



# ANNUAL REPORT

NATIONAL SERVICE DOGS  
2021



Empowering people to reach  
their full potential with  
strategically trained and certified  
service and facility dogs!

## TEAM SPOTLIGHT

# MICHEL & NSD SAPPHIRE

## PTSD SERVICE DOG TEAM

PTSD service dogs play an important role in helping veterans reconnect with their community and become more independent. 100% of clients report that their Service Dog contributed to their ability to go on public outings.

**Before receiving their service dog:**

**28.57%** of clients did not go out (into public)

**42.86%** of clients went out less than once/week

**After receiving their service dog:**

**46.43%** went out more than once per week

**42.86%** went out daily

*"I cannot recall when I last took a walk by myself, but I can remember that we have been walking every day since I have had her."*

*- Michel and NSD Sapphire*

Daily exercise has been proven to significantly impact people's overall physical and mental health. This return to a healthy routine is an important step in a veteran's journey to wellness and the dogs play a VERY significant role in this aspect of their life.

NSD is grateful for the support of Wounded Warriors Canada which helped make this and many other PTSD Service Dog placements possible.

**#INTHISTOGETHER**



## NATIONAL SERVICE DOGS

# A MESSAGE FROM OUR PRESIDENT AND EXECUTIVE DIRECTOR

2021 marked the 25th anniversary of National Service Dogs' transformational work to empower people to achieve their full potential with strategically trained and certified service and facility dogs, catalysts for restorative change. During those 25 years we have loved over 842 dogs including 324 autism Service dogs, 59 PTSD service dogs, 30 canine-assisted intervention dogs, 10 assorted guide, skills and hearing dogs, 157 Skilled Companion Dogs and 262 Very Important Pets; including 54 retired breeding dogs.

Throughout 2021 our 17 staff and 275 volunteers welcomed 14 new teams to the National Service Dogs' family. In our recent graduate survey, our active graduates gave NSD a combined score of 4.6/5 on program delivery and dog performance.

NSD's Board of Directors focused on key governance tasks including financial and policy oversight, director recruitment, risk management and executive director performance oversight. In the fall an in-person strategic planning session was held to validate NSD's "Vision 2022" strategic plan and set out our "Vision 2025" goals. "National Service Dogs is financially strong and I know the Board of Directors is well-equipped to lead National Service Dogs forward. On behalf of the Board, I extend a heartfelt thank you to our Executive Director and Founder, Danielle Forbes, for bravely creating and leading the organization through so many highs and lows over the past 25 years!" Alison, Board Chair.

2021 was a year like none other before it and in spite of all of the challenges put in front of the team, National Service Dogs not only survived but thrived, always focused on our vision to be Canada's premier service dog provider, pioneering change in the lives of Canadians benefiting from our services.

NSD's future is bright. 2022 has already seen the soft launch of the long-anticipated NSD Education Centre, 8 life changers deployed with their new handlers and 59 dogs in various stages of development.

Thank you to our dedicated staff, past, present and future, who make the magic possible.

Thank you to our clients who inspire us to do more.

Thank you to our volunteers for your unwavering dedication.

Thank you to our donors for being passionate about our vision and helping make it a reality.

We couldn't do this critical life-changing work without you all.

With Gratitude,

Alison Archambault  
Board President

Danielle Forbes  
Executive Director, Co-Founder



## AN OVERVIEW

**2021 AT A GLANCE****14**  
DOGS

14 new dogs placed with clients across Canada

**37**  
PUPPIES

37 new puppies entered the program; including 10 received via the ABC Breeding Cooperative and other ADI partners

**170**  
CLIENTS

170 clients serviced, in person and via virtual classrooms and certification processes

**275**  
VOLUNTEERS

275 volunteers donated 292,083 hours

**\$1,234,629**  
DOLLARS

\$1,234,629 in total revenue

**1**  
FAMILY

Kept the NSD family of staff and volunteers safe from COVID and despite the ongoing 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, Skilled 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** are currently deployed in three sectors; education, justice and peer support within the first responder community. Together with their skilled, professional handlers, facility dogs dramatically impact the mental health, well-being and level of engagement with programs and communities for the individuals they support.

**Skilled Companion Dogs** help to decrease stress and anxiety, increase psychological well-being, increase opportunities for exercise, and increase opportunities for social interaction, not just for the children they are matched with but for the entire family. Although skilled companion dogs may not be certified for public access, their impact on the children and families they support can be just as profound and empowering.



