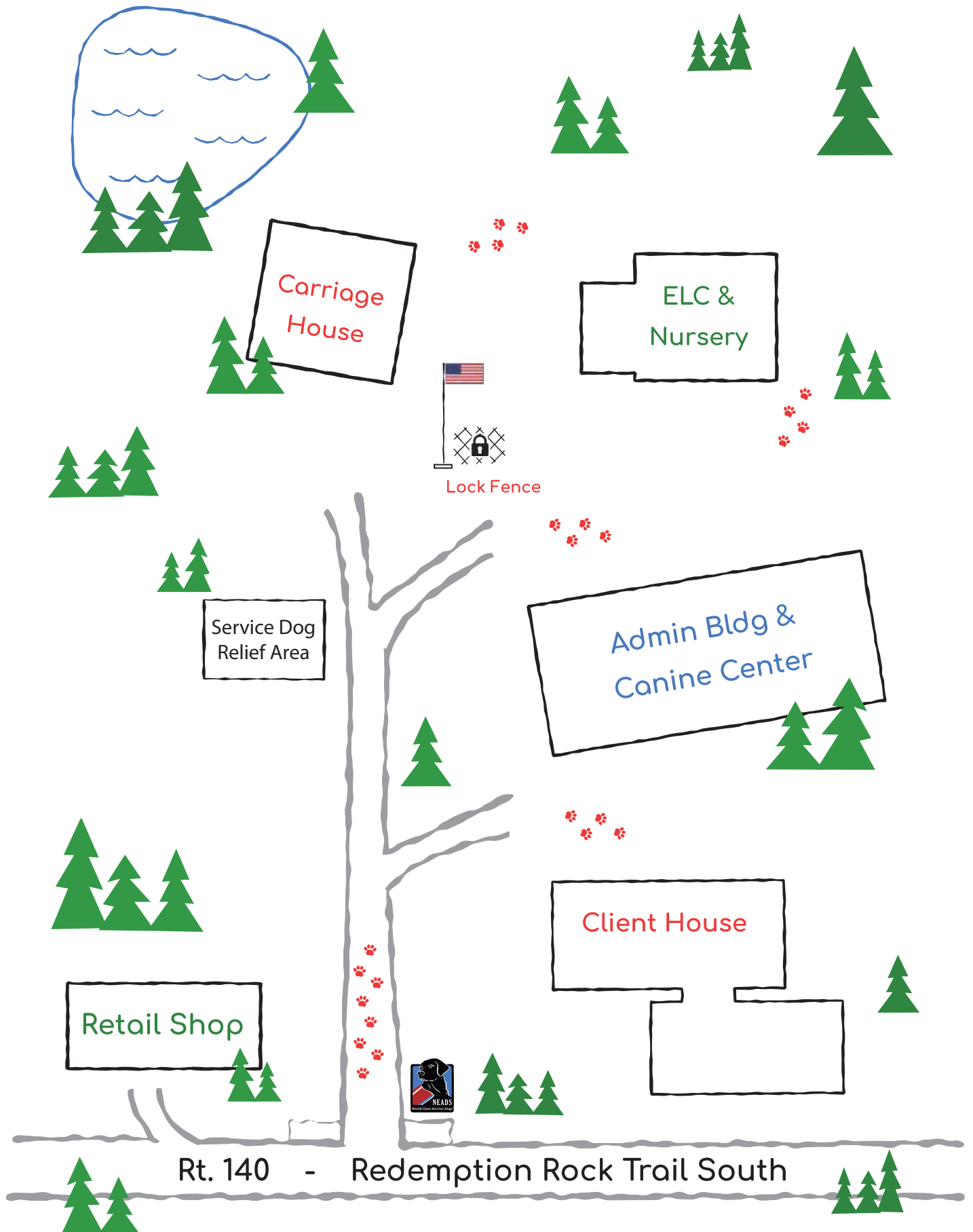


# 2019

## ANNUAL REPORT



# Welcome to the NEADS Main Campus



## MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

Each fall as we close out one year and begin the next, we begin to write the narrative of the year that just ended, while also trying to give you a glimpse of the future. Every year there are many highlights and stories that we love to share with you, especially stories about our clients. Our hope is that we capture the excitement and the accomplishments of the past year throughout this annual report.



