



# ANNUAL REPORT

NATIONAL SERVICE DOGS  
2020

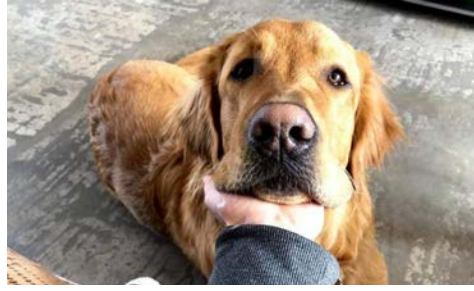


Empowering People to reach  
their full potential with  
strategically trained and  
certified Service Dogs!

## TEAM SPOTLIGHT

# NSD FOXTROT

## COMPANION DOG



National Service Dogs recognizes the special bonds that develop between pet dogs and their families. The therapeutic value of pets is well documented and many people have experienced increased psychological wellbeing. The dogs can play a key role in taking people out of their stress response by helping to complete the stress cycle and decrease the cumulative effects of stress and trauma. There are 6 evidence-based strategies for completing the body's stress cycle and the dogs can directly facilitate the process:

- Physical activity – playing with the dog or going for a walk with the dog will literally get people moving through the stress cycle.
- Creativity – trick training & canine sports, such as agility, challenges people to think creatively and work collaboratively with their dog
- Laughing – engaging in play behaviours and snuggles often elicit laughter and feelings of joy
- Crying – crying is one of our body's mechanisms to release stress. The dogs provide a non-judgemental “shoulder to cry on”.
- Physical affection - physical affection helps your body release trust and bonding hormones like oxytocin, and those can chase away the sense of danger your body was previously holding onto.
- Deep breathing - Just a few minutes of this can calm down your Vagus nerve and complete your fight-or-flight stress response. The dog can be used in conjunction with the above to help regulate breathing and people will often place their hands on the dog and match their breathing with the dog.

***“Foxtrot is doing really well as a companion dog with our family. He is very funny and loves to bring us his toys to prompt us to play with him. He is also a bit of a mischief maker and loves to play keep away! No matter where we take him, people comment on how handsome he is. During this difficult time of being home due to COVID, he has been a wonderful addition and kept all of our spirits up. We have been doing Agility training with him which has been a lot of fun and hopefully fills the void of all of the training he is used to getting at NSD. Thank you so much to NSD and Amanda (NSD volunteer) and her family for all of the awesome work with Foxtrot. We couldn't love him more. ”***

**- Foxtrot's Forever Family**



## NATIONAL SERVICE DOGS

# A MESSAGE FROM OUR BOARD CHAIR AND ED

Resilience. Community. Gratitude. For us as a Board, these are the words that best summarize 2020 for National Service Dogs.

First, we want to commend our team for their resilience. When the world began to unravel in March of 2020, the NSD team was able to quickly transition their work to remote settings, all while managing the monumental upheaval in their personal and family lives. And it is not enough to say they were able to continue doing their work as normal. The team took this challenge, and in many areas, were able to improve on the quality and frequency of their work. Whether it be offering virtual home visits for clients, or connecting with their peers across the Service Dog sector, the NSD team took a difficult situation and used it as an opportunity to better themselves and the services we provide for our community.

Next, we want to thank our community. 2020 was a challenging year for charities around the world. Community resources and aid turned towards the pressing public health crisis, traditional in-person fundraising events were postponed indefinitely, and many donors were facing financial uncertainty and job insecurity. When NSD put out a call for help to our community in the Spring of 2020, we were cautiously optimistic - we knew the challenges our supporters were facing. But the results were overwhelming. And it was just the beginning of an outpouring of unprecedented community and volunteer support for the organization. Whether it was digging deep to make an extra financial contribution, or volunteers going above and beyond to make sure our dogs in training continued to receive the same quality of training and care despite the incredible barriers they faced, our community stepped up in a way that brought us to tears.

