



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



# *Annual Report 2016*

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

# A message from our President & ED

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.

As we launched into 2016 with a new Vision and Mission for the organization, we were empowered with a renewed energy and sense of direction. This momentum helped to make 2016 one of NSD's busiest years to date, with a record 30 certified service dog teams graduating through 5 team training classes and 100 dogs in development.



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.

Our Autism Service Dog Program graduated 18 teams across Canada and our PTSD Service Dog Program graduated 9 teams and began on-boarding clients from across western Canada. Our service dogs provide safety and grounding for children and veterans alike and help their handlers engage more fully in family activities and their community.

NSD's Canine Assisted Interventions Program hit its stride with NSD Merel becoming an internet sensation for her work with the London Family Court Clinic's Child Witness Program. Her success has led to an influx of victim service organizations applying for dogs and we look forward to working with teams across Ontario in the year to come. Facility Dogs matched with social workers and working in school boards have also garnered a great deal of attention this year. We were so proud of NSD Uley and NSD Holly for their award winning work in the London area and NSD Asia was our first out of province facility dog matched with a school board in Alberta.

As we move through 2017, NSD is looking forward to continuing our work with Veterans Affairs' PTSD Service Dog Study and the completion of the Canadian General Standards Board's National Service Dog Standard. We are also excited to be working with the Alberta Government and four AB based programs to strengthen the Service Dog Act and help service providers get more dogs into the hands of Canadians who need them.

In closing, the celebration of National Service Dogs' 20th year of operations provided us with the opportunity to 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.

Sincerely,

Alison Archambault  
Board President

Danielle Forbes  
Executive Director

**Volunteers  
donated  
492,967 hours.**

**83% of our dogs  
were placed  
across all four  
programs.**

**43 puppies were  
born & 2 donated!**



*2016 at a glance*

**Over 3,500  
hours were  
dedicated to  
client support.**

**We touched  
over 10,000  
people through  
our four pro-  
grams.**

**The Easter Egg  
Hunt for dogs  
raised \$71,000 for  
NSD programs  
and services.**

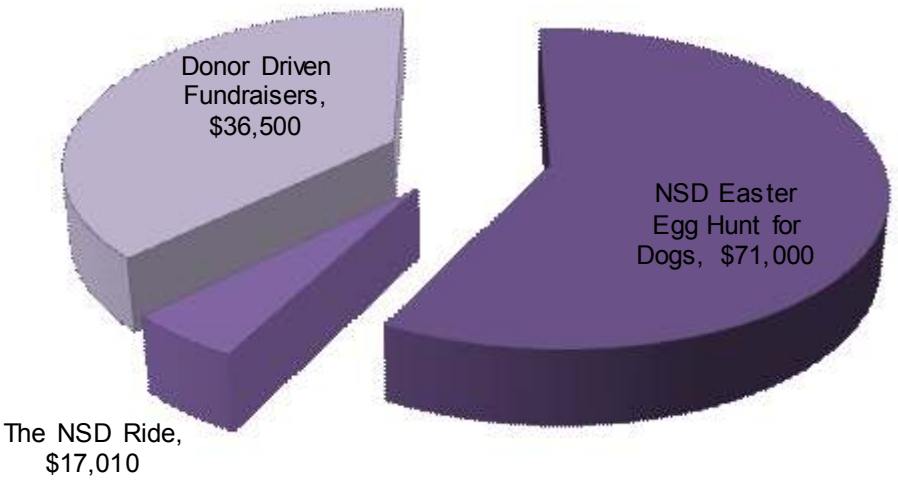


## Federal standards project launched!

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. Stakeholders from across Canada began developing the standard and in July 2016 NSD's Executive Director, Danielle Forbes, became one of the Co-Chairs for the CGSB's Technical Committee. The draft standard was released in June 2017 for the public review and comment stage. Please visit <http://www.tpsgc-pwgsc.gc.ca/ongc-cgsb/programme-program/normes-standards/notification/chien-service-dogteams-eng.html> to view a copy of the draft standard. The committee is looking forward to wrapping up this project later in 2017, with the final Service Dog Standard available by year end.

# Fundraising Report

NSD's annual budget of \$900,890 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 2016

with the addition of funding partners True Patriot Love, The Moir, Boyle and Stockton families and the Royal Canadian Legion. Green Shield Canada and Wounded Warriors Canada continued to support NSD's programming successes in 2016.