The grand opening in June of the Canine Center as well as the US Army Captain Christopher Sullivan Carriage House represented the culmination of nearly three years of research, design, and execution. We were honored to have Congressman Jim McGovern, Lieutenant Governor Karyn Polito, and State Representative Kim Ferguson participate. It was especially nice to hear them share their personal connection to NEADS on a beautiful day befitting this program milestone.

The other major development this past year was the evolution of our breeding program. We made the major decision to rather dramatically increase the significance of our program. While we have great partnerships with other organizations, it had become increasingly difficult to meet our goals for the number of quality puppies needed for our programs. Over the course of the next few years we will update you on our plans for and progress on a new Breeding Center. In addition, there is a feature article in this year's report.

I am pleased to share with you that 48 client pairs were matched this year. From a financial perspective we had an exceptionally strong year. Our strong financial health and commitment to accountability and transparency has earned us our 18th consecutive 4-star rating from Charity Navigator, America's largest independent charity evaluator. To receive this top distinction is to occupy rarified air. Only three other not-for-profits have received the same recognition.

I hope you enjoy this year's annual report. If you are a donor or a volunteer, we sincerely appreciate your support. And if you are new to NEADS, we hope that you will become engaged with NEADS in a manner that is most comfortable for you.

Sincerely,

Gerry DeRoche  
*Chief Executive Officer*

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## ABOUT THE COVER

Our first NEADS-bred, born, and raised litter – the Pioneer litter – at 6 weeks, by photographer Fred Levy. Learn about our Breeding Program on page 2.



## GOING THE EXTRA MILE

NEADS is fortunate to have many dedicated donors, volunteers, and staff who go the extra mile to support our programs and initiatives. We've spotlighted just a few of these special supporters in this year's annual report with the *Extra Mile* badge. Thank you for all you do for NEADS. We couldn't do it without you!

# NEADS Breeding Program



*The NEADS Breeding Program entered a new phase in 2019 with the birth of our very first NEADS-bred, born, and raised litter. Acadia, our first “Breeder” dog, gave birth to 10 healthy puppies – the Pioneer litter – on November 21, 2018. These puppies were followed by 5 additional litters, ensuring a constant flow of puppies on campus. The Breeding Program met another milestone this year when the Nursery Staff raised two litters at the same time – twice.*

*In all, we whelped 6 litters on campus and cared for 55 puppies from birth to 8 weeks of age. During these first weeks, Nursery Staff laid the foundation for Service Dog work through a comprehensive early socialization program (see box).*

## PURPOSE BREEDING

In our earliest days, when our dogs came from shelters and private breeders, our graduation rate was well below the industry standards. In 2000, we introduced purpose-bred puppies from Guiding Eyes for the Blind and other respected Service Dog organizations into the mix. It soon became evident that by focusing on dogs with specific temperaments and excellent health, we could increase our graduation rate to be more aligned with industry standards (52%-58%).

Purpose breeding is the next step in our evolution and allows us to create an environment in which we have more control of our destiny. Purpose-bred dogs – obtained through our own breeding program and from other Service/Guide Dog organizations - allow us to better control for temperament, health, and overall suitability for Service Dog work. This is key to ensuring that we can get more dogs through training and place more dogs with people in need.

NEADS' commitment to purpose breeding started five years ago when we joined the ABC Co-Op (ADI North American Breeding Cooperative). This Co-Op consists of about 35 Service Dog and Guide Dog organizations who work together to support the breeding and raising of purpose-bred dogs across North America. This is a valuable support network and resource for our staff to learn breeding program best practices. We also prepared extensively for our own breeding program by meeting with local breeders and reproductive veterinarians, and, in 2018, by hosting a litter from a Co-Op member.

## BREEDER DOGS

As we develop our Breeding Program, the goal is to maintain genetic diversity through collaborating with other top-quality industry partners. We have 3 active broods, two of which are enrolled in the ABC Co-Op. The third, in partnership with Guiding Eyes for the Blind, represents our first autonomous (outside of the Co-Op) brood. Over time, our Breeding Colony will grow, as we are raising and evaluating other potential breeders on a continual basis.







## SOCIALIZATION

Studies show that a puppy has undergone 50% of its development by the time it turns 8 weeks old. The impact of early socialization on their temperamental development, combined with purpose breeding, gives us the best possible chance of success. Socialization is a critical part of our breeding program and is one of the factors that we expect to lead to increasing the graduation rate of our dogs.



