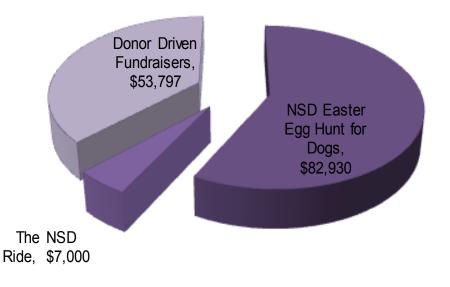




On June 1, 2015, Erin O'Toole, Minister of Veterans Affairs, visited NSD to announce the creation of national standards to be set for service dogs across Canada. National standards will help to ensure consistency across the country for working service dogs. The Canadian General Standards Board (CGSB) will lead the development of the standards in consultation with veterans' groups and agencies including National Service Dogs. Minister O'Toole also provided an update on the work being done to assist veterans and their families who are living with PTSD. NSD has been working with the Ministry and CGSB since the program's inception and we look forward to continued progress in the months ahead.

Fundraising Report

NSD's annual budget of \$850,000 is supported by annual fundraisers, private donors, service clubs, foundations, and corporate friends. NSD receives no government funding.





National Services Dogs' financial position and capacity for future growth was bolstered in 2015

with the addition of funding partners Green Shield Canada and Wounded Warriors Canada. Green Shield's investment in NSD's Information Services department has allowed NSD to assist over 4,000 individuals in need of information and advocacy related to Post Traumatic Stress (PTSD). In addition we were able to provide 1,000 referrals to trauma centres and psychologists for applicants who did not qualify for NSD programs.



Wounded Warriors Canada enabled NSD to achieve a milestone in our PTSD program; the expansion of our Certified Service Dogs for PTSD program to British Columbia and Alberta.

Though the program was developed in 2011, funding constraints limited our reach to Ontario alone. Wounded Warriors donation of \$50,000 in 2015 cemented their partnership and gave NSD the needed funds to grow our PTSD program to help veterans and first responders in Canada's West.

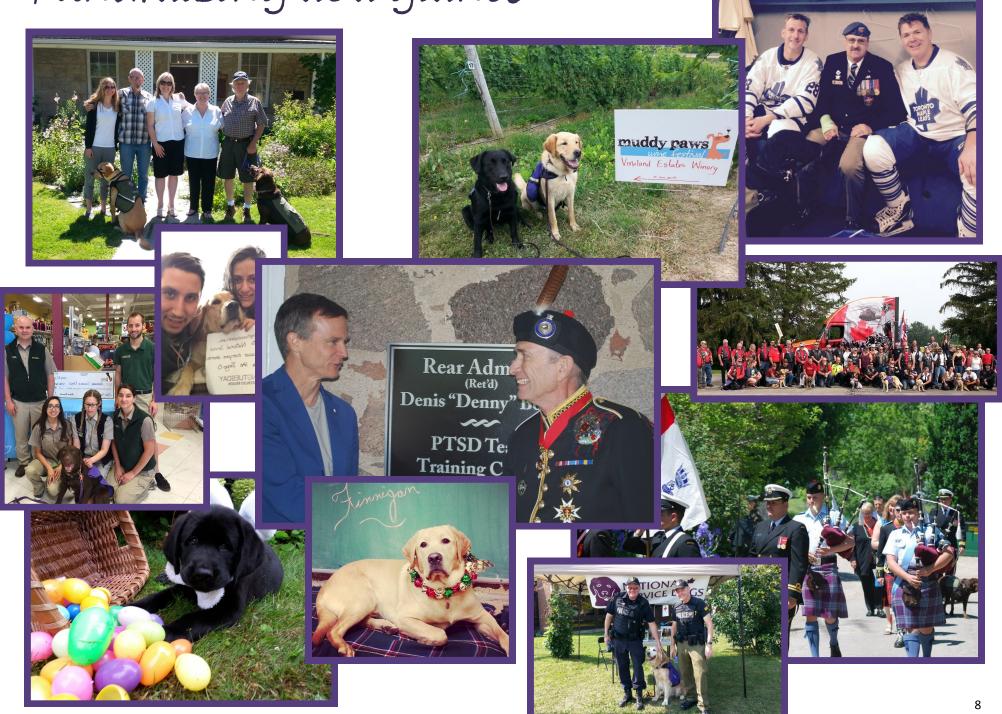
Phil Ralph, Wounded Warriors Canada National Program Director, commented, "We are proud to partner with National Service Dogs. Since 2012, our organization has donated over \$600,000 in support of Animal Assisted Therapy for PTSD and we remain committed to doing what we can to help pair these incredible service dogs with ill and injured Canadian Forces members,

Veterans and First Responders across the country".