And finally, we want to share our gratitude. NSD has always been about more than just the dogs. We are about empowering our clients to live their best lives. For all of us, this past year was a difficult one, but even more so for our clients. For those children living with autism in our network whose routines were completely thrown aside; For those living with PTSD, now unable to access their support networks and the services that helped them manage their day to day lives; For our First Responders, whose jobs became exponentially more difficult, as they face a deadly pandemic on top of their daily stresses. For these members of our communities, we heard time and time again this year, that the support of their Service Dog has never meant so much. On behalf of all of our clients and their families, we want to thank everyone who made our year possible.

As we look forward to 2021, our 25th anniversary as an organization, and a (hopeful) return to normalcy, we wanted to thank our team, our community and our clients, for making NSD a part of your lives. It takes an entire community to raise a puppy into a service dog. We look forward to building on the lessons learned from 2020, to bring care and support to even more families in 2021.

Wishing you and yours a safe and healthy year,

Breanna Roycroft  
Board President

Danielle Forbes  
Executive Director, Co-Founder



## AN OVERVIEW

# 2020 AT A GLANCE



**15**  
DOGS

15 New Dogs placed with clients across Canada

**31**  
PUPPIES



31 new puppies entered the program; including 5 received via the ABC Breeding Cooperative and other ADI Partners



**204**  
CLIENTS

204 Clients Serviced, in person and via newly developed virtual classrooms and certification processes

**325**  
VOLUNTEERS



325 Volunteers donated 321,909 hours



**\$847,594**  
DOLLARS

\$847,594 in total revenue

**1**  
FAMILY



Kept the NSD family of staff and volunteers safe from COVID and despite the challenges delivered on NSD's Mission

# 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 outbursts, 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

The challenges faced by NSD's training team in 2020 were unprecedented. Travel restrictions and shutdowns lead to delays across all areas of our programming. NSD's entire dog, client and volunteer training model had to be reimaged and rolled out through virtual classrooms. In the early stages of the COVID-19 pandemic, NSD had to shut down the training centre and move all the dogs in advanced service dog training into volunteer "Adult Raiser" homes. Our team of volunteers worked collaboratively with our training staff to maintain each dog's service dog training. As things opened up, our dogs in advanced training were "school bused" into the training centre every day with the help of Volunteer Drivers. As an organization, we are proud of our community for coming together to work through these challenges and together we matched 6 Service Dog Teams, 3 Canine Assistance Intervention Teams and 6 Companion Dog Teams. NSD welcomed 31 new puppies into the program in 2020, 5 of which came through our ABC Breeding Co-op partners despite the travel challenges we faced throughout the year. We are very grateful for the volunteers who came on board to foster new puppies, even though in-person puppy training classes were not always possible. The perseverance of the staff and volunteer community was an inspiration as we navigated through this difficult time.



# OUR TEAMS



## Certified Autism Service Dog - NSD Cooper

"When we applied to NSD, we thought we knew the impact our future service dog would have on our family. Since Cooper entered our lives a little over a year ago, Matthew has not only successfully shopped but has had so many other positive experiences like camping, going to crowded hockey games, and just enjoying everyday things that most families take for granted. We are eternally grateful to NSD, Cooper's puppy raiser, and her sponsor. We hope they know how much she is loved and appreciated."

## Canine Assisted Intervention Dog - NSD Monet

"Caregivers have reported that children and youth were less anxious coming in for meetings knowing that Monet would be present, and were much more comfortable during these meetings having her by their side. Monet is the perfect mix of exceptional professionalism, with just the right amount of silly, giving people a reason to smile on the days they need it the most.

On behalf of the Child Witness Centre staff, and the children and youth of the Waterloo Region, we want to sincerely thank the wonderful team at National Service Dogs!"



## Certified PTSD Service Dog - NSD Fallon

"Fallon and I have been doing really well, she is always in tune with me and follows me everywhere, she is awesome. I am gaining a lot more confidence to go out in public as the days go by with trips to the pet store, post office, therapy appointments. Fallon does awesome when I am in appointments and has helped to bring me back during panic attacks."