We begin shaping our puppies for service work on day 3 of their lives, working to build confidence and resilience in everything they experience in the world. Our comprehensive early socialization program includes puppy massages, crate exercises, and exposure to a variety of objects and people, sounds, smells, and plenty of cuddles and kisses.

## BREEDING PROGRAM GLOSSARY

**Breeding Selection Process:** for a dog to enter the NEADS Breeding Colony, the dog undergoes Service Dog training until it is 14 months old, at which time is assessed on a variety of health and behavior traits. The best of the best are chosen as breeders.

**Breeding Colony:** a group of dogs that consists of all of the active broods and studs.

**Brood:** a breeding female at any point in her breeding career. NEADS uses only purpose-bred broods with a Service Dog lineage.

**Gestation Period:** the period of time from conception to delivery; for a dog, it is 9 weeks.

**Nursery:** a quarantined space where the puppies are cared for and socialized for the first 8 weeks of life.

**Purpose-Bred Dog:** a dog that has been bred specifically with the intention of entering a Service Dog program.

**Stud Dog:** a male dog used for breeding to a brood. NEADS uses only purpose-bred stud dogs with a Service Dog lineage.

**Whelp:** the process of delivering/birthing puppies.

## RESCUE & JESSICA

In April 2018, *Rescue and Jessica: A Life-Changing Friendship* hit the stores, and the book was an instant success. Authors Jessica Kensky and Patrick Downes generously donated proceeds from the sale of the book, raising enough money to sponsor two NEADS-bred litters and jumpstart our breeding program. This summer, NEADS Service Dog Rescue became a proud "Uncle" to 13 puppies.



## FOUNDATIONS FOR THE FUTURE PHASE 3: NEADS BREEDING CENTER

NEADS is continuing its Foundations for the Future fundraising initiative, which began with the Kathy Foreman Client House, followed by the Early Learning Center and Canine Center, to include a new Breeding Center. Expected to be located on a 4-acre parcel of land in Sterling, MA, this \$2M project will enable NEADS to ensure purpose-bred dogs for our program in perpetuity.



## Our Year in Review

6th annual **FORE PAWS GOLF CLASSIC** at Shaker Hills Country Club



Recognizing the work of NEADS volunteer Puppy Raisers at the **PUPPY RAISER ANNUAL BARBECUE**



4th annual **GET DRESSED. GIVE BACK.** fundraising event at the Exchange Center, Boston



NEADS celebrated its newest teams at **GRADUATION CEREMONIES** in November and April.





**15-member teams took part in the 3rd PULLING 4 PAWS TRUCK PULL fundraiser at Wachusett Brewing Company**



**Boston Red Sox  
SERVICE DOG OF THE GAME**



NEADS Service Dogs were some of the first to be honored as part of the Boston Red Sox' new program: Jack and NEADS Service Dog Maurice (top), Jessica and NEADS Service Dog Rescue, Jennie and NEADS Assistance Dog for the Hospital Luie, and Katelynne and NEADS Service Dog Jones (bottom).

**NEADS DAY AT THE PAWSOX**



NEADS was honored to be a part of the pregame ceremonies. Thanks to all of the clients and Puppy Raisers who came out to represent NEADS Nation.



**NEADS on BEACON HILL**



NEADS Ambassador Loring visits MA Representative Kim Ferguson and Lieutenant Governor Karyn Polito (left) and MA Attorney General Maura Healey (right).





## A Cutting-Edge Service Dog Facility

*In June, NEADS hosted a Ribbon Cutting Ceremony to celebrate the completion of our new, state-of-the-art Canine Center, as well as the Early Learning Center and interim Nursery; a renovated main lobby and welcome center; and the US Army Capt. Christopher Sullivan Carriage House. NEADS was honored to have special guest Lieutenant Governor Karyn Polito, guest speaker MA State Representative Kimberly Ferguson, and keynote speaker Congressman Jim McGovern take part in the ceremony.*



### THE NEW NEADS CANINE CENTER

The new Canine Center is a cutting-edge Service Dog facility. It is light, airy, and cheerful, and designed to minimize stress and provide a healthy environment for our staff and dogs. Key components of the new facility include a main work hub, hospitality area, outdoor pavilion area, exam and specialty care rooms, a grooming room, three kennel wings with 31 individual runs, and outdoor paddock areas.

