MAJOR ACCOMPLISHMENTS

- Embarked on a bright future through the vision of a new CEO
- Launched a new, more user-friendly website
- Established the NEADS Advisory Council
- Started a NEADS blog that features stories about clients, puppy pictures, and NEADS news
- Awarded the opportunity to establish a prison program at a second prison in Concord, MA
- Introduced a new logo
- Logged over 5,300 volunteer hours in support of NEADS programs and the campus
- Concluded Trauma Alert Dog (TAD) pilot with a decision to implement a full-scale program
- Increased the number of dogs in training by 18%
- Began book award program to honor high school students who do exemplary volunteer work with people with disabilities
- Built Puppy Pathway on NEADS Campus

ON THE COVER
This photo of Bogie was taken by Dana Esposito at Indian Ranch, a live concert venue in Massachusetts that has partnered with NEADS
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   A compilation of this year's statistics

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FROM THE CHIEF EXECUTIVE OFFICER

As I write this letter our fiscal year has been over for a few months and I am closing in on the end of my first full year at NEADS. While the economy and the general turbulence in the world is a cause for concern, I believe all the great work at NEADS is a real cause for celebration.

Over the course of this past year I have learned a great deal. Perhaps at the top of the list is coming to clearly understand that training the very best canine assistance dogs is a lot more difficult and involved than it looks from the outside. I have also learned that it truly takes a nation, NEADS NATION, to successfully offer our programs across the country. Further, the list of members in NEADS NATION is extraordinarily long and growing every day.

I have truly enjoyed meeting so many members over the course of this past year. It is most rewarding to see and experience so many people working so hard to help our clients. Recently a client shared with me that he divides his life as before and since receiving his NEADS canine partner. Every day at NEADS we hear similar stories that motivate us to work even harder on behalf of our clients.

During my travels on behalf of NEADS I have met so many people who were quick to thank us for what we do. Quite frankly, it is a privilege to come here every day. Many people have asked me “what is the best part of my job?” That is easy to answer: after a client has been here for two weeks of arduous training, I love to see the rear lights of their vehicle leaving campus on their last day. I know that in some way we have helped them to achieve a life of greater independence. Another client told me that before he received his dog, he felt isolated and people only saw his wheelchair. Now they see his dog, next they see him and sometimes they don’t see his wheelchair at all. It just does not get any better than that!

This past year we launched a new website, rejuvenated our Facebook page and created a blog to keep NEADS NATION better informed. We were also able to increase the number of dogs in training by 18%, which will help us to meet the client demand.

Thank you all for welcoming me and helping me this past year. As we celebrate our 35th anniversary I encourage you to look for ways to help us make independence a reality for more of our clients.

Best wishes,

Gerry DeRoche
NEADS 2011 BY THE NUMBERS

1 Specialty dog

Facilitated service dogs for children with a physical disability

2

27 Adults
6 Children

1 Service dog for the ministry

Hearing dogs

Number of dogs placed with adults and children

8

Social dogs for kids

8

Canines for Combat Veterans for wounded servicemen and women

10

A total of 38 dogs were matched with clients

10

Dogs Placed By State

MA
ME
CT
NY
RI
GA
MD
MI
MO
NH
VT
WV

9 Service dogs

4 Therapy dogs

1 9

1 4

1 4

1 4

1 4

1 4
Melanie Amir & J.C.
Kurt Bagley & Pickles
Christopher Barthlow & Perry
Mary Bartnik & Nutmeg
Ted Berberian & Sherry
Devon Chapman & Bauer
Crystle Nelson Chase & Holly
Douglas Elfman & Riley
Kyle Erickson & Logan
Tyler Esposito & Buttons
Heather Field & Savanah
Jason Ghiz & Finn
Courtney Girouard & Tonka
Teagan House & Page
Elaine Faith Houston & Currahee
Edward Hull & Toffee

Michael Johansen & Chesterfield
Gretchen Korman & Frankie
Nicholas Lanteri & Fenway
Russell May & Joe
David Millard & Romeo
Joseph Miller & Jackson
Matthew Nedela & Tina
Michael P. Ryan & Recon
Ami Sawtelle & Tiger
Shanelle Snyder & Nesa
Michael Undzis & Kallie
(Janet) Evelyn Wallace & Dudley
Nicole Weitzman & Coal
Josephine White & Pax
David P. Williams & Oliver
Arthur Yeager & Hero

*An additional dog graduated with a client and was returned
We train dogs for...