## THE NUMBERS

The challenges faced by NSD's training team in 2020 were unprecedented but provided the opportunity for NSD to reimagine how we deliver on our programs and were the catalyst for the development of virtual learning and follow-up processes. These program modifications served us well as we continued to respond to COVID-related challenges in 2021. Despite shutdowns and training delays we are proud of our community for coming together to work through these challenges and together we matched 9 service dog teams, 3 canine-assisted intervention teams and 2 skilled companion dog teams. NSD welcomed 37 new puppies into the program in 2021. We are very grateful for the volunteers who came on board to foster new puppies over the course of the year even though in-person puppy training classes were not always possible. The continued perseverance of the staff and volunteer community was an inspiration as we celebrated our 25th Anniversary. We wish to thank the NSD family of staff, volunteers and donors for making 2021 a success.

# OUR TEAMS

## Certified Autism Service Dog - NSD Friday

"Bringing NSD Friday home to meet Liam this past April 2021, was undoubtedly the most anticipated event in our lives in the last 6 years. In all honesty, our family's excitement and hope that Friday could reach Liam in a way that no one else had to date was so high. Thankfully Friday has met, and promises to exceed our expectations in regard to bringing a new level of growth to Liam's daily routine and life in general. While the initial weeks were rough - there is no other way to say it when you have a new family member that has to go everywhere you go even when you don't want company- the bond between Liam and Friday becomes stronger the more time passes and the more we include her in our activities. It's been nothing short of heartwarming to watch the change in Liam's attitude toward Friday in the five months since she joined our family."

## Facility Dogs - NSD Nacho & NSD Quessa

"On a daily basis our dogs (Nacho and Quessa) have been used in various ways to address emotional well-being. It never ceases to amaze me how efficiently a dog can rapidly de-escalate volatile, dysregulated behaviour and enable a student to quickly calm their body and mind and, thereby, move on to address a situation/problem positively and productively. We describe it as "flipping a switch" in a child. I have seen children aggressively kicking, screaming, knocking furniture and then, in the presence of a dog, instantly cease their volatility and/or aggression. It may sound too good to be true, but this scenario has played out over and over again in the time we have had the dogs in the school. This has resulted in children being sent home far less often."



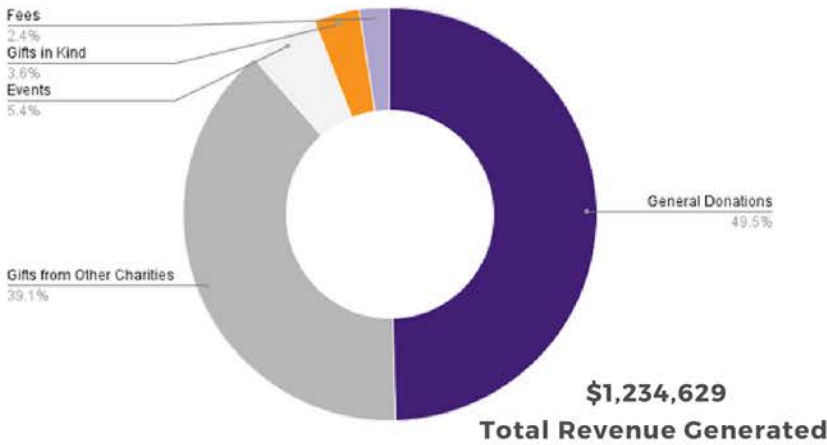
## Skilled Companion Dog - NSD Laddie

"We have been so blessed with receiving 2 companion dogs. First Dyson brought many years of kisses & was a great comfort for Stephen through many difficult transitions. After Dyson, came Laddie. He is such a sweet lab & immediately knew Stephen was his boy. Lots of love, kisses & tail wags helping Stephen through the pandemic. Thank you NSD & all your wonderful staff, volunteers & sponsors!!"

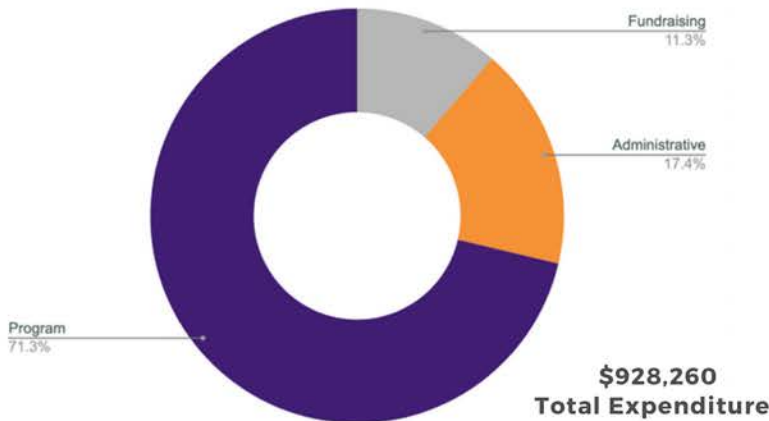


# DONOR ACCOUNTABILITY

## REVENUE



## EXPENDITURE



14 NEW DOGS PLACED



62 DOGS VETTED AND TRAINED



170 CLIENTS SERVICED



37 NEW PUPPIES

Each year thousands of individual donors make direct contributions to NSD's programs and we are incredibly grateful for their support. In 2021, we were honoured to be the recipient of several major legacy gifts. Legacy gifts give NSD the confidence to build out our infrastructure and strengthen and grow our programs. In 2022, we will leverage these generous gifts to acquire additional space for the new NSD Education Centre in Kitchener, Ontario. The Education Centre will be the hub of NSD's daily doggie activities and the deployment of service and facility dogs across Canada. The additional space will also make NSD more accessible to members of our community and allow us to capitalize on our team's expertise and capacity to deliver pet first aid courses, mental health and suicide interventions training and community education around mental health, accessibility, PTSD and autism.

In response to continuing COVID-19 challenges, NSD launched a new signature event in 2021, Paws in Motion. This event encouraged participants to get out into their communities and move as they choose, track their kilometres and raise money in support of NSD's mission. Participants from across Canada came together and raised \$38,605 in our inaugural year! We are excited to build on this as we plan for the Paws in Motion event in 2022.

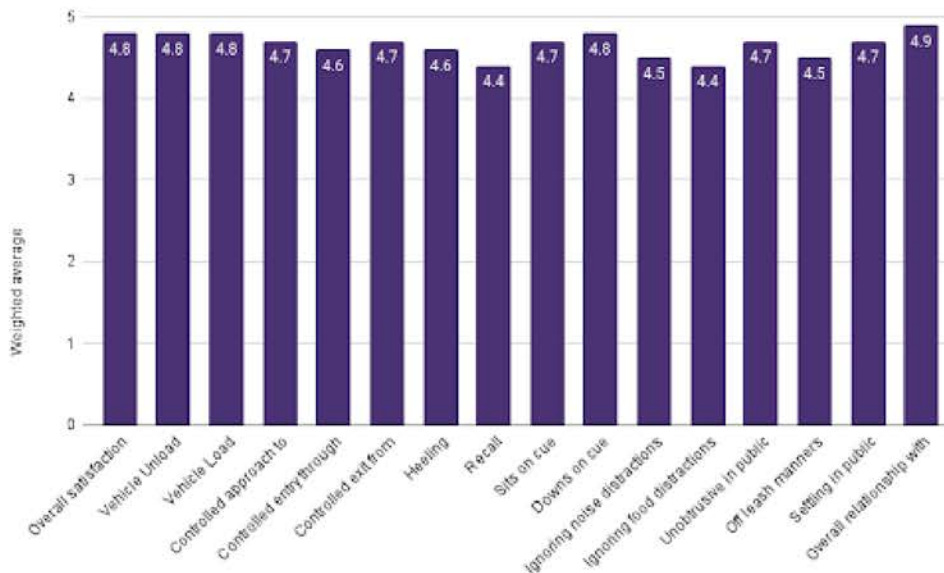
# DONOR ACCOUNTABILITY

Your gifts of time and money are truly helping Canadians – every day. Feedback from our recent client survey showed that 100% of our service dog clients said their NSD service dog contributed to their ability to go on public outings. In one client’s words:

**“He’s my best friend and I don’t leave home without him.”**



When asked “how satisfied are you with your service dog’s behaviours and performance” we received the following feedback:



NSD retains ownership of all our working service and facility dogs and provides ongoing support services to clients throughout the dog’s life. Our clients work hard to maintain their dog’s training and certification status and we are proud of their success. According to one client;

**“Our dog has been an amazing asset to our whole family . He has surpassed our expectations. We couldn’t be happier”.**

As part of their journey, you are truly changing lives – one dog at a time. On behalf of NSD’s clients, dogs and team we wish to thank everyone who contributed so generously during these uncertain times.