#### DEBORAH A. HAWKINS CHARITABLE FOUNDATION

NEADS appreciates the support of the Deborah A. Hawkins Charitable Foundation, which was the lead donor for the Canine Center renovation and was the one who made it possible to start the project.



### THE US ARMY CAPTAIN CHRISTOPHER SULLIVAN CARRIAGE HOUSE

Students from the carpentry, masonry, and electrical programs of Montachusett Regional Vocational Technical School ("Monty Tech") have built a two-story carriage house on the Princeton campus from the ground up. The Carriage House will help to protect NEADS trainer vehicles from the harsh New England weather as well as house the bulk of our dog food. Roughly four times a year, NEADS receives shipments of 9,000 pounds of dog food from Blue Buffalo (*see p. 14*), which will now be stored on the second floor of the Carriage House. This has been specially engineered to easily handle all that weight.



The 1,600-square-foot building was named in honor of Princeton resident US Army Capt. Christopher Sullivan, who was killed in Baghdad in 2005 while serving in the Army. Capt. Sullivan's parents, lead donors Larry and Nanine Costa (*pictured above*), NEADS staff, and Monty Tech teachers, students and administrators were on hand for the dedication ceremony held in early June.



# Jared Wimberly and Service Dog Jeter

NEADS TRAUMA ASSISTANCE DOG (TAD) PROGRAM



*Jared was diagnosed with PTSD after returning from Iraq in 2006. He had anxiety attacks two or three times a day. He rarely left the house except to go to work or school, and found it nearly impossible to take his nine-year-old son to do things like go to the park or travel. Work, school, and his relationship with his son were suffering, so, at the recommendation of his therapist, he applied to the NEADS Trauma Assistance Dog program and was matched with Jeter in 2017.*

**MY SON IS THE LIGHT OF MY LIFE**, but before I had Jeter, I just wasn't there for him.

For 11 years, PTSD controlled a lot of my life. I was miserable all the time. I was mad at everyone. It was hard to just function in society. I tried so many things — medications, therapy — but nothing seemed to work. I got divorced, I lost jobs, I lost a lot of friends.

Then I was matched with Jeter, and everything magically changed overnight. The two weeks of training at NEADS and the follow-up support for the next year was an amazing experience. I became part of a family that was helping me find my way.

I knew a dog would make things easier, but Jeter has literally changed my life and my son's life. I am a completely different person now than I was two years ago. It's like night and day. I've gone from where I couldn't leave my house to traveling around the world with my son. We've been to Norway, England, France, Canada, and all over the US. I had been doing poorly in college, but I've now graduated and am in law school. I'm happy all of the time.

Jeter came into our lives at exactly the right time. I'm getting to where I want to be in life, and he's helping me get there. No medication no support system, no therapy has done as much as he has.

# Phyllis Samara and Service Dog for Hearing Scout

NEADS SERVICE DOGS FOR HEARING PROGRAM



**I HAD BEEN CONSIDERING** applying for a Service Dog but one day, about 12 years ago, it became very evident that I shouldn't put it off. While I was asleep (I take my hearing aids out at night), my daughter knocked on the door, rang the doorbell, and let herself into my house. Then she walked up the stairs calling my name and entered my bedroom. I did not wake up until she was standing over my bed looking down at me.

I realized that other parts of my life were being compromised by my hearing loss. I missed phone calls. I would not hear people entering my office until they stood in front of me at my desk. As a full-time professor at Quinsigamond Community College, I would share my hearing limitations with my students, but they quickly forgot because a hearing loss is "a hidden disability." Soon, I would hear complaints from students that I didn't answer their questions, that I never called on them, or that I walked away. I was labeled "stuck-up."

When I was matched with my first NEADS Dog, Shadow, my life changed. He informed me whenever someone came to the door or entered my office. When they saw me with Shadow, my students remembered that I had a hearing loss, and I was no longer stuck-up. I didn't miss phone calls and, since Shadow would identify the ring and take me to where I left my phone, I never lost my phone. Shadow and the students played a game with me in the classroom. When I turned my back to

write on the blackboard, one of the students would say my name. Shadow was trained to run to me and touch me on the back then run back to the student who had called my name. He never failed to identify the right student.

I was spoiled by the independence Shadow gave me, so when he began to show signs of aging, I knew it was time to apply to NEADS for a second dog.

