



# ANNUAL REPORT

NATIONAL SERVICE DOGS  
2019



Empowering People to reach  
their full potential with  
strategically trained and  
certified Service Dogs!

## TEAM SPOTLIGHT

# NSD AJAX & MISSISSAUGA FIRE CANINE ASSISTED INTERVENTION (CAI) FACILITY DOG

*"WHAT HE DOES IS REALLY BREAK DOWN BARRIERS AND WE HOPE THE STIGMA ATTACHED TO MENTAL HEALTH..."*

-RYAN, AJAX'S HANDLER

*CAI Dogs provide multiple impacts, aiding in physical, social, and emotional healing and in the healing process for clients by improving mental health and overall well-being*



In 2013, NSD became the first ADI accredited service dog organization in Eastern Canada to launch a CAI Facility Dog Program to assist treatment professionals from a variety of disciplines to work as partners in therapy to address Health and Wellness in communities across Canada.

NSD Ajax and his MFES handler Ryan are NSD's first Facility Dog Team deployed to work as part of a peer support team, tasked with mitigating the impacts of traumatic events and helping to reduce the risk of MFES members developing long term PTSD.

"NSD Ajax is specially trained to promote the improvement of physical, social and emotional ability in first responders. Facility dogs work with a handler who helps to direct that emotional support. What he does is really break down barriers and we hope the stigma attached to mental health conversations to have people speak freely and openly about what they are going through," Ajax's handler Ryan Coburn said. "When you see him come into the room, you can actually see people's shoulders go down. I believe there is a decreasing in their blood pressure and their heart rate."

NSD is grateful for the support of Wounded Warriors Canada that helped make this placement possible.

*You can follow NSD Ajax's adventures on Instagram @NSD\_Ajax*

**#INTHISTOGETHER**



## NATIONAL SERVICE DOGS

# A MESSAGE FROM OUR BOARD CHAIR AND ED

The special relationship between dogs and humans has long been explored. We know that dogs can improve our physical health, reduce our stress and help develop our self-esteem. They can help increase our opportunities to socialise and improve our concentration. Through National Service Dog's 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 - it is what drives us to find innovative ways to help people and communities. In 2019, through our partnership with Wounded Warriors Canada and Mississauga Fire and Emergency Services (MFES), NSD placed the first Facility Dog with a peer support team. This Facility Dog - Ajax - was tasked with mitigating the impact of trauma and decreasing the risk of MFES members developing PTSD. Since his successful placement, we have engaged with additional Fire and Emergency Services, Police Services and Hospitals interested in adding facility dogs to their mental health and peer support teams. Our innovative, proactive approach to supporting mental health initiatives across numerous communities is changing the lives of Canadians daily.

Organizationally, the NSD Board and Leadership Team had a very busy and productive year. 2019 was a year of reflection for us. We undertook a holistic review of NSD's entire operation. Through facilitated sessions, we mapped out a multiyear strategic vision for the organization, all while reaffirming our core mission and values. Moving forward, NSD's approach will keep at its core a people-centred approach, focusing on our clients, staff and volunteers. We will prioritize our funding on sustainability and the long-term health of the organization and we will strive to take a data-driven approach to everything we do, to ensure we can measure and evaluate the success of our programs, and share those successes and learnings with the greater community.

To everyone who gives so generously of their time and money we wish to thank you. 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,

Breanna Roycroft  
Board President

Danielle Forbes  
Executive Director, Co-Founder



## AN OVERVIEW

**2019 AT A GLANCE****27**  
DOGS

27 New Dogs placed with clients across Canada

**50**  
PUPPIES

50 new puppies entered the program; including 15 received via the ABC Breeding Cooperative and other ADI Partners

**235**  
CLIENTS

235 Clients Serviced across Canada through four programs

**482**  
VOLUNTEERS

482 Volunteers donated 449,850 hours

**\$896,753**  
DOLLARS

\$896,753 in total revenue

**1**  
VISION

Developed and implemented a reimagined vision and multi-year strategic plan for NSD



# OUR IMPACT

At National Service Dogs everything we do is geared toward empowering people through our life changing dogs. Our Autism Service Dog, PTSD Service Dog, Companion Dog and Canine Assisted Intervention Dog Programs allow us to impact the lives of a diverse group of Canadians.