Green Shield's investment in NSD's Information Services department has allowed NSD to assist over 8,000 individuals in need of information and advocacy related to Post Traumatic Stress (PTSD).

Though the PTSD program was developed in 2011, funding constraints limited our reach to Ontario alone. Wounded Warriors' donation of \$50,000 in 2016 cemented their



partnership and gave NSD the needed funds to grow our PTSD program to help veterans and first responders across Canada.

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 \$1.8M in support of Veterans and their families."

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 10 years Petland has raised in excess of \$300,000 for NSD's autism program, sponsoring children and families in Saskatchewan, B.C., Alberta and Manitoba. Corporate neighbours like

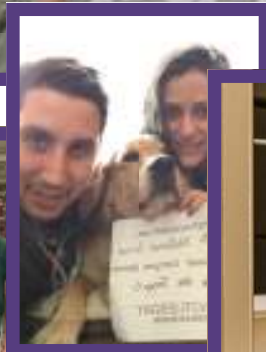
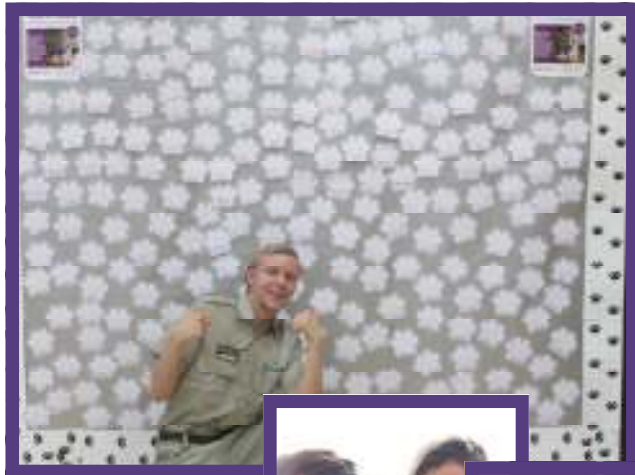
Petland who consistently support NSD with annual campaigns have contributed greatly to NSD's sustainability. NSD is grateful for our long-term partnership with our friends at Petland!



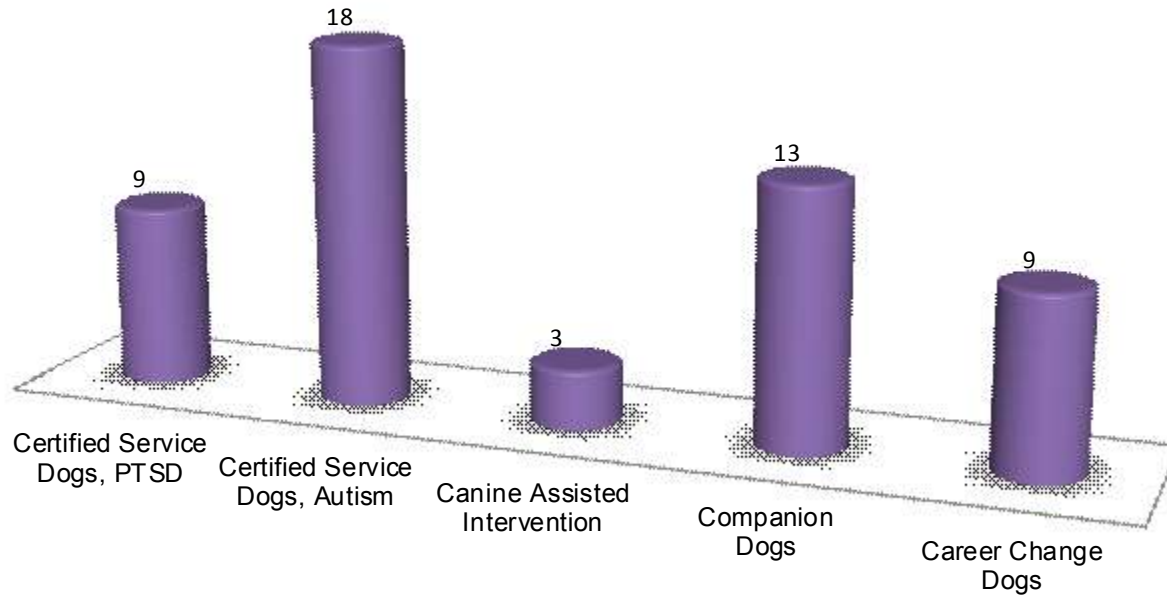
Since 2003 Nestle Purina has donated Pro Plan for all of NSD's dogs in development. At any given time NSD is feeding 125 dogs and we receive over 1500 bags of Pro Plan dog food each year. Pro Plan's large selection of formulas ensures that we can cater to each dog's individual needs. Thank You Purina!



# Fundraising at a glance



# Program Report



A total of 52 dogs entered Advanced Training in 2016. 58% graduated as Certified Service Dogs, 25% were designated Companion Dogs and 17% were released into our Career Change program.

Our world-class breeding program produced seven litters of puppies, a grand total of 43 pups and 2 standard poodle pups were donated. Dogs are bred for the temperament and physicality necessary to be accredited working dogs.

2016 saw the steady expansion of NSD's Certified Service Dogs for PTSD Program, graduating a total of nine 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 is also gaining momentum. CAI made a dramatic impact with partners in schools in the Calgary and Elora areas. NSD Merel became NSD's first facility dog to be matched with the London Family Court Clinic's Child Witness Program. Merel helps over 100 children give testimony and prepare for court. You can follow Merel's Journey on Instagram at [@nsdmerelthefacilitydog](#)



# What our clients say

## Brady and NSD Digby

"NSD Digby brings lightness, humour, and freedom to our family. After a recent family outing my 12 year old daughter got all emotional, and when I asked why she said "that was the first time I felt like we were a normal family having fun at a normal event".

~ Brady's Mom, Autism Service Dog Program

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

"It's hard to believe I did my job without her. It's changed how I do my work and it's changed how young people respond. And, often times they've been saying, 'I don't want to leave the courthouse,' because they don't want to leave Merel. Trust me, when it was just me, they were quite happy to get out of there."

~Rachel and NSD Merel, Facility Dog for London Child Witness Program

"She's been so comforting to have at all of my hospital appointments too! I really do owe it to NSD and Keeva. She's been killing it with her PTSD skills, and I never imagined the possibility of being able to be out and about all day. Always needing someone with me before made it very difficult to get anything done. Looking back, I couldn't imagine having a child now and still being in that position. Keeva arrived at the perfect time!" ~Genevieve and NSD Keeva, PTSD Service Dog Team

See their story here: <http://www.nsd.on.ca/UnexpectedJourney/>



# Canine Development



NSD ORTONA

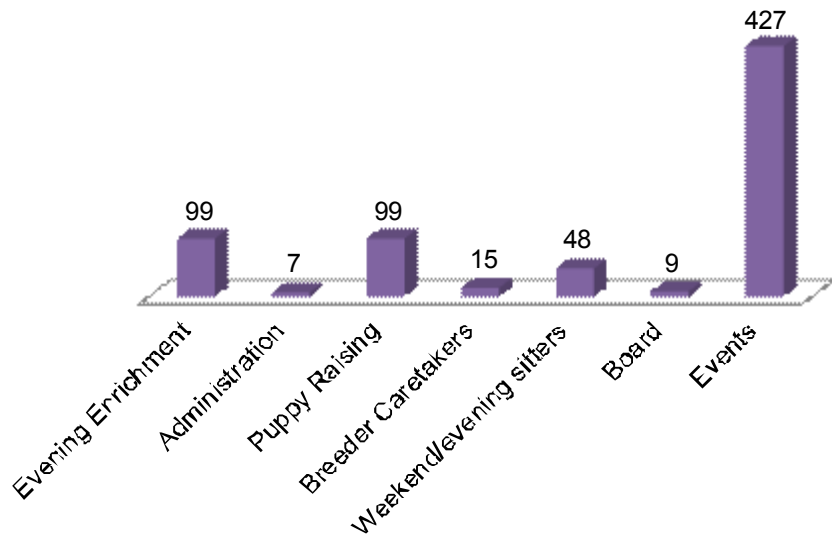


NSD Ortona was born February 8, 2016 and was sponsored and named by Wounded Warriors Canada. At 14 weeks of age he flew out to Edmonton where he met his new Puppy Raiser, Capt. Riguidel. For the next 12 months NSD Ortona was sharing love and cuddles with serving members stationed at CFB Edmonton. "There is nothing quite like watching a big, tough soldier get all mushy over a puppy," said Captain Donna Riguidel. "NSD Ortona LOVES to cuddle. Seriously loves it. It will be fantastic when he is with his forever home, if his handler needs that extra bit of comforting. He is getting a bit big for cuddling in your lap, but that doesn't stop him from trying."