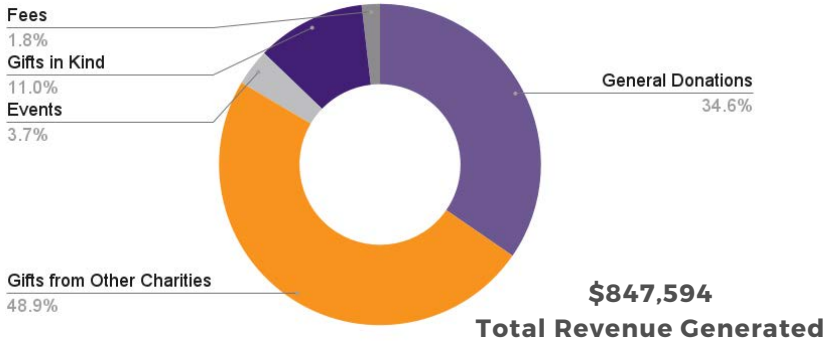
# DONOR ACCOUNTABILITY

Throughout 2020 the NSD Fundraising Team worked hard to adapt to the constantly changing dynamics due to COVID19. Our Annual Good Friday Easter Egg Hunt for Dogs had to be reimagined as a Haunted Halloween Hunt in October that in the end became a scaled-back, socially distanced, drive-through event in order to keep everyone COVID safe. Our annual Motorcycle Ride was similarly impacted and shifted to a Virtual Ride. Community-driven events in support of NSD were few. As a result, NSD's event revenues fell short of 2020 projections by 77.6% and decreased by 71.6% over 2019 event revenues.

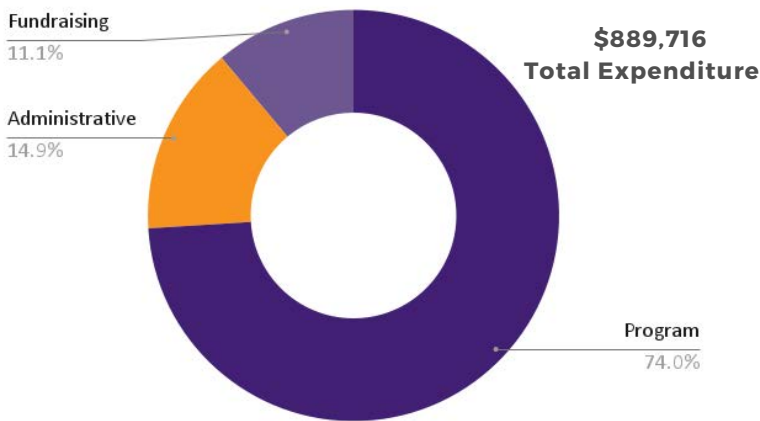
Each year thousands of individual donors make direct contributions to NSD's Programs. In 2020, we reached out and asked for your help and your response was overwhelming. Gifts from individual donors increased by 44% and helped to fill the revenue gaps created by COVID19 in other sectors. We are grateful to our granting partners in 2020 for generously continuing to support our mission. Each year, NSD receives Gifts in Kind from Elanco Animal Health and Boehringer Ingelheim Canada in support of our dogs' ongoing health. We were also thankful this year to be the recipients of 20 skids of donated Purina Pro Plan Dog Food, a gift that will help to reduce our dog food budget for 2021 as well.

On behalf of NSD's clients, dogs and Team we wish to thank everyone who contributed so generously during these uncertain times. Because of you we were able to move confidently into 2021 with the resources we need to continue to breed, raise, train and place life-changing dogs with the Canadians who need them.

## REVENUE



## EXPENDITURE



15 NEW DOGS PLACED



73 DOGS VETTED AND TRAINED



204 CLIENTS SERVICED



31 NEW PUPPIES

# FINANCIALS

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.