**Certified Service Dogs for Autism** increase safety levels, improve socialization, help suppress behavioural outburst, assist with transitions and provide children with unconditional love and friendship.

**Certified Service Dogs for PTSD** promote Integration and Activity, Suppress Hyper Vigilance and provide Reality Affirmation and Redirection. Through grounding nudges, the creation of more personal space and alerting and assisting with nightmares, PTSD Service Dogs help individuals create positive daily routines and help them re-engage with their families and communities.

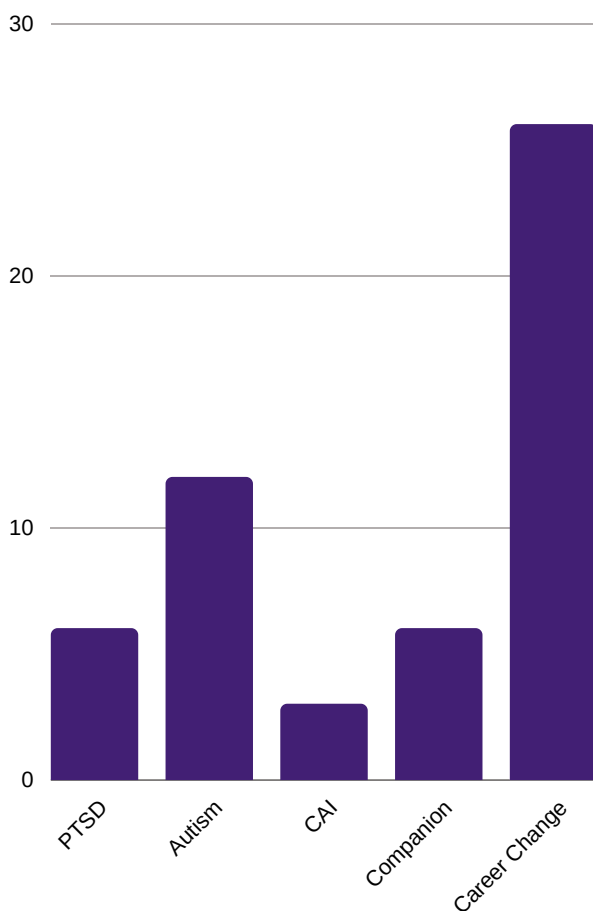
### Certified Facility Dogs – Canine Assisted Interventions

CAI Dogs are matched with treatment professionals from a variety of disciplines to work as partners in therapy to address Health and Wellness in communities across Canada. The opportunities to integrate CAI Dogs into a variety of treatment plans are numerous, from mental health, addictions, literacy, physical therapy and more.

### Companion Dogs

National Service Dogs recognizes the special bonds that develop between dogs and their families. The therapeutic value of pets is well documented and many people have experienced decreased stress and anxiety, increased psychological well being, increased opportunities for exercise, and increased opportunities for social interaction.

Our Companion Dogs may not be certified for public access, but their impact on the children they support can be just as profound and empowering.



## THE NUMBERS

A total of 41 dogs entered Advanced Training in 2019. 18 graduated as Certified Service Dogs, 3 Canine Assisted Intervention, 6 were designated Companion Dogs. NSD has an intensive process for assessing dogs in development for health, overall behaviour and working ability. Of the 26 dogs career changed in 2019, 12 young adult dogs were screened out of the program prior to being recalled into advanced training due to health or behavioural issues. Through our partnership the ADI ABC Breeding Cooperative we are rebuilding our breeding program with the goal of improving our return on investment in our dogs.