盟Petland・ *

Since 2007 Petland has run in-store Paws for Autism campaigns to raise funds for NSD's Certified Service Dogs for Autism program. In the past 9 years Petland has raised in excess of \$250,000 for NSD's autism program, sponsoring children and families in Saskatchewan, B.C., Alberta and Manitoba. Corporate neighbours like Petland who consistently support NSD with annual campaigns have contributed greatly to NSD's sustainability. NSD is grateful for our long-term partnership with our friends at Petland!

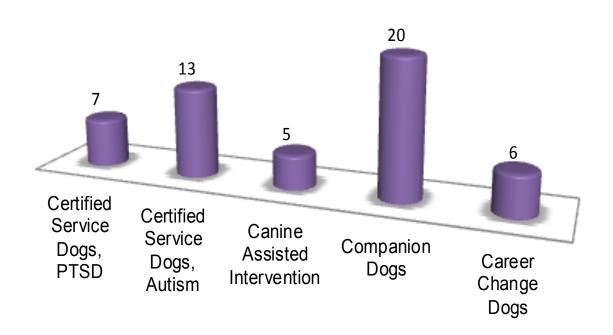
Fundraising at a glance





Thanks to Wounded Warriors Canada, our PTSD Program was expanded to Canada's West!

Program Report



A total of 51 dogs entered Advanced Training in 2015. 49% graduated as Certified Service Dogs, 39% were designated Companion Dogs and 12% were released into our Career Change program.

Our world-class breeding program produced seven litters of puppies, a grand total of 59 pups. Dogs are bred for the temperament and physicality necessary to be accredited working dogs.

2015 saw the steady expansion of NSD's Certified Service Dogs for PTSD Program, graduating a total of seven Certified Service Dogs with veterans and first responders. NSD remains the only Assistance Dogs International accredited school in Canada providing these life-changing dogs to individuals living with PTSD.

The Canine Assisted Intervention (CAI) program also realized significant growth in 2015. CAI made a dramatic impact with partners York Region Abuse Program, Kingston Police Services, London Catholic District School Board and Humber College. CAI also inspired a pilot project in gait aide research, which is ongoing.

What our clients say

Last week a 21-year-old girl was petrified to testify in court. At one point the conversation got a little tense and she started to cry, and NSD Vern came up to her arm and just nudged it with his nose, so she knelt down and he started licking the tears off her face.

~ Det. Const. Melaníe Jefferies and NSD Vern, Canine Assisted Intervention Program

Vern

Thanks to my National Service Dog, my family and I no longer suffer with PTSD, we LIVE with it! ~ Lawrence and NSD Lynx, Certified Service Dogs for PTSD Program

I'm writing to everyone involved at National Service dogs to share what an amazing difference Simba has made thanks to all of you. There's no true way to express my appreciation but this is my best effort. Simba has brought more joy into my life than I ever thought would be possible. He's by my side everywhere I go and people notice. I brag about him constantly. I look at this adorable, innocent, cheerful puppy in front of me and I see how much he does for me and he's so happy to do it. I want to do as much as I can for him and in turn it seems to be helping me improve as a person. ~Shelby and NSD Simba, Certified Service Dogs for PTSD Program

Easton received NSD Arden almost 4 months ago. It has only been a short period of time but the addition of Arden has completely changed our family dynamic in the most amazing way imaginable! The bond between Easton and Arden happened very quickly and we see their love and commitment for one another grow every day. Arden brings so much peace and calming to Easton with her presence. We've seen his levels of social anxiety decrease dramatically in such a short period of time. — Mother of Easton, matched with NSD Arden, Certified Service Dogs for Autism Program