People with a Physical Disability
Service dogs assist people with a physical disability by performing tasks that their partner cannot do or has trouble doing, like picking up dropped items, opening doors, and turning lights on or off. (We also train specialty dogs who are taught to aid a partner with both a physical disability and hearing loss.)

People who are Deaf or Have Hearing Loss
Our hearing dogs are trained to help people who are deaf or have hearing loss by alerting their human partner to the source of a sound.

Children with a Physical Disability
Service dogs perform tasks for children like: picking up dropped items, opening doors, and turning lights on or off, among many other things. Children under the age of 15 require the help of a responsible adult to control and care for the assistance dog while the dog is working.

Wounded Combat Veterans
Our Canines for Combat Veterans program provides dogs that are specially trained to help the growing population of veterans returning from the Iraq and Afghanistan wars. In addition, we are honored to train dogs for veterans of any war.

Children on the Autism Spectrum
We train two kinds of dogs for children with Autism. Social dogs are trained to accompany their partner to doctor’s appointments, restaurants, sporting events, and other public places, and help a child with autism feel calmer and more confident. We also train halt-ER dogs. Halt-ER dogs are trained to “halt” autistic children who have a tendency to run away from their parents in public situations.

Therapeutic Service Providers
Service dogs for the classroom, ministry and therapy are matched with teachers or therapists who work with students who have a mental or physical disability and ministers who seek to engage with their general community. The presence of a dog can put many people at ease and allows them to interact with service providers in a unique way.
Meet Liberty!

Early Puppyhood
0-8 weeks
Like many NEADS dogs, Liberty was donated (or sold to us) as a puppy by a reputable breeder. Other dogs are acquired from animal shelters.

Early Learning Center Training
8 - 16 weeks
Donated and purchased puppies like Liberty arrive at NEADS at about eight weeks old and spend the next two months on the NEADS campus learning and socializing. (Dogs that are rescued from shelters go into more advanced training in the NEADS training center or directly into the Prison Pup Partnership.)

Prison PUP Partnership
4 - 18 months
At about four months old, Liberty entered our Prison PUP Partnership, just like 90-95% of our puppies. The pup was raised and trained by a prison inmate at one of 13 New England prisons. (A small percentage of our puppies are raised by highly dedicated volunteer full-time puppy raisers outside of the prison system.) For the next 12 to 18 months, Liberty learned around 50 tasks and skills including fetching, carrying, pulling, and many others. Liberty was socialized outside of the prison by a weekend puppy raiser. These committed volunteers open their homes to puppies on weekends to work on house manners, socialization, and supplemental training.

Making a Match
Approx. 16 months
When Liberty was about 16 months old our experienced trainers and client coordinator worked together to match the dog with the right client. During this complicated process, staff members compare each client’s disability, task needs, personality and lifestyle to the entire roster of available dogs to determine whether there is a match. They discovered the perfect match for Liberty!
Graduation!
Twice a year, NEADS celebrates the graduation of each assistance dog team. At these festive, emotional events, clients get to share their story and meet the puppy namers, puppy raisers, staff and trainers who made their new partnership possible. These extraordinary celebrations are open to the public and represent the culmination of the hard work, dedication and passion that make NEADS possible.

Advanced Training
18-22 months
Throughout training in the prison, Liberty was evaluated by a NEADS trainer. When the trainer determined Liberty was ready to take the next step in training, the dog returned to the NEADS campus for advanced training. During the next crucial two weeks to three months, Liberty worked with the NEADS staff trainer to perfect the skills the dog had already learned and work on new tasks that were particular to the person with whom Liberty had been matched.

Advanced Trainer Christy Bassett works with Liberty

Who is Liberty?
Liberty is the dog in our logo who represents all NEADS dogs!

Client Training
Approx. 22 months
Once the match is made with a dog, the client travels to the NEADS campus and spends 10-14 days living on campus. This is an emotional time for the client, who will now meet the new assistance dog that will change his or her life. Our trainers work closely with the new partners to ensure that the match is a strong one. They teach the client and the dog how to work together.