# 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!

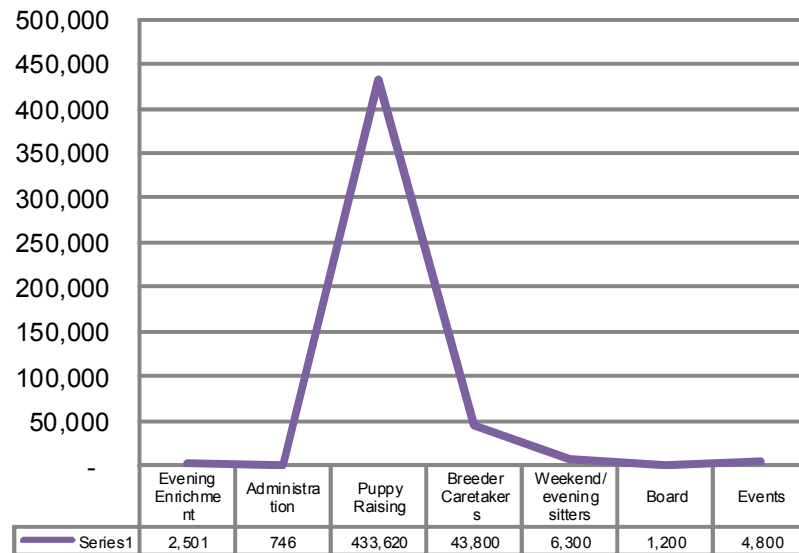
### Volunteers per program



# 492,967

Total volunteer hours dedicated to NSD in 2016

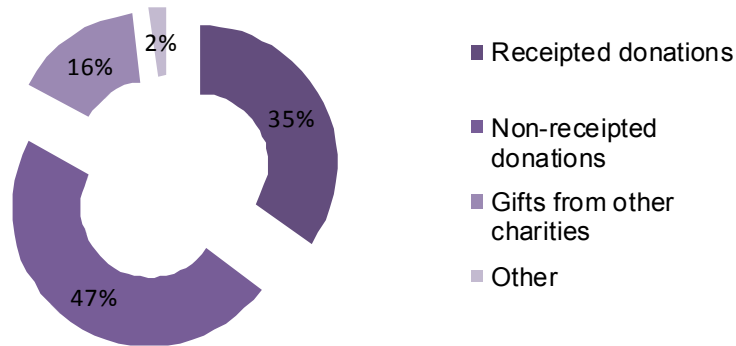
### Volunteer Hours Spent



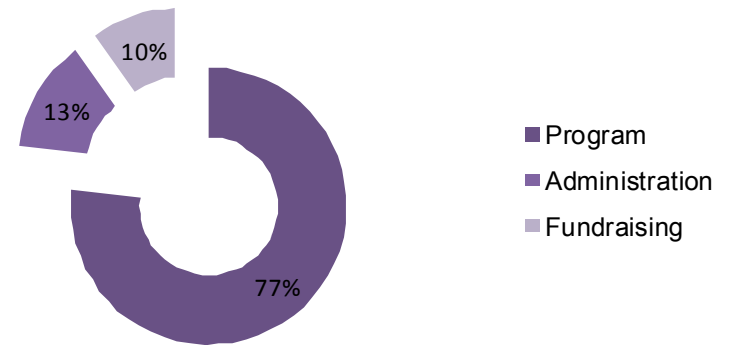
# Donor Accountability

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.

## Revenue



## Expenses



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](http://www.nsd.on.ca) and click DONATE!

# Here we go!

We are looking forward to another great year in 2017. This is what we want to do:

- **Process and approve 15 new clients**
- **Graduate 16-18 Certified Service Dogs for Autism**
- **Graduate 8-10 Certified Service Dogs for PTSD**
- **Graduate 2-4 Canine Assisted Intervention Dogs**
- **Graduate 10-15 Companion Dogs**
- **Provide follow-up and recertification to 141 current NSD clients**
- **Generate \$1,035,000 dollars in revenue**



Do you care enough to join this journey with us? Visit [www.nsd.on.ca](http://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!

 **PURINA**  
**PRO PLAN**



Since 2003 Purina Pro Plan has been fueling National Service Dogs pups-in-training. In 2016 Purina donated over \$100,000 in food and treats to NSD puppies and in sponsorship of our Easter Egg Hunt for Dogs. Thank you Purina!





## National Service Dogs

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