



Southeastern Guide Dogs
GuideDogs.org

2017 ANNUAL REPORT

EXTRAORDINARY DOGS, TRANSFORMING LIVES

DEAR FRIENDS,

Our most recent fiscal year ended on June 30, 2017, and I'm pleased to share this State of the School Report with you. I've outlined our accomplishments in parallel with our five-fold strategic plan: 1) extraordinary dogs, 2) services that transform lives, 3) financial strength, 4) exceptional staff and volunteers, and 5) a world-class infrastructure.

EXTRAORDINARY DOGS

We're working hard to create the finest service dogs in the world: healthier, smarter dogs with hearts of gold; dogs that love people and love to learn.

- We ensured the **health, wellness, and progress** of about 1,000 dogs, including puppies and dogs training on our campus, dogs training in puppy raiser homes, and active guide and service dogs working across the U.S.
- We placed **298 puppies** into the training pipeline. We continue to maintain a leadership role in the **ABC Breeding Cooperative**, improving genetics, ensuring diversity in the breeding lines, and creating the highest quality service dogs for people with disabilities.
- We established our first official **college puppy raiser group** at the University of South Florida, St. Petersburg (USFSP). Under the leadership of the South West and South East Pinellas puppy raiser groups and a faculty advisor, the USFSP Puppy Raisers Club is now active and the Puppy Love LLC (Living Learning Community) has been established on the first floor of a dormitory for the fall semester. Now 20 students have signed up to live on the floor and either raise or assist raising puppies.
- We expanded **in-the-field support** for our puppy raisers through three regional managers who now provide one-on-one support sessions in the raisers' homes as well as offer a variety of continuing education programs.
- We implemented an **innovative change** in our operational strategy. Our data indicates that puppy assessments can predict success, and therefore we now career-change 8-week-old puppies scoring 3 or less on assessments. This change will affect about 15% of our puppies. Career-changing puppies earlier, based on good data, is considered a best practice in our industry. This approach represents good stewardship, allowing us to focus our resources and training programs on dogs with a higher probability of success.
- We continue to develop our **pioneering conditioning program**, advancing as the only one of its kind in the working dog world. We now use rehabilitation equipment to provide strength training and conditioning to prevent injury and reduce kennel stress. Current therapies include soft tissue laser, massage therapy, aromatherapy, and electro acupuncture. Soon-to-be-implemented therapies include gait analysis software or thermal imaging for diagnosing inflammation or weak circulation; hydrotherapy water treadmill and swimming pool for low-impact fitness; hyperbaric chamber therapy for reducing swelling and improving healing; dry treadmill for increasing endurance; and special equipment for improving foot placement, muscle strength, and range of motion.

SERVICES THAT TRANSFORM LIVES

We believe people with visual impairments and veterans with disabilities deserve hope, confidence, and independence.

- We placed 127 dogs into **impactful, life-changing careers**, including 70 guiding careers and 43 veteran-related service or facility therapy careers. In addition, we placed 17 spectacular dogs into our breeding program.
- We provided **personalized follow-up services** to more than 500 graduates, including guide dog, service dog, and facility therapy dog handlers.

- Our students—people with vision loss and veterans with post-traumatic stress disorder and other disabilities—reported a **99.5% overall satisfaction** rating in their exit surveys.
- And our graduates—people across the U.S. who are actively working with their dogs—reported a **96% satisfaction rating** in our annual graduate survey.
- We have implemented **innovations** in our alumni support operations by growing the alumni support team and expanding our follow-up protocol. We have implemented a two-week and two-month phone follow-up, a personal visit at 90 days and six months, and a minimum of one annual visit each year after the first year.

FINANCIAL STRENGTH TO MAXIMIZE OUR MISSION FULFILLMENT, STABILITY AND GROWTH

We believe our culture of excellence—fueled by the dedication of our staff and volunteers and the generosity of our donors—will propel us forward to be the best so our students and alumni can be their best.