Advanced Trainer Christy Bassett works with Liberty

Liberty and fellow graduates

Graduation!
Twice a year, NEADS celebrates the graduation of each assistance dog team. At these festive, emotional events, clients get to share their story and meet the puppy namers, puppy raisers, staff and trainers who made their new partnership possible. These extraordinary celebrations are open to the public and represent the culmination of the hard work, dedication and passion that make NEADS possible.
Heather Field &
Hearing Dog Savanah

"[Savanah] has brought welcome relief to my missing needed sounds. [She is] always able to rouse me no matter if it's waking at midnight or a more pleasant 6 a.m., and always seems happy to play no matter the hour. Sleep is more restful now because I know I'll be awoken when I need to be.

What I remember most from the training is that we're not in this alone. We never were. Losing hearing one can feel very alone, very silent. Savanah makes sure I know I'm not alone. More than that, we have a bigger family now: the trainers, the staff, the puppy raisers, those I went to training with, the other NEADS graduates, other service dog handlers, volunteers, and those just curious.

I was also taught to be stronger, that I wouldn't break her...that she needed my strength as much as I do, and we would both grow from this. And for these lessons I'm very grateful."

Russell May &
Service Dog Joe

"I was hospitalized with neurological issues that caused problems in my legs, and also deep depression. While I was in the hospital I was visited by fellow veteran Chris Maddeford and his NEADS assistance dog AJ. Chris told me how much AJ has helped him. He said he was able to reduce his medication -- and that he had this companion that just loved and supported him. AJ never judged him.

Now that I've got my dog Joe, I can honestly say that Chris was completely right. I've got my best friend and he doesn't even talk! He doesn't want much from me -- just some love -- but he's done so much for me in return. He reduces my pain level and gets me up and moving, even if it's just to throw a ball or go for a walk. My life before Joe was very up and down, but things have been so smooth since I got Joe. Like I said, he's my best friend."
"Page has not just changed Teagan's life, but our whole family's. Having Page has given Teagan back his independence. One of the moments I will never forget in training was the day they [showed us how] Page could open the door for Teagan, and I just started crying. Because this little task that this dog does now allows Teagan to go outside without asking me or my husband or his six-year-old sister to open the door for him.

And the favorite moment was learning how Page spent her weekends, and going to the prison and meeting her prison trainers, and having them thank us. I didn't understand why they were thanking us, because I was trying to come up with the words to thank them for giving Teagan his childhood back. What my husband said summed it up the best: Page has completed our family."

"Last year I was asked by my agency if I would be interested in having a NEADS dog at my program, Chauncy Hall Academy. Our program is a locked residential school for adolescents between 13 and 19 who are diagnosed with serious mental illness. Being with a therapy dog has the potential to put a client in a space by which they are more at ease to express what is troubling them. A therapy dog provides a comforting sense of home, especially when a client is unable to go home.

My personal relationship with all of the residents has evolved as they have been more open with me about their experiences in the presence of Riley. Riley provides a sense of calm for our clients who have unfortunately come to us with a traumatic past much like this dog. ...Riley himself survived endless shelters, foster families, and was found as a stray at nine months old wandering the roads of rural Tennessee. He was in pretty bad shape when found, mangy and malnourished and in need of human love and attention. He is now confident, calm and proud to be a service dog and perform tasks to support his clients. NEADS trained Riley to have a purpose, an education, and ultimately how to be loved. I thank them for that."
The inmate handlers have shown how they have gained patience, discipline and dedication through the Prison Pup Partnership. Their hard work and effort have resulted in well-behaved dogs. What the inmates may not be so ready to admit is that they also learn love and trust -- something never experienced, or forgotten while incarcerated.

Ivonne Benet-Rivera, Supervisor of Education
FMC Devens, NEADS Liaison
Ayer, Massachusetts

Working in an environment like a Medium Security Prison is by its nature daunting. I will never cease to be amazed at the effect of having happy, playing dogs training in the prison yard. The dogs we train become an extension of our goal, serving a need out in society. These unselfish animals remind both inmates and staff of our 'better' nature.