# OUR TEAMS



ASD Team – Drayson and NSD Diva

“In a few short weeks NSD Diva has already brought Drayson so much joy and made a huge difference in his life! We are noticing he is more willing to go on public outings with her by his side, he goes to her for comfort in times of stress, he has more opportunities for social interactions when he is out with her and we see his confidence already beginning to grow. Diva's daily work in public with Drayson and also the love and companionship she provides him is amazing. We are so grateful to National Service Dogs and can't thank everyone enough.” Jodi

PTSD Team – Molly and NSD Whitney, 2019 PTSD Graduates

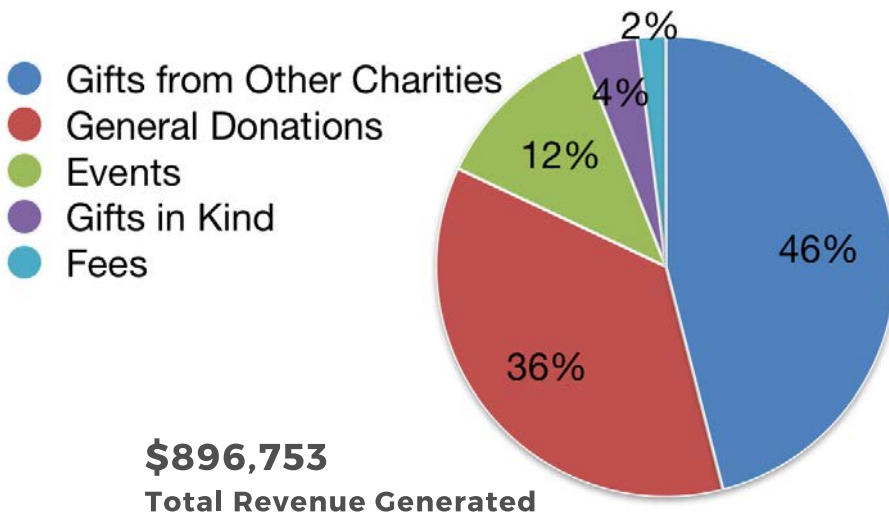
Earlier this year we placed NSD Whitney with a Canadian Veteran, Molly, and the impact was immediate and profound. According to Molly, “NSD Whitney has made more of a difference in my life than I ever thought possible. When I am having a nightmare I toss and turn in my sleep and NSD Whitney hops up on the bed and licks my neck and she will lay over my legs and feet until I am calmed down.” Where she once only ventured out a couple of times a month accompanied by a family member, she is now going out alone with NSD Whitney several times a week, NSD Whitney has truly provided a new leash on life. Thank you to Wounded Warriors Canada for sponsoring this certified team. NSD Whitney was named in memory of Don Crawford, a passionate supporter of our kids and driving force behind the Brampton Kiwanis Celebrity Clowns.



Companion Team – Emma and NSD Amber

“We have seen Emma grow leaps and bounds with the addition of Amber in her life. We have also found that Amber provides a sense of comfort to her that is difficult to match or replicate. Emma has Down Syndrome and although she is very similar to other 5 year-olds, her verbal communication is her biggest challenge. Before getting Amber, she really only spoke when asked a question or she wanted some basic need met. Now we overhear her saying “Amber, I missed you!” when she comes home from school and “Amber, you are so gorgeous!”. Emma's mom. NSD Amber was named and sponsored by Rick Scott Jr and Sr

# FUNDRAISING & PARTNERSHIPS



**\$320,370**  
General Donations

**\$416,069**  
Gifts from other Charities

**\$110,117**  
Events

**\$35,334**  
Gifts In Kind

**\$14,863**  
Fees

**NSD'S ANNUAL BUDGET IS SUPPORTED BY ANNUAL FUNDRAISERS, PRIVATE DONORS, SERVICE CLUBS, FOUNDATIONS, AND CORPORATE FRIENDS. NSD RECEIVES NO GOVERNMENT FUNDING.**

We are grateful for the generous support of all of our over 3100 donors. Together we are able to provide our life changing dogs at no charge to our clients. We have a reputation for creating great working teams and that carries over to our team of community partners as well. These partners champion our mission, provide national exposure and amplify our message in an effort to serve more Canadians.