Advanced Training

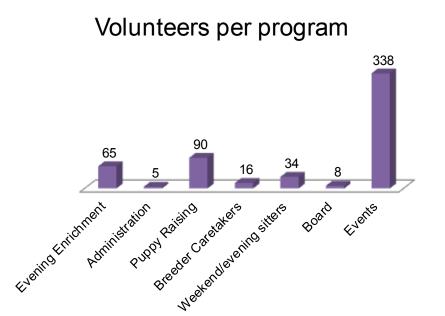


NSD's International Ambassador, Robbie D. Sprules, Lord of Wrentnall (right) with Marcus Boyle, son of Rear Admiral Boyle

In June of 2015 NSD's training centre was renamed in honour of Rear Admiral (Ret'd) Denis "Denny" Boyle for his generous patronage of our PTSD Program. Rear Admiral Boyle served a distinguished career in the Royal Canadian Navy for 39 years, receiving the CMM - Commander of the Order of Military Merit, by the Governor General. His extraordinary kindness to NSD was remarkable and has laid a strong foundation for future growth and sustainability.

Volunteer Report

NSD began as a strictly volunteer run organization. Today, we still rely heavily on the support of our dedicated volunteer force. We are grateful to our volunteers who share their time and resources so generously! Thank you!

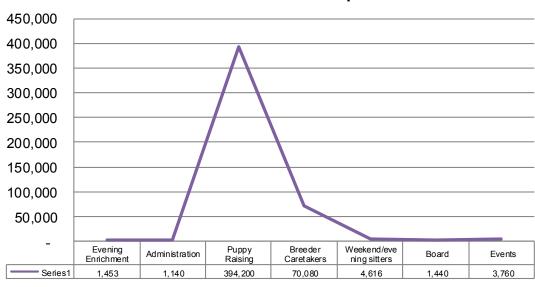


476,689

Total volunteer hours dedicated to NSD in 2015

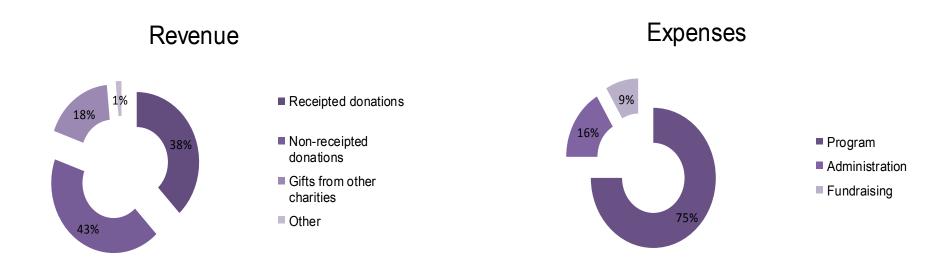


Volunteer Hours Spent



Donor Accountability

NSD is accredited by Imagine Canada's Standards Program. 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.



Why do I give? Well, when I think of the world today I see so many problems that need fixing, sometimes it can seem overwhelming. But I know that one person can make a difference so I do my best to do just that, make a difference. To me NSD solves some of the greatest challenges facing the human family today, mental illness and physical and emotional trauma. How? With the one sure thing we all know provides comfort and real healing; the human-animal bond. These are more than dogs, they are canine heroes. If they can give their whole lives to helping others, surely I can share my resources to ensure they receive the best care and training out there! Thank you NSD!

[~] Sheila, NSD monthly donor



Make a difference! Visit www.nsd.on.ca and click DONATE!

Here we go!

We've learned so much from 2015 and we can't wait to exceed our achievements in the year ahead. This is what we want to do:

- Process and approve 30 new clients
- Graduate 18 Certified Service Dogs for Autism
- Graduate 8 Certified Service Dogs for PTSD
- Graduate 4 Canine Assisted Intervention Dogs
- Graduate 15 Companion Dogs
- Provide follow-up and recertification to 135 current NSD clients
- Generate \$1.1 million dollars in revenue



Do you care enough to join this journey with us? Visit www.nsd.on.ca to register as a monthly donor, sponsor a puppy, sponsor one of NSD's four programs or to learn about our legacy program. Together, anything is possible!



Sínce 2003 Purína Pro Plan has been fueling National Service Dogs pups-in-training. In 2015 Purína donated over \$100,000 in food and treats to NSD puppies and in sponsorship of our Easter Egg Hunt for Dogs. Thank you Purína!







National Service Dogs

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