RHODE ISLAND DEPARTMENT OF CORRECTIONS
J.J. MORAN -- MEDIUM SECURITY
DEPUTY WARDEN ROBERT CLANCY

STATE OF CONNECTICUT -- DEPT OF CORRECTION
YORK CORRECTIONAL INSTITUTION
Crystal DeL Jorge, Correctional Lieutenant

Dear NEADS,

The Prison dog handlers...have all agreed that this program is not about them. It is all about the care and training of a pup to become the best service dog for a person with special needs... [The handlers] are changing themselves to live right even when no one is looking and being in the Pup Program only strengthens their skills. The dog handlers are taught 'we get what we pet' and recovery teaches them 'we get what we give'. Kindness, compassion, peacefulness and joy are just a few of the great gifts to give and the rewards to receive.

Crystle DeL Jorge
Correctional Lieutenant
York Correctional Institution
Niantic, Connecticut
The Prison Pup Partnership between NEADS and the Massachusetts Department of Correction (DOC) began in 1998, with the first program at North Central Correctional Center, Gardner. Since that time the program has flourished and grown and is now at the woman’s prison, MCI-Framingham, and three other medium security facilities: MCI-Shirley, MCI-Norfolk and Bay State Correctional Center; and four minimum security facilities: Northeast Correctional Center, Concord, MCI-Plymouth, Boston Pre-Release Center and Pondville Correctional Center. The growth of the program demonstrates its remarkable success. More than 100 puppies have graduated and are now assisting people with disabilities. It is popular with inmates and superintendents.

Because inmates can spend so much time with the puppies, their training time is nearly cut in half, providing more dogs quicker. However, the benefit is mutual: the NEADS training regimen is also a rehabilitation tool for prisoners focusing on positive reinforcement. The relationship that develops between dog and trainer is powerful and inmates understand that they are “giving back” in training these puppies to benefit another in need. Several NEADS clients have brought their dogs back to prison for a “reunion” with their trainer and to meet and thank the inmate. Witnessing this powerful, moving moment speaks volumes. Facility superintendents speak of the improved “climate” in the units where puppies are being trained. Inmates have remarked on the effects of positive reinforcement and that they will adopt this in their own lives when they return home.
NEW LOGO UNVEILED

During the March 2011 graduation ceremony, NEADS unveiled a new logo that represents a fresh new face for NEADS. The logo was designed by an in-house committee with extensive help from local designer Dana Esposito. A contest was held amongst our 4,000 Facebook fans to name the dog in the logo, and Liberty was born. We are proud that Liberty's regal form represents all the working and training dogs in our program.

MASSACHUSETTS GOVERNOR DEVAL PATRICK MEETS NEADS

Massachusetts Governor Deval Patrick celebrated National Assistance Dog Week in August 2011 by inviting NEADS into his office. The Governor, along with State Representatives Cory Atkins and Kimberly Ferguson, took time out of their busy schedule to meet and talk with NEADS CEO Gerry DeRoche and clients Stacey Berloff and Bob Swain.

PARTNERSHIP WITH LIVE MUSIC VENUE INDIAN RANCH

Through the generosity of Suzette Raun, President of Indian Ranch, NEADS was invited to be the featured non-profit at Indian Ranch, the premiere country and western music venue of New England, located in Webster, MA. During 14 concerts, NEADS spoke with thousands of enthusiastic concert-goers about our various programs and met many new friends. Plus, we were lucky enough to connect with performers like LeAnn Rimes, Travis Tritt, Dwight Yoakam, Bare Naked Ladies, Charlie Daniels and many others. We are grateful to the staff at Indian Ranch for their support!
**NEADS INCREASES FACEBOOK PRESENCE**

This past year we increased our Facebook fan base by nearly 1500 fans, taking us just shy of 4,000 fans! Our Facebook users are a participatory and lively group, who particularly enjoy each morning’s posted photo of a cute puppy. We garner new fans every single day, people who are just learning about NEADS for the first time, and also longtime devoted supporters of who want to be kept in the loop about the daily happenings at NEADS.