- In FY 2016 – 2017 we raised **\$11.5 million in revenues**.
- In addition, through the efforts of our marketing department, we garnered **\$8.8 million in in-kind contributions** of advertising services and space from a local, regional and national network of media and business partners.

EXCEPTIONAL STAFF AND VOLUNTEERS

“What is the essence of life? To serve others and to do good.” - Aristotle

- We maximize our impact and minimize costs by remaining strong as a **volunteer-based organization**, with more than 750 core volunteers, including campus volunteers, puppy raisers and breeder hosts.
- These considerate individuals contributed about **\$12 million worth of service hours**, enabling us to remain lean while building a culture of caring.
- We are moving toward a volunteer base comprising fewer, more engaged campus volunteers, with an **emphasis on volunteer “quality”** vs. volunteer “quantity.”
- Our campus volunteers reported a **97.3% satisfaction rating** in our most recent volunteer survey.

A WORLD-CLASS INFRASTRUCTURE WITHIN THE REALM OF WORKING-DOG ORGANIZATIONS

After the completion of Canine University in 2018, Southeastern Guide Dogs will have the most advanced training facilities of any working dog organization in the world.

- On September 10, 2016, we opened our new Barpal-Hirst Student Center, creating a comfortable, quality environment for our students to live and learn.
- On April 12, 2017, we opened our new Grant and Shirle Herron Puppy Academy, creating a state-of-the-art facility for the whelping and multisensory education of our puppies.
- By May 2017, we completed the design and broke ground on our new Canine University, our long-awaited housing and training facilities for our elite dogs.

It's been quite a year. Thank you for playing a pivotal role. I'm grateful.

Warm regards,

Titus Herman

Titus Herman
CEO, Southeastern Guide Dogs



COMBINED STATEMENTS OF FINANCIAL POSITION
JUNE 30, 2017 AND 2016

ASSETS	2017	2016
Cash and Cash Equivalents	\$ 2,405,058	\$ 979,834
Investments	10,241,392	9,948,344
Cash and Investments for restricted purposes	12,442,468	16,137,765
Pledges receivable	2,228,666	4,249,400
Legacies and estates receivable	142,171	61,056
Charitable trusts receivable	288,481	542,451
Assets held for sale	399,000	399,000
Property and equipment, net	18,579,050	12,836,768
Other assets	118,125	95,314
TOTAL ASSETS	\$ 46,844,411	\$ 45,249,932
LIABILITIES AND NET ASSETS		
Liabilities		
Accounts payable and accrued expenses	\$ 768,876	\$ 1,027,196
Gift annuity liability	86,584	99,385
Total liabilities	855,460	1,126,581
Net Assets		
Unrestricted	\$ 29,633,828	\$ 22,970,026
Temporarily restricted	12,673,129	17,690,057
Permanently restricted	3,681,994	3,463,268
Total net assets	45,988,951	44,123,351
TOTAL LIABILITIES AND NET ASSETS	\$ 46,844,411	\$ 45,249,932

COMBINED STATEMENTS OF ACTIVITIES
YEAR ENDED JUNE 30, 2017 (WITH SUMMARIZED TOTALS FOR 2016)

INCOME	2017	2016
Individuals	\$ 3,328,264	\$ 2,331,248
Legacies	1,903,605	3,250,675
Lions and service clubs	490,042	479,187
Foundations and corporations	3,603,784	2,955,395
Contributed services	8,828,841	992,885
Realized gain on investments	440,247	16,999
Unrealized gain(losses) on investments	6,635	(128,223)
Loss on disposal of assets	(194,790)	0
Interest income	403,873	469,242
Other	323,297	206,498
Total operating income	19,133,798	10,573,905
Capital income (building projects)	582,380	9,324,672
Endowment trust Income	226,336	274,973
TOTAL INCOME	\$ 19,942,514	\$ 20,173,550
EXPENSES		
Program services	\$ 14,331,909	\$ 6,915,580
Supporting services		
Management and general	973,862	829,417
Fundraising	2,771,143	1,063,790
TOTAL EXPENSES	\$ 18,076,914	\$ 8,808,787
INCREASE IN NET ASSETS	\$ 1,865,600	\$ 11,364,763
Net assets beginning of year	44,123,351	32,758,588
Legacies	45,988,951	44,123,351



YOU CAN GIVE THE GIFT OF HOPE.

“When I first met King, it was love at first sight. King is a miracle in my life—not just because he’s amazing and he’s my hero and he guides me—it’s also that he was born on the exact day that my last dog passed away. With out my dog, I am just lost. My son makes me proud, but King makes me ‘me’ again.”

Ewa Nowakowski and her guide dog King



YOU CAN MAKE THE WORLD BRIGHTER.

“Since Afghanistan, I still get headaches...and I just can’t forget it. I realized I had PTSD when I had a lot of anger, a lot of anxiety, depression, nightmares, and panic attacks. I used to not walk out of the house at all. Now Max is my buddy—my friend. He runs with me and we take walks. Max brings more joy to the family and less stress. He has my back.”

Daniel Sepulveda, U.S. Marine Corps (Ret). and his service dog Max

CHARITABLE GIVING

Here at Southeastern Guide Dogs, our dogs are superheroes. That’s because we observe every day how smart they are; how quickly they learn; how much they love to please and show affection; and—most importantly—the absolute difference they make in people’s lives.

When you support Southeastern Guide Dogs, our dogs can thrive. Our puppies can grow up to some day reach their destiny of service and companionship. Our students can come for their guide and service dogs at no cost. And our graduates can take on their world with confidence.

Here at Southeastern Guide Dogs, we also think our supporters are superheroes too. Thank you for your support and for being a hero to our heroes.

To see a list of our 2017 Donor Honor Roll please visit www.GuideDogs.org/DonorHonorRoll



YOU CAN DELIVER JOY.

“Even though I am unbelievably blessed and thankful for the life I have now, I still feel the loss of my husband. There are days that are so hard for me. We have more emotional needs from the effects of grief and Duke is a support for us. Now the kids go to bed excited, they wake up excited, and we love him. He is more than we ever hoped for. We are thrilled!”

Alissa Meeks-Small, daughter Ella and their Gold Star Family dog Duke

BOARD MEMBERS

Chairman

John Whitcomb
Tampa, FL

Vice Chairman

Ray Bishop
Atlanta, GA

Treasurer

Robert Meade
Sarasota, FL

Secretary

Scott Collins
Sarasota, FL

Member

John Auer
St. Petersburg, FL

Member

John Compton
Sarasota, FL

Member

Kenneth Folkman
Tampa, FL

Member

Gary Johnson
Tampa, FL

Member

Lea LeVines
Tampa, FL

Member

Kathleen Riley
Atlanta, GA

Lifetime Member

Bobby Newman
Tampa, FL

Member

Kathy Saunders
St. Petersburg, FL

Member

Andy Taylor
Lakeland, FL

Lifetime Member

Harris Silverman, M.D.
Bradenton, FL

Member

Dulce Weisenborn
Hialeah, FL

Member

Eric Williams
Tampa, FL

ABOUT SOUTHEASTERN GUIDE DOGS

Southeastern Guide Dogs transforms lives by creating and nurturing extraordinary partnerships between people and dogs. Employing the latest in canine development and behavior research, the national organization trains guide dogs, service dogs and companion dogs for people living with significant challenges including those with visual impairments and veterans with disabilities.

All of Southeastern Guide Dogs' services – which include selective breeding and expert dog training; comprehensive on-campus student instruction; and lifetime graduate follow-up – are provided at no cost to the recipients. The charity relies 100% on private donations and receives no government funding. Southeastern Guide Dogs has the distinction of being dually accredited by the two premier, global accreditation bodies: the International Guide Dog Federation and Assistance Dogs International.



Southeastern Guide Dogs
GuideDogs.org

4210 77TH STREET EAST | PALMETTO, FL 34221 | 1.800.944.3647

Dually accredited by the International Guide Dog Federation and Assistance Dogs International