**Additional thanks to** the Rear Admiral Boyle, The Moir Family, The Spoeri Family, Raycor Mechanical Services Inc., Stogryn Sales Limited, Jack's Snooker Club, Veterans Helping Veterans, PetValu – Orangeville and Brantford, Tenaquip Foundation, Attitude and Ideas Inc., Fitzhenry Foundation, La Fondation Emmanuelle Gattuso, IODE – Eldon House Chapter, Georgina Foundation, Medavie Foundation, Donner Foundation, EB Games, Mississauga Fire Association Benevolent Fund, International Association of Ironworkers Local 736, Waterloo Regional Police Association LTD, Cambridge Shrine Club, Gary Bluestein Charitable Foundation, The Rotary Club of Burlington, Shades of Harmony, United Way, Arnold Crescent Animal Hospital, RE/MAX Escarpment Woolcott Realty Inc., Southern Cruisers, Royal Canadian Legion branch 375, Ward Family Foundation



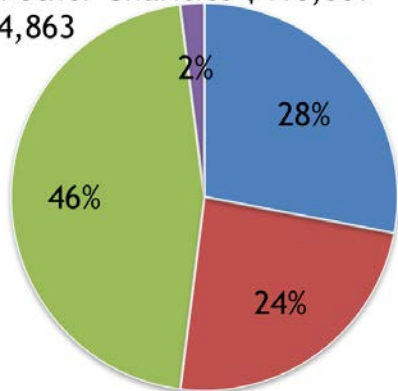


# DONOR ACCOUNTABILITY

NSD is proud to be an accredited member of Imagine Canada's Standards Program. 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. You can review over a decade of our financial reporting at <http://nsd.on.ca/policies-reports/> including links to our CRA Charity Returns.

## REVENUE

- Received Donations \$249,303
- Non Received Donations \$216,518
- Gifts from other Charities \$416,069
- Other \$14,863

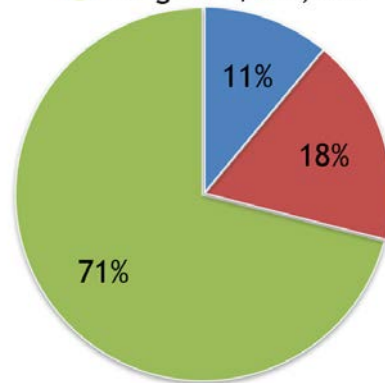


**\$896,753**

**Total Revenue Generated**

## EXPENDITURE

- Fundraising \$98,533
- Admin \$153,994
- Program \$620,032



**\$872,559**

**Total Expenditure**



27 NEW DOGS PLACED



50 NEW PUPPIES



235 CLIENTS SERVICED



129 DOGS VETTED AND TRAINED





# FINANCIALS

NATIONAL SERVICE DOG TRAINING CENTRE INC.  
STATEMENT OF OPERATIONS AND NET ASSETS  
FOR THE YEAR ENDED DECEMBER 31, 2019  
(With comparative figures for 2018)

	2019	%	2018	%
<b>REVENUE</b>				
General donations (note 4)	\$ 320,370	35.7	\$ 395,182	40.9
Contributions from other registered charities	416,069	46.4	295,309	30.5
Events	110,117	12.3	133,544	13.8
Gifts-in-kind	35,334	3.9	127,889	13.2
Fees	14,863	1.7	14,934	1.5
	<u>896,753</u>	<u>100.0</u>	<u>966,858</u>	<u>100.0</u>
<b>EXPENDITURE</b>				
Wages and benefits	497,462	55.5	476,595	49.3
Animal care	125,450	14.0	102,696	10.6
General	52,137	5.8	54,717	5.7
Occupancy costs	52,463	5.9	48,664	5.0
Client services	47,415	5.3	40,522	4.2
Supplies, gifts-in-kind	35,334	3.9	127,889	13.2
Consulting	23,112	2.6	77,554	8.0
Amortization	13,258	1.5	14,556	1.5
Marketing and fundraising material	21,179	2.4	24,789	2.6
Interest on long-term debt (note 5)	4,749	0.5	5,173	0.5
	<u>872,559</u>	<u>97.3</u>	<u>973,155</u>	<u>100.7</u>
<b>EARNINGS (LOSS) BEFORE THE FOLLOWING</b>	24,194	2.7	(6,297)	(0.7)
<b>GAIN ON DISPOSAL OF PROPERTY AND EQUIPMENT</b>	1,446	0.2	-	-
<b>EXCESS (DEFICIENCY) OF REVENUE OVER EXPENDITURE</b>	25,640	2.9	(6,297)	(0.7)
<b>NET ASSETS, beginning</b>	335,590		341,887	
<b>NET ASSETS, ending</b>	<u>\$ 361,230</u>		<u>\$ 335,590</u>	

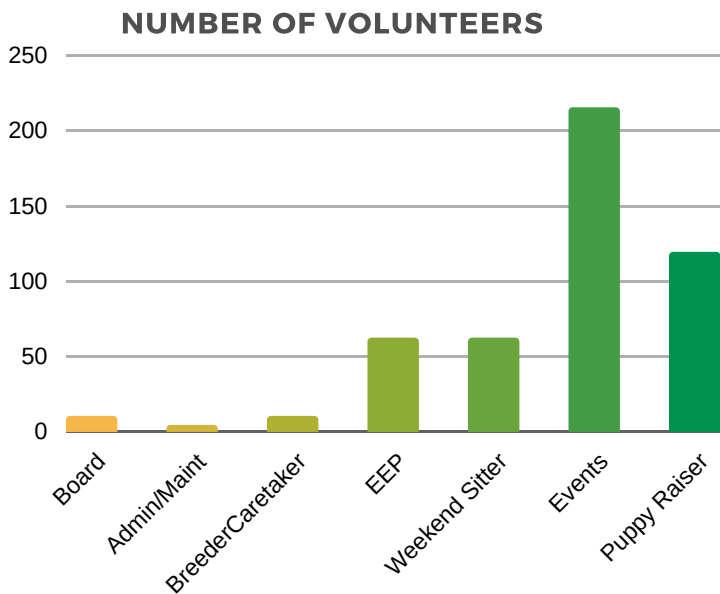
NATIONAL SERVICE DOG TRAINING CENTRE INC.  
(Incorporated under the laws of Canada)  
STATEMENT OF FINANCIAL POSITION AS AT DECEMBER 31, 2019  
(With comparative figures as at 2018)

	2019	2018
<b>ASSETS</b>		
<b>CURRENT</b>		
Bank	\$ 257,220	\$ 312,729
Temporary investments	91	130
Government remittances recoverable	9,090	16,442
	266,401	329,301
<b>PROPERTY AND EQUIPMENT (note 3)</b>	<u>444,044</u>	<u>454,615</u>
	<u>\$ 710,445</u>	<u>\$ 783,916</u>
<b>LIABILITIES</b>		
<b>CURRENT</b>		
Accounts, payable and accrued	\$ 37,752	\$ 45,476
Deferred revenue (note 4)	77,000	159,000
Scheduled repayments of long-term debt due within one year (note 5)	9,757	9,326
	124,509	213,802
<b>DEFERRED REVENUE (note 4)</b>	132,500	132,500
<b>LONG-TERM DEBT (note 5)</b>	<u>92,206</u>	<u>102,024</u>
	<u>349,215</u>	<u>448,326</u>
<b>CONTINGENT LIABILITIES (note 6)</b>		
<b>ORGANIZATION'S NET ASSETS</b>		
<b>NET ASSETS</b>	<u>361,230</u>	<u>335,590</u>
	<u>\$ 710,445</u>	<u>\$ 783,916</u>

**NOTE:** EVERY YEAR NSD RECEIVES GIFT IN KIND (GIK) DONATIONS OF DOG FOOD. UP UNTIL DEC 31, 2018 100% OF OUR DOG FOOD WAS DONATED, A GIFT VALUED AT ALMOST \$100,000 ANNUALLY. STARTING IN 2019 ONLY A QUARTER OF OUR DOG FOOD IS BEING DONATED RESULTING IN SIGNIFICANT INCREASES IN ANIMAL CARE COSTS AND A DECREASE IN GIK REVENUES. ALL FIGURES ARE BASED ON OUR YEAR 2019 FINANCIAL STATEMENT AND AUDITOR'S REPORT BY RACOLTA JENSEN LLP