**VOLUNTEERS HELP BUILD PUPPY PATH**

With the help of a great number of volunteers, we began work on a “puppy path” behind the NEADS main building. The purpose of the puppy path is to provide a variety of textures and ground surfaces for our assistance dogs in training to walk on.

A group of very generous Citrix employees volunteered their time in July during the company’s Global Day of Impact. They spent the day helping to construct the puppy path, digging holes, placing large stones, spreading gravel and performing other ground work. They were instrumental in constructing many of the different surfaces that our dogs will walk on for years to come!

**LAUNCH OF NEW NEADS WEBSITE**

The new NEADS website was launched in May 2011. The feedback has been tremendously positive, with users telling us that the new site is "easy to navigate," "clean," and "beautiful!" Improved features include an entire section on disability resources and the Americans with Disabilities Act, restructured and more intuitive navigation, and much more!

Visit the new site at: www.NEADS.org

**LAUNCH OF NEW NEADS BLOG**

In June 2011, just one month after the website launch, NEADS launched its first-ever blog. This informal venue enables us to tell stories about our clients, puppy raisers and events more quickly and with greater visibility. Our most popular feature -- the 11AM cute puppy -- has already established a growing and devoted fan base. Each day at 11AM, Monday through Friday, we post a photo of an adorable puppy from our Early Learning Center.

www.assistancedogs.wordpress.com

Citrix employees volunteered to break ground on our puppy path.
Planned Giving

Make a lasting impact on the future of NEADS by becoming a contributing member of our planned giving society. This program honors the people who include NEADS in their long-term charitable contributions.

By including a gift in your estate plans, you help endow NEADS with a future of continued excellence in assistance dog training and placement. With your support, our dogs will continue to bring independence and companionship to those in need for years to come.

Incorporate NEADS into your long-term charitable giving plans by:

- Giving a gift of cash
- Giving the gift of appreciated securities or real property
- Including NEADS in your will or revocable trust
- Including NEADS as a beneficiary of an irrevocable trust or life-income gift
- Making NEADS the beneficiary of a life insurance policy or a retirement plan

Help others help themselves with the aid and companionship of our incomparable canine assistants.

Unleash the possibilities!
the year in review

client relations

The demand for NEADS assistance dogs is stronger than ever as our organization continues to be recognized as having the best-trained, best-matched dogs. We have added a Skype program so that applicants from outside New England can have the benefit of a personal interview as part of their application process. Our Trauma Alert Dog pilot program (TAD) for combat veterans with PTSD placed four more dogs. Our extensive follow up with the nine veterans who already have TAD dogs continued. Valuable feedback has been obtained from the veterans’ participation.

programs and communications

NEADS enjoyed an exciting year which culminated in a rebranding strategy that led to a new logo, a new website, and a new blog. Print articles and TV news stories about NEADS drew nationwide attention to our organization. We value our relationships with our corporate partners, weekend and full-time puppy raisers, volunteers, veterinarians, Prison PUP Partners, breeders and donors, and thank them for their commitment to our mission and purpose.

development

Although 2010-11 was a very tough financial year for our nation, we are grateful that our supporters remembered that what we do here is to change lives -- many lives -- and have continued to galvanize our efforts. We have many dedicated donors who have followed, encouraged and guided us for 35 years. Other supporters are new, but are equally enthusiastic champions who want to be with us for the next 35 years. We thank all of you who have moved NEADS forward and embraced our mission. The work we have done together will continue.

revenue

Program revenues are being pursued aggressively in an effort to establish sustainable income. The ground work is being set for future years' activities including annual events. Revenue will be leveraged to provide the most return with the least amount of daily staff involvement. New retail products will be unveiled in the coming year in addition to new fundraising opportunities. Energy efficient opportunities are being explored to reduce the cost of operations, increase profit and generate revenue.
Meet the staff of SUE BERRY
Title: Client Coordinator  
Administrative Assistant

Average day: printing new applications from potential clients, calling clients to set up interviews, assisting Director of Client Relations Kathy Foreman. Every day brings a new adventure!

Favorite part of the job: calling clients to set up an interview and hearing their excitement when I tell them why I am calling. Clients are so thankful for the opportunity to come here and let us know how a service dog can make a difference in their lives.