NATIONAL SERVICE DOG TRAINING CENTRE INC.  
STATEMENT OF OPERATIONS AND NET ASSETS  
FOR THE YEAR ENDED DECEMBER 31, 2020  
(With comparative figures for 2019)

	2020	%	2019	%
<b>REVENUE</b>				
General donations (note 4)	\$ 293,367	34.6	\$ 320,370	35.7
Contributions from other registered charities	414,401	48.9	416,069	46.4
Events	31,305	3.7	110,117	12.3
Gifts-in-kind	92,998	11.0	35,334	3.9
Fees	15,523	1.8	14,863	1.7
	<u>847,594</u>	<u>100.0</u>	<u>896,753</u>	<u>100.0</u>
<b>EXPENDITURE</b>				
Wages and benefits	506,022	59.7	497,462	55.5
Animal care	114,879	13.6	125,450	14.0
General	47,851	5.6	52,137	5.8
Occupancy costs	46,707	5.5	52,463	5.9
Client services	22,703	2.7	47,415	5.3
Supplies, gifts-in-kind	92,998	11.0	35,334	3.9
Consulting	24,894	2.9	23,112	2.6
Amortization	15,052	1.8	13,258	1.5
Marketing and fundraising material	14,297	1.7	21,179	2.4
Interest on long-term debt (note 5)	4,313	0.5	4,749	0.5
	<u>889,716</u>	<u>105.0</u>	<u>872,559</u>	<u>97.3</u>
<b>EARNINGS (LOSS) BEFORE THE FOLLOWING</b>	(42,122)	(5.0)	24,194	2.7
<b>GAIN ON DISPOSAL OF PROPERTY AND EQUIPMENT</b>	1,259	0.1	1,446	0.2
<b>CANADA EMERGENCY WAGE SUBSIDY</b>	98,377	11.6	-	-
<b>EXCESS OF REVENUE OVER EXPENDITURE</b>	57,514	6.8	25,640	2.9
<b>NET ASSETS, beginning</b>	361,230		335,590	
<b>NET ASSETS, ending</b>	\$ <u>418,744</u>		\$ <u>361,230</u>	

NATIONAL SERVICE DOG TRAINING CENTRE INC.  
(Incorporated under the laws of Canada)  
STATEMENT OF FINANCIAL POSITION AS AT DECEMBER 31, 2020  
(With comparative figures as at 2019)

	2020	2019
<b>ASSETS</b>		
<b>CURRENT</b>		
Bank	\$ 411,897	\$ 257,220
Subsidy receivable	11,237	-
Temporary investments	62	91
Government remittances recoverable	10,928	9,090
	434,124	266,401
<b>PROPERTY AND EQUIPMENT (note 3)</b>	461,740	444,044
	<u>\$ 895,864</u>	<u>\$ 710,445</u>
<b>LIABILITIES</b>		
<b>CURRENT</b>		
Accounts, payable and accrued	\$ 32,454	\$ 37,752
Deferred revenue (note 4)	120,000	77,000
Scheduled repayments of long-term debt due within one year (note 5)	10,204	9,757
	162,658	124,509
<b>DEFERRED REVENUE (note 4)</b>	192,500	132,500
<b>LONG-TERM DEBT (note 5)</b>	121,962	92,206
	477,120	349,215
<b>CONTINGENT LIABILITIES (note 6)</b>		
<b>ORGANIZATION'S NET ASSETS</b>		
<b>NET ASSETS</b>	418,744	361,230
	<u>\$ 895,864</u>	<u>\$ 710,445</u>

APPROVED ON BEHALF OF THE BOARD:

DocuSigned by:  
Dallas Weaver  
DIRECTOR

DocuSigned by:  
Branna Roycroft  
DIRECTOR



**NOTE:** IN 2020, NSD QUALIFIED FOR FUNDING UNDER THE FEDERAL GOVERNMENT'S CANADA EMERGENCY WAGE SUBSIDY (CEWS) AND OVER THE COURSE OF THE YEAR RECEIVED \$98,377 IN WAGE SUBSIDIES. THESE SUBSIDIES OFFSET LOST REVENUES AND GAVE NSD THE CONFIDENCE TO KEEP ALL OF OUR STAFF FULLY EMPLOYED AND ON MISSION THROUGHOUT THE YEAR.

FOR A COPY OF THE FULL REPORT PLEASE VISIT [HTTP://WWW.NSD.ON.CA/ABOUT/POLICIES-REPORTS/](http://www.nsd.on.ca/about/policies-reports/)



# PARTNERSHIPS

We are grateful for the generous support of all of our amazing 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.



Each year our partnership with Wounded Warriors Canada grows stronger and more dynamic and we are grateful for their dedication to supporting the mental health of veterans and first responders through NSD's PTSD and Peer Support Facility Dog Programs



**Additional thanks to** Benefaction Near Foundation, Alma street Animal Hospital, 24 Hours of Heroes, Booth Family Fund, Attitude and Ideas Inc., Cambridge Gaming Association, Dogtopia Foundation Canada, Clarington Animal Hospital, Cambridge Shrine Club, Donner Canada Foundation, Demant, Remax/ Twin City Realty Brantford, Family and Friends of the Ottawa Police Service, Dr. G.H. Jones Foundation, Dogtopia Kitchener, IODE – Eldon House Chapter, Echo Foundation, Jack's Snooker Club, Mississauga Fire Association Benevolent Fund, Fitzhenry Family Foundation, Lowes Cambridge, OPSEU Local 260, Gary Bluestein Charitable Foundation, Martinrea, Royal Canadian Legion, Georgina Foundation, Molly Gomes Royal Lepage, Shades of Harmony, Halo Fund - Minto Foundation, Oticon People First, SIEU Local 1 Canada, KW Community Foundation, Paulmac's - Brantford, Vern's Holiday Market, Medavie Foundation, Pavlo Pottery, Paypal Giving Fund Canada, PetValu – Orangeville, Sixty Three Foundation, Saskatoon Twin Charities Inc., Tenaquip Foundation, Stogryn Sales Limited, The Beckett Project, Thomasfield Homes Limited, United Way, Wellington Laboratories, Visser Family Fund, Walker Wood Foundation, Walter J. Blackburn Foundation, Ward Family Foundation



# VOLUNTEER IMPACT

Due to the COVID-19 Pandemic We Lost 3 Programs & Gained 2 Programs

## FAREWELL EEP

**17%** Of 60 EEP volunteers, 10 found new opportunities to stay involved

## FAREWELL WEEKEND SITTERS

**13%** Of 30 Weekend Sitter volunteers, 4 found new opportunities to stay involved

## WELCOME ADULT RAISERS

**75%** Since the beginning of the program in August 2020, we have had 39 Adult Raisers, 29 of which have volunteered before.

## WELCOME CARPOOL DRIVERS

**17%** Since the beginning of the program in August 2020, we have had 18 regular drivers, 3 of which have volunteered before.

In 2020, 325 volunteers donated a total of **321,909** hours.



5	Events
49	Event Volunteers
192	Property Maintenance Hours
4	Admin Volunteers
10	Board Members

### SITTERS

**33 41**

DOGS VOLUNTEERS

### PUPPY STARTERS

**11 12**

PAIRS WENT OUT VOLUNTEERS

### WHELPING HOMES

**4 3**

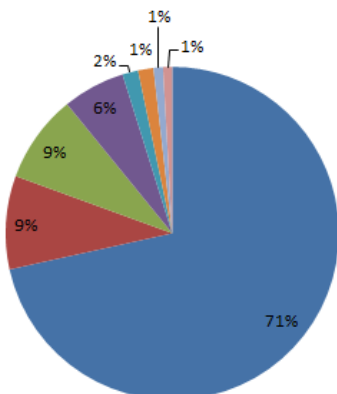
HOME WHELPS VOLUNTEERS

### PUPPY RAISERS

**32 18**

PUPPIES RETURNING VOLUNTEERS

## Who Cared for our 96 Dogs in 2020?



- Puppy Raisers - 227741 Hours
- Breeder Caretakers - 28876 Hours
- Adult Raiser - 27219 Hours
- Covid Homes - 19266 Hours
- Sitters - 4846 Hours
- Weekend Sitters - 4758 Hours
- Whelping Homes - 2928 Hours
- Puppy Starters - 2820 Hours



# GET INVOLVED: VOLUNTEER WITH US

## Breeder Caretaker

Volunteers care for a Breeder including transportation to appointments and possibly whelping a litter of puppies.

## Puppy Starter

Volunteers care for a pair of puppies for three weeks while working on basic obedience.

## Puppy Raiser

Volunteers provide basic obedience and socialization training for NSD puppies from approximately eight weeks of age to 14 -16 months of age.

## Adult Raiser

Volunteers fine-tune skills and continue socialization training for NSD dogs from approximately 14 - 16 months of age until they find their forever family.

## Puppy Sitter

Volunteers support our raisers by caring for dogs when they are on vacation or need a break.

## Doggy Carpool Driver

Volunteers transport dogs from Adult Raiser homes to the NSD training centre.

## Administrative Support

Volunteers assist with tax receipting, filing, mailouts, and other administrative duties.

## Events/Fundraising

Volunteers work with NSD staff to help ensure the success of various fundraising events.

## Property Maintenance

Volunteers assist with general painting and repairs, electrical and plumbing work, lawn mowing, and gardening.



## New Volunteers in 2020



**179** Applications  
**91** Attendees to Information Night  
**36** Started Volunteering

# 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 dialogue 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 affecting 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

# MAKE A DIFFERENCE

## Become a Sponsor

### **Sponsor a Puppy | \$1,500**

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

### **Sponsor a Breeder | \$3,000**

Sponsor the costs associated with breeding a litter of puppies: including health screenings, x-rays, whelping home materials and food costs, & you have the opportunity to name a future Service Dog from the litter you sponsor!

### **Sponsor a Companion Dog Team | \$5,000**

Sponsor a Companion Dog Team and cover the costs associated with training and placement.

### **Sponsor a Certified Service Dog Team | \$10,000**

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



## Become a Partner in Hope

Become a Partner in Hope today and help us welcome 35 new puppies to our training program, provide follow-up support to 160 Service Dog teams across the country and deploy 20 new life-changing dogs out to individuals and families who need them in 2021. Every contribution, no matter the size, helps us achieve our goals, whether it is a one-time or monthly donation. Monthly contributions help us build financial security that will allow us to plan NSD's future with confidence.

[Become a Partner in Hope today!](#)

## Leave a Legacy

Extend your support for National Service Dogs and make a lasting impact on families in need of a life-changing Service Dog, catalysts for restorative change.

Whether you would like to put your donation to work today or benefit families after your lifetime, you can find a plan that fits your needs. Together, we can come up with a plan that lets you provide for your family while helping other families through our Charitable Bequest Program.

There are many ways to leave a legacy, including; stocks and bonds, bank accounts, insurance, real estate, gift annuity, wills and trusts.



**Please make cheques payable to National Service Dogs**

By mail: 1286 Cedar Creek Rd., Cambridge, ON N1R 5S5

Fax: 519-623-9997 Email: [margie@nsd.on.ca](mailto:margie@nsd.on.ca) By phone: 519-623-4188 ext. 23

\*For gifts of stock and legacy gifts please contact Lynne at 519-623-4188 ext. 10







# LOOKING FORWARD

NSD is optimistic about 2021 and excited to return to a more normal state of operations. The virtual classrooms and learning opportunities created in 2020 were so well executed by staff and received by volunteers and clients, NSD will be continuing to use these tools to make our programs more efficient. We are looking forward to deploying 20+ new dogs to Canadians over the course of the year while continuing to provide support services to existing graduates. We will also be welcoming 35+ new puppies into the program to ensure the next generation of service dog graduates.

Please consider joining in our journey in 2021 by participating in our Haunted Hunt this October 31st or by getting your Paws in Motion today as part of our NEW interactive fundraising at [www.nsdpawsinmotion.com](http://www.nsdpawsinmotion.com).



## STAY CONNECTED

-  @natlservicedogs
-  @natlservicedogs
-  @NatServiceDogs
-  National Service Dogs
-  National Service Dogs
-  [nsd.on.ca](http://nsd.on.ca)

National Service Dogs  
1286 Cedar Creek Road  
Cambridge, Ontario N1R 5S5  
T 519.623.4188  
E [info@nsd.on.ca](mailto:info@nsd.on.ca)