# 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, 2021  
(With comparative figures for 2020)

	2021	2020
<b>REVENUE</b>		
General donations (note 4)	\$ 611,622	\$ 293,367
Contributions from other registered charities	482,197	414,401
Events	67,107	31,305
Gifts-in-kind	44,571	92,998
Fees	29,132	15,523
	<u>1,234,629</u>	<u>847,594</u>
<b>EXPENDITURE</b>		
Wages and benefits	606,192	506,022
Animal care	99,409	114,879
Supplies, gifts-in-kind	44,371	92,998
Occupancy costs	44,553	46,707
Client services	35,378	22,703
General	29,924	47,851
Consulting	24,946	24,894
Marketing and fundraising material	22,587	14,297
Amortization	16,896	15,052
Interest on long-term debt (note 5)	3,804	4,313
	<u>928,760</u>	<u>889,716</u>
<b>EARNINGS (LOSS) BEFORE THE FOLLOWING</b>	306,369	(42,122)
<b>GAIN ON DISPOSAL OF PROPERTY AND EQUIPMENT</b>	-	1,259
<b>CANADA EMERGENCY WAGE SUBSIDY</b>	50,611	98,377
<b>FORGIVENESS OF LONG-TERM DEBT</b>	10,000	-
<b>EXCESS OF REVENUE OVER EXPENDITURE</b>	366,980	57,514
<b>NET ASSETS, beginning</b>	418,744	361,230
<b>NET ASSETS, ending</b>	<u>\$ 785,724</u>	<u>\$ 418,744</u>

(See accompanying notes to financial statements)  
(page 4)

**NATIONAL SERVICE DOG TRAINING CENTRE INC.**  
(Incorporated under the laws of Canada)  
STATEMENT OF FINANCIAL POSITION AS AT DECEMBER 31, 2021  
(With comparative figures as at 2020)

	2021	2020
<b>ASSETS</b>		
<b>CURRENT</b>		
Bank (note 2)	\$ 588,858	\$ 411,897
Subsidy receivable	-	11,237
Temporary investments	162	62
Government remittances recoverable	15,384	10,928
	<u>604,405</u>	<u>434,124</u>
<b>PROPERTY AND EQUIPMENT (note 3)</b>	<u>459,009</u>	<u>461,740</u>
	<u>\$ 1,063,414</u>	<u>\$ 895,864</u>
<b>LIABILITIES</b>		
<b>CURRENT</b>		
Accounts payable and accrued	\$ 44,190	\$ 32,454
Deferred revenue (note 4)	71,000	120,000
Scheduled repayments of long-term debt due within one year (note 5)	-	10,704
	<u>115,190</u>	<u>162,658</u>
<b>DEFERRED REVENUE (note 4)</b>	162,500	192,500
<b>LONG-TERM DEBT (note 5)</b>	-	121,962
	<u>277,690</u>	<u>477,120</u>
<b>CONTINGENT LIABILITIES (note 6)</b>		
<b>ORGANIZATION'S NET ASSETS</b>		
<b>NET ASSETS</b>	<u>785,724</u>	<u>418,744</u>
	<u>\$ 1,063,414</u>	<u>\$ 895,864</u>

APPROVED ON BEHALF OF THE BOARD:

Approved by:  
*[Signature]*  
Director

Approved by:

*[Signature]*  
Director

(See accompanying notes to financial statements)  
(page 3)



**NOTE:** EVERY YEAR NSD RECEIVES GIFTS IN KIND (GIK) DONATIONS IN SUPPORT OF OUR ANIMAL HEALTH PROTOCOLS AND FUNDRAISING EVENTS. WE ARE GRATEFUL FOR THE ANNUAL SUPPORT RECEIVED FROM ELANCO ANIMAL HEALTH, BOEHRINGER INGELHEIM CANADA, NESTLE PURINA AND MILKBONE. ALL FIGURES ARE BASED ON OUR 2021 FINANCIAL STATEMENT AND AUDITOR'S REPORT BY RACOLTA JENSEN LLP.

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



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

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.

**Estate of George Levecque**  
**Estate of David Keeleyside**

**Donner Canadian Foundation**  
**Estate of Nancy Chapman**



**Fitzhenry Family Foundation**  
**Tenaquip Foundation**  
**Westminster College Foundation**



4503431 Canada Inc  
ADS - Autism Dog Services  
Agape Foundation of London  
Benefaction Near Foundation  
Boehringer Ingelheim Canada  
Bowen Windows  
Branscombe Family Foundation  
Cambridge Gaming Association  
Cambridge Shrine Club  
Chirs Hoage and the Team at  
Remax Twin City Realty  
Brantford, CN Employees &  
Pensioners Community Fund  
D-Day Wear by Attitude & Ideas  
INC

Eldon House Chapter IODE  
F.K. Morrow Foundation  
Gary Bluestein Charitable Foundation  
George Lunan Foundation  
Givesome Foundation  
Gofton Giving Foundation  
Greenhorizons Group of Farms Ltd.  
Kiwanis Club of Brampton  
Lowes Cambridge  
Lunan Foundation  
Lutheran Social Services (London)  
Milkbone  
Nestle Purina  
Oxford County Veterinary Clinic

Pet Valu Orangeville  
Printnest  
Schneider Enterprise Resources  
Taylor & Hussey Family Fund  
The Beckett Project  
The Change for Animals  
Conference hosted by the Ontario  
SPCA & Humane Society  
The McLean Foundation  
Visser Fund  
Walker Wood Foundation  
Wellington Laboratories Inc.  
Yellow Bus Foundation

# VOLUNTEER IMPACT

## Celebrating 25 Years of Volunteerism

NSD was founded on volunteerism and for the first 4 years was entirely run by devoted volunteers. Today, NSD continues to rely on the generosity and passion of our volunteers to deploy qualified service, facility and skilled companion dogs to the Canadians we are proud to serve. In 2021, we were thrilled to be able to once again gather in person to celebrate our volunteers at our outdoor movie night and BBQ; as well as, puppy parties recognizing various litters' 1st birthdays.



In response to feedback from our annual volunteer surveys, NSD took steps to further enhance volunteer communications in 2021:

- Through "Trainer Tuesday", social media posts highlighting the University Training process and techniques
- By creating regularly updated, individual dog bios on the NSD website
- By implementing a Volunteer Social Media Policy to help guide volunteers and create more consistent messaging
- Through volunteer profile features on Social Media
- Through monthly email updates, quarterly newsletters and knowledge nibbles which highlighted NSD's core programs, complete with client participation, planned giving opportunities, NSD's history, and more.

We wish to extend our heartfelt thanks to the hundreds of volunteers, past and present, who have contributed their time and heart to NSD's mission over the past 25 years.

We are always looking to expand our volunteer community and would love to have you join us! Current volunteer opportunities include;

### **Breeder Caretaker**

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

### **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.

**FOR MORE INFORMATION ON VOLUNTEERING, VISIT  
[WWW.NSD.ON.CA/VOLUNTEER/VOLUNTEER-OPPORTUNITIES/](http://WWW.NSD.ON.CA/VOLUNTEER/VOLUNTEER-OPPORTUNITIES/)**

# LEADING THE WAY

NSD is an industry leader in the provision of service and facility 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 2023, NSD WILL UNDERGO REACCREDITATION WITH BOTH ADI AND IMAGINE CANADA.**



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



**CANADIAN  
ASSOCIATION  
OF GUIDE &  
ASSISTANCE  
DOG SCHOOLS**



# MAKE A DIFFERENCE

## Become a Sponsor

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

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

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

Sponsor a skilled 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 new puppies to our training program, provide follow-up support to service and facility dog teams across the country and deploy new, life-changing dogs out to individuals and families who need them in 2022. 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 life-changing service and facility dogs, catalysts for restorative change.

Whether you would like to put your donation to work today or benefit families after your lifetime, we can create a plan specific to you. There are many ways to leave a legacy: stocks and bonds, bank accounts, insurance, real estate, gift annuity, wills and trusts.

Together, we can develop a plan that lets you provide for your family while helping other families through our Charitable Bequest Program.



**Please make cheques payable to National Service Dogs**  
By mail: 1286 Cedar Creek Rd., Cambridge, ON N1R 5S5  
For gifts of stock, Legacy gifts and general donation inquiries,  
please contact Lynne by Email: [Lynne@nsd.on.ca](mailto:Lynne@nsd.on.ca) or  
By Phone: 519-623-4188 Ext. 10

# LOOKING FORWARD

NSD has an exciting year on the horizon. Watch for the grand opening of the new NSD Education Centre in August and the learning opportunities that will grow from this endeavour.

NSD is also looking forward to deploying 20 new teams through NSD University and Companion College while continuing to provide support services to existing graduates across Canada. We will also be welcoming 35+ new puppies into the program to ensure the next generation of service dog graduates.

Please consider joining our journey in 2022 by participating in Paws in Motion this September, following us on social media, and subscribing to our quarterly newsletter at [bit.ly/NSDNewsletter](https://bit.ly/NSDNewsletter).



## STAY CONNECTED

-  @natlservicedogs
-  @natlservicedogs
-  @NatlServiceDogs
-  National Service Dogs
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