# VOLUNTEER IMPACT



**VOLUNTEERS ARE THE LIFEBLOOD OF OUR ORGANIZATION. IN 2019, 482 VOLUNTEERS DONATED 449,850 HOURS**

**Volunteers are the lifeblood of our organization.**

NSD was founded on volunteerism and our volunteers are involved in every aspect of NSD’s operations. We are always looking at ways to improve the volunteer experience and we look forward to continuing to engage our dedicated volunteers to evolve the volunteer experience.

Please consider lending your support through one of our 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 places of worship
- 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



Tammy, Puppy Raiser

“Eleven years ago we had a beloved pet pass and I was at odds what to do. I have always had a pet in the house, thinking it always made a house, a home. After seeing a raiser at the library and talking with her, I felt that this was the direction I was meant to go. I applied and now here we are. We are on our 10th puppy, and the idea of helping another family feel safe, secure and the world opening up to their child has not lost its light. I love being a part of that.”

# LEADING THE WAY

NSD is an industry leader in the provision of Service Dogs to Canadians.

As an Accredited Member of Assistance Dogs International (ADI), NSD works to internationally recognized standards and participates in the international dialog on assistance dog best practices and issues impacting the industry.

NSD is also a founding member of the Canadian Association of Guide and Assistance Dog Schools. Member programs work cooperatively to address issues effecting Assistance Dog Users across Canada and to provide our programs and staff with a platform to share information to better serve our clients.

NSD has been an accredited member of Imagine Canada's Standards of Excellence Program since 2013. NSD believes in Imagine Canada's mission "to build excellence within Canada's charities and non-profits through common standards of practice and to strengthen confidence in the sector" and shares their goal of "strengthening public confidence in individual charitable and non-profit organizations and the sector as a whole."

**IN 2018 NSD SUCCESSFULLY ACHIEVED RE-ACCREDITATION STATUS WITH BOTH ADI AND IMAGINE CANADA**



**Assistance Dogs**  
**INTERNATIONAL**  
ACCREDITED MEMBER



# GET INVOLVED: MAKE A DIFFERENCE

## STAY CONNECTED

 natlservicedogs

 national.service.dogs

 @NatlServiceDogs

nsd.on.ca

National Service Dogs  
1286 Cedar Creek Road  
Cambridge, Ontario N1R 5S5  
T 519.623.4188  
E info@nsd.on.ca  
www.nsd.on.ca

Charitable Registration No. 898029228 RR0001

## HOW YOU CAN MAKE A DIFFERENCE

### Make a General Donation

Online: [www.nsd.on.ca](http://www.nsd.on.ca)

Phone: 519-623-4188 ext 10

Mail: 1286 Cedar Creek Road Cambridge, Ontario  
N1R 5S5

### Sign up for monthly giving - Become a Partner in Hope

#### Animal Healthcare (\$250)

Sponsors the health care for a dog in advanced training including vaccinations, annual check ups, blood work and deworming.

#### Feed a Dog for a Year (\$500)

Sponsors a future Service Dog's food for 1 full year

#### Sponsor a Puppy (\$1,500)

Sponsors a puppy's first year of veterinary care and training & you have the opportunity to name a future NSD Service Dog!

#### Sponsor a Kennel (\$2,000)

Sponsors an existing kennel for one year (donor's name will be displayed)

#### Sponsor a Companion Dog Team (\$5,000)

Sponsors a Companion Dog Team and covers the costs associated with training and placement

#### Sponsor Certified Service Dog Team (\$10,000)

Provides title sponsorship of one of our Certified Service Dog Teams to help cover the costs associated with training, placement and follow up

#### Sponsor a Team Training Class \$10,000

Sponsors a group of NSD families and clients while they attend an intense one week course to learn how to care for and work with their new service dog. The sponsorship includes the costs incurred during the in-home portion of placing the dogs.