My pets: I have a yellow Labrador Retriever named Ginger. We got her when she was 8 weeks old and now she is 4 years old. She is a wonderful, good natured family dog and has a special place in our family. She always wants to be with my two boys.

Back row (from left): Dan Ouellette, Cyndi Ryan, Donna Laconti, Brian Jennings, Joanne Rich, Abbey Kotoski, Jen Banks, Marilyn Holway, John Moon, Dave Hessel
Middle row: Lisa Brown, Cheryl Brady, Susan Berry, Sherrie Forest, Candi Hitchcock, Anna Tepe, Paula Ricard, Cindy Lopez, Gerry DeRoche
Front row: Christy Bassett, Kathy Foreman, Erin Wylie, Ellen Jones, Erika Jackson, LouAnn Pignataro, Pam Murray, Mike Huhtala
Absent: Christina Rossetti, Judy Rodenizer, Judy Henry, Maureen Huhtala
Meet the staff of NEADS

ELLEN JONES
Title: Supervisor of Client Accounts

Average day: I talk with clients about fundraising their dog fee, update client web pages, record & acknowledge incoming donations. I always search for new ways to help clients.

Favorite part of the job: developing relationships with clients. I have such admiration for their courage and strength. I love sharing the joy of seeing their fundraising efforts pay off as they work towards their goal. Their positive attitudes never cease to amaze & inspire me.

My pets: Amos my dog, an unknown mixed breed, and Banjo my cat are the loves of my life. They were both abandoned and wandered into my life seven years ago when I was living in Arizona. They rarely leave my side and follow me around like I’m the Pied Piper.
## 2011 SUMMARY OF FINANCIAL STATEMENTS

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Support and revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General fees and contributions</td>
<td>$1,703,770</td>
<td>$1,663,984</td>
</tr>
<tr>
<td>Contributed goods, services and property</td>
<td>282,034</td>
<td>97,482</td>
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<tr>
<td>Grants and foundations</td>
<td>156,180</td>
<td>164,708</td>
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<tr>
<td>Interest income</td>
<td>6,225</td>
<td>4,452</td>
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<tr>
<td>Investment gains (losses)</td>
<td>251,828</td>
<td>115,487</td>
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<tr>
<td>Net assets released from restrictions</td>
<td>-</td>
<td>-</td>
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<tr>
<td><strong>Total support and revenue</strong></td>
<td>2,400,037</td>
<td>2,046,113</td>
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<tr>
<td><strong>Expenses</strong></td>
<td></td>
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<tr>
<td>Training program</td>
<td>2,109,010</td>
<td>1,667,788</td>
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<tr>
<td>Management and general</td>
<td>173,717</td>
<td>154,165</td>
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<tr>
<td>Fundraising</td>
<td>136,583</td>
<td>120,690</td>
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<tr>
<td><strong>Total expenses</strong></td>
<td>2,419,310</td>
<td>1,942,643</td>
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<tr>
<td><strong>Change in net assets</strong></td>
<td>(19,273)</td>
<td>103,470</td>
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<td><strong>Net assets, beginning of year</strong></td>
<td>4,697,265</td>
<td>4,593,795</td>
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<tr>
<td><strong>Net assets, end of year</strong></td>
<td>4,677,992</td>
<td>4,697,265</td>
</tr>
</tbody>
</table>
SUPPORT AND REVENUE BY CATEGORY

- Contributed Goods & Services: 12%
- Program Income: 17%
- Appeals: 16%
- General Donations: 13%
- Bequests: 4%
- Grants: 6%
- Canines for Combat Veterans: 19%
- Training & Programs: 87%
- Events/Sales: 2%
- Interest/Investments: 11%

EXPENSES BY CATEGORY

- Fundraising: 6%
- General Management: 7%
- Training & Programs: 87%
Left: Courtney Girouard and hearing dog Tonka are all smiles

Right: Ted Berberian bonds with his assistance dog Sherry

Bottom left: Kyle Erickson (with his mother Faith) enjoys the company of his assistance dog Logan

Bottom right: Veteran Jason Ghiz poses with his assistance dog Finn
MISSION

NEADS is dedicated to providing independence to people who are deaf or have a physical disability through the use of canine assistance

The NEADS annual report is published by the NEADS communications department

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