The day I met Scout, the sun began to shine brightly again. She knows all of her commands and performs them with 100% perfection. She is obedient and almost inconspicuous in public. She accompanies me to work, when I volunteer, and when I visit with friends; we are an inseparable team. She gives me confidence and bravery in many situations.

Scout has helped me make friends and meet so many people I wouldn't ordinarily talk to. Because of my hearing loss, I hesitate to socialize for fear I won't hear the conversation. But with Scout, the conversations are relaxed and comfortable. I can easily answer the questions people are always asking: What type of dog is she...Where does she come from...How was she trained...What does she do for me...

I wake up every day so grateful to have a Service Dog at my side, so grateful for the independence and connection Shadow and Scout have allowed me.





# Parker Roberts and Service Dog for a Child Evers

## NEADS SERVICE DOG FOR A CHILD PROGRAM

**AS IS TYPICAL OF MANY CHILDREN** with autism, 8-year-old Parker had problems making friends, had bad reactions when upset, and had difficulty following directions. His parents were always looking for ways to help him, and they realized that a Service Dog might be an effective tool.

Parker was matched with Evers in early 2019, and he and both parents came to NEADS for training. "The whole experience, from our stay in the client house to the training portion, was just exceptional," says Parker's father, Dave. "NEADS really helped to ease our concerns and give us the right tools and mindset for taking care of Evers."

Evers easily integrated into the family (Parker has two siblings and a pet dog) from the day she got home, but she knows she's there for Parker. Since Evers' arrival, the family has seen many changes in Parker. He used to resist going to the grocery store or Target, but with Evers along, he's much more willing to go. When Parker starts to show signs of an emotional breakdown, Evers rests her head on his lap, diffusing a situation that used to easily escalate.

"I didn't expect that having a Service Dog would have such an impact on Parker and for it to be as useful as it is. I didn't foresee how it would make him more responsible. He used to only think about himself, but with Evers, he's now thinking about how he needs to take her out, get her fed, and exercise and play with her," says Dave. "Evers is helping Parker open up to other people, because when we're out in public, people want to meet her and talk about her. It was heartwarming to attend back-to-school night and see Parker talking about his project to strangers. I know part of this is because he's growing up, but I don't think we would have seen so many changes without Evers."



# Tamela Manhart and Assistance Dog for the Courthouse Salem

## NEADS ASSISTANCE DOG PROGRAM



*Tamela is the Victim Witness Coordinator for Bannock County, Idaho, handling all cases that involve a victim (sexual assault, stabbing, aggravated battery). She was matched with Salem in 2018. Salem accompanies her to work every day, working in nine courtrooms, in forensic interviews, and wherever else he's needed.*

**I CAN ONLY DO SO MUCH** for a victim. I can't go on the stand and hold their hand. I can only empathize and listen to their story. I felt that a Courthouse Dog could assist me when working with certain victims, but at the time I applied to NEADS, I had no idea just how big an impact it would have. I can tell you hundreds of stories, but here are some that stand out:

An officer testifying in a difficult case requested Salem be with him at court. Salem sat with him in the hallway with his head on his lap before he testified and was waiting in the hallway after he finished.

A 16-year-old boy who had been molested several years earlier shut down as memories of the trauma came back during mediation. After spending half an hour with Salem, he was able to leave the courthouse in a positive frame of mind.

A victim who was severely beaten and too emotional to testify calmed down

and was able to tell her story as she was petting Salem.

A 3-year-old victim learned that Salem could "tell me a secret," and soon was able to tell Salem a secret, too.

A boy put his head in Salem's fur and was able to finally let down his guard, hiding his tears in Salem's coat during a victim interview.

Salem and I have the full support of the courthouse and the community. Court marshals, prosecutors, judges, clerks, and courthouse staff all seek him out. He's a local hero who has been on TV several times, including the day we got off the plane after our training at NEADS.

Whether he's on the witness stand or walking in the halls, Salem changes the way people are thinking. He is a friend to everyone in one way or another. Kids, adults, it doesn't matter – he speaks a universal language that puts people at ease.

**"I've been prosecuting these cases for years, and the difference between how we interact with child and adult victims with and without Salem is like night and day. I remember one case where a young woman who had been raped testified for 1 ½ hours at a preliminary hearing with the defendant seated just feet away. She could only get through it because Salem was there with her on the floor of the witness stand."**

— Zachary G. Parris,  
Chief Deputy Attorney





# John Stuhl and Service Dog DJ

## NEADS SERVICE DOG PROGRAM



**WHEN I WAS IN MY MID-20S**, I met someone with a Service Dog, and the more time I spent with her, the more I knew that some day a dog could help me. Fast forward 25 years to 2017, and the time was right. Although I had been in a wheelchair for 25 years, I now needed help with things I couldn't do anymore.

I still can't believe the job NEADS did matching me with DJ. But it wasn't just me. There were three of us in our class, and they did a really good job of matching each person with their dog. And you can't measure the importance of the two weeks of training.

DJ has changed my life in many ways.

She's made life so much easier. I work at U.S. Army Natick Soldier Systems Center, and there are tons of automatic doors - she opens them for me. Picking up things I've dropped on the floor had become nearly impossible. But

now, when something hits the floor, DJ runs for it. Before she picks it up, she looks at me, waiting for the command to bring it right to me.

She's changed the quality of my life, too. I used to be set in my ways - get up, shower, go to work, come home and eat, go to bed. Now, there's no more sleeping in until 10am on a Saturday. I'm up at 5:30 to get her out, fed, and walked. I go to the store to shop instead of just ordering online. I used to call in sick a lot, but I haven't missed a day of work since I got her. I had started closing myself off from people, but it's hard to stay that way when they stop and ask me questions about DJ.

Thanks to DJ, I have a new lease on life. I know I need to take care of her, because she takes care of me. I think we're a great team.



# NEADS Staff



## 44 Valuable Staff Members\*

Taverly Adams  
Kate Albertini  
Tori Allen  
Janet Anderson  
Bridget Austin  
Lori Barrett  
Sue Berry  
Magen Blake  
Lisa Braley  
Pieper Brockelman  
David Buteau  
Angela Chabot  
Amanda Charbonneau  
Sharon Concannon  
Michaela Davis  
Gerry DeRoche  
Kathy Foreman  
Emilie Gagne  
Lacy Gillotti  
Tyler Gribi  
Becca Hill  
Ann Jones  
Michelle Kati  
Tracy Kelly  
Hannah Kump  
Kevin Lambert  
Joe LeMay  
Erin Moloney  
Pam Murray  
Helena Ortiz  
Katy Ostroff  
Page Palen  
Julia Prime  
Rea Samuels  
Doreen Sheridan  
Andrew Shusta, Jr.  
Bailey Sullivan  
Katelyn Sullivan  
Anna Tepe  
Audrey Trieschman  
Julie Vautour  
Erin Wylie  
Tricia Yorston  
Cathy Zemaitis

\*Employed by NEADS as of 8/31/19



# NEADS By the Numbers



48

DOGS MATCHED WITH CLIENTS



92

DOGS IN TRAINING



13

SERVICE DOGS  
FOR VETERANS

144

ACTIVE PUPPY RAISERS



12  
CLIENT TRAINING  
CLASSES



13

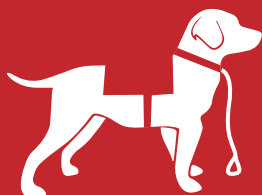
PLACEMENTS IN 13 DIFFERENT STATES



13



ASSISTANCE DOGS FOR THE COURTHOUSE,  
CLASSROOM, MINISTRY, OTHER



9

SERVICE DOGS

5

SERVICE DOGS  
FOR CHILDREN  
WITH AUTISM  
AND OTHER  
DEVELOPMENTAL  
DISABILITIES

8

SERVICE DOGS  
FOR HEARING

5

REPEAT CLIENTS  
IN 2019

43

NEW CLIENTS  
IN 2019

407

ACTIVE NEADS  
CLIENTS



## Worcester Fire Department

Over the last eight years, the Worcester Fire Department (WFD) has named 14 puppies through charitable donations to their annual Worcester Firefighters 6K, which began in 2000 following the December 1999 Cold Storage Fire where six firefighters were lost. The 6K focuses on the community and bringing the city of Worcester and surrounding towns together to celebrate the spirit of the day. NEADS is proud to be one of the local charities that the WFD has chosen to support through this fundraiser.

The first 10 puppies named by the Worcester Fire Department – Blaze, Rescue, Maurice, Ed, Luke, Pat, Cliff, Nikki, Gilbert, and Gianna – serve as Service Dogs, Assistance Dogs for the Classroom, a Service Dog for a Child with autism or other developmental disabilities, and an Assistance Dog for the Courthouse.

The most recent pups, Windy and Franklin, are currently in training. (Two of the puppies the WFD named were released from the program.) Windy is named for a retired firefighter who was integral in organizing and managing the road race. Windy was his nickname. Franklin is named for the Franklin Street Fire Station. Both puppies are in training at NCCI-Gardner.



### BLUE BUFFALO

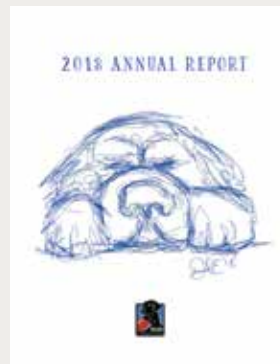
NEADS is proud of its partnership with Blue Buffalo, a leading natural pet food company. Through this partnership, Blue Buffalo is the exclusive food provider for the dogs in the NEADS program, donating thousands of pounds of food each year to fuel our World Class Service Dogs.



## Ed Walsh Foundation

We first met Kristen Walsh in 2014, when NEADS staff visited the Boston Fire Department's Engine 33/Ladder 15 after they lost two of their own in the line of duty, Lieutenant Ed Walsh and Firefighter Michael Kennedy. Since that time, we've stayed connected through the Ed Walsh Foundation, which was started by his family to help share his giving spirit. Kristen Walsh and the Ed Walsh Foundation have since named six puppies: Jake, Blaze, DJ, Sparky, Savannah, and Mickey.

## The Artist Behind the Cover



Loved last year's Annual Report cover? The artist, J. Stanley Edwards, is not only a generous financial supporter, but also an accomplished artist and photographer who created the cover, our Valentine's Day card, and several original pieces that she donated to our Get Dressed. Give Back. silent auction.



## Bravecto Cares

NEADS partnered with MERCK Animal Health on the BRAVECTO® Cares campaign, a public awareness and educational campaign for Bravecto that also showcased the critical role that Service Dogs play and the importance of keeping them healthy, including protecting them from fleas and ticks. As part of the campaign initiative, Merck Animal Health is helping support the NEADS mission with funding for dogs in training.



# Foundations

*We would like to thank the following organizations for their generosity\*:*

214 Philanthropic Foundation  
Barker Foundation  
Barney Family Foundation  
Bessie Pappas Charitable Foundation  
CarMichael Foundation  
Copeland Family Foundation  
Curtis O'Hara Foundation  
Disabled American Veterans Charitable Service Trust (DAV)  
Doug Flutie Jr., Foundation for Autism  
Ed Walsh Foundation  
Eleanor Bennett Charitable Trust  
Emma and Georgina Bloomberg Foundation  
Eppes-Jefferson Foundation, Inc.  
Eric & Joan Norgaard Charitable Trust  
Flagg Family Foundation  
Fletcher Foundation  
Foster Family Foundation  
Fred C. and Katherine B. Andersen Foundation  
Fred Harris Daniels Foundation  
FT Cares Foundation  
Gallo Family Foundation  
Gardiner Howland Shaw Foundation  
George I. Alden Trust  
Grimshaw-Gudewicz Charitable Foundation  
GWCF – Community Grant  
Health Foundation of Central Massachusetts  
Henderson Foundation  
Herman Foundation  
Heroes in Transition, Inc.  
Highland Street Foundation  
Irene E. & George A. Davis Foundation  
Jack Satter Foundation  
Jolyn Foundation  
Kenrose Kitchen Table Foundation  
Kopf Family Foundation



Lakeside Foundation  
Laura J. Niles Foundation  
Leclerc Charity Fund  
Litowitz Foundation  
Louis and Mary Kay Smith Family Foundation  
Marjorie M. Peloquin Foundation  
Max and Victoria Dreyfus Foundation  
McKeen Charitable Remainder Trust  
Michael T. Sherman Foundation  
Mildred H. McEvoy Foundation  
Peabody Foundation  
Powell Foundation  
Price Chopper's Golub Foundation  
Prison PUP Benevolent Society  
Reiser Family Foundation  
Rockwell Foundation  
Roselyn Meyer Family Foundation  
S & L Marx Foundation  
Saint-Gobain Corporation Foundation

**ABOVE:** Thanks to a grant from The Health Foundation of Central Massachusetts, NEADS purchased a new handicap accessible van to safely transport clients and Service Dogs.

Schiavi Family Foundation  
Scoob Trust Foundation  
Selander Foundation  
Side by Side Charitable Organization, Inc.  
Susan A. and Donald P. Babson Charitable Foundation  
Swanson & Shevlin Charitable Foundation  
Ullo Family Foundation  
Van Sloun Foundation  
Winning Home, Inc.

## Partner and Supporter Organizations

### Partners

Blue Buffalo  
Cummings Foundation  
DAV Charitable Service Trust  
The Health Foundation of Central Massachusetts  
Idexx Laboratories  
Merck Animal Health  
Payden & Rygel Investment Management  
VCA Charities  
Worcester 6K Memorial

### Sponsors

Abaris Financial Group  
The Black Dog  
Blue Pearl specialty + emergency pet hospital  
Boston Duck Tours  
Boston Scientific  
Boutwell, Owens & Company, Inc.  
Burke Distributing Corporation  
D'Ambrosio Eye Care  
Greater Worcester Community Foundation

Indian Ranch  
PEAK Event Services  
Prezza  
Red Sox Foundation  
The Tower of Hope

*\* Funding received from foundations in FY 2019 (Sept 1, 2018 through Aug 31, 2019)*

# Volunteers

*Volunteers are the heart and soul of the NEADS community. No matter what role they play --Puppy Raisers, Puppy Sitters, Canine Center and Nursery volunteers, Board of Directors, prison inmates, professionals who donate their skills to our office staff, and many others – their devotion and commitment to the NEADS mission is present in the work that they do.*

## 2019 NEADS Spirit Award



Each year, NEADS recognizes a volunteer or group of volunteers who passionately demonstrate this devotion and commitment to our mission through the Spirit

Award. The 2019 Spirit Award recipients were the voluntary veterinary professionals who donate goods and services to NEADS.

The health and well-being of our dogs is critical to the success of our program. NEADS relies on a broad network of over 50 voluntary veterinary professionals who offer their expertise, time, and resources to ensure that NEADS dogs receive world class veterinary care.

The award was presented at the Spring 2019 graduation and accepted on behalf of the recipients by guest speaker Dr. Trish Dettlinger. Dr. Dettlinger helped develop the NEADS Prison PUP Program at the Northeastern Correctional Center in Concord, MA and was also instrumental in developing a partnership between NEADS and VCA, where she is currently an Area Medical Director.

*I would like to convey to you my utmost gratitude for the amazing opportunity NEADS has given me for the last 14 years, working with the most wonderful team I have ever known, and the most amazing dogs in the world. I couldn't begin to describe how this organization has changed and impacted my life.*

*I will always have a great deal of gratitude for all your kind words of praise and support, and for everything you all have taught me. I thank you so much!*

– Long-time Inmate Handler



## SPOTLIGHT

### Prison Liaisons



Seven prisons, 125 inmate handlers, 120 Weekend Puppy Raisers, and nearly 100 dogs in training. There are many moving parts of our Prison PUP Program, and prison liaisons, working with NEADS staff, are critical to help keep it running smoothly. While the liaisons are employees of the prisons, most of them volunteer for the role of liaison.

A typical week for the liaisons includes attending and assisting at classes with NEADS trainers and overseeing the everyday training and obedience work of the inmate handlers. Liaisons are on point for any issues the inmates are having with the dogs. They test potential new candidates, administer medications, organize the weekend pick up, run the monthly vet clinics, conduct inmate evaluations twice a year, and take the puppies to vet appointments.



Kelly Melendez has been involved with the NEADS Prison PUP Program for 7 years and is responsible for working with 24 inmates and 12 dogs (one inmate handler and one back up handler for each dog) at NCCI Gardner. Kelly recently shared her views about the program based on her personal experiences\*: "I, like the other liaisons, really believe in the NEADS program and in being part of giving back. It's a lot of extra work, but the payoff in the end is worth it. The best thing about this 'job' is getting to know the dogs and see them

grow as they go through the program. I meet them as tiny puppies with their new handlers, watch them learn and mature, and then hear the impact they have made when the clients speak at graduation.

"It's also amazing to watch the effect the dogs have on the inmate handlers. Every inmate that comes through the program says, 'Thank you, this has helped so much.' Personally, I can never have a bad day with the dogs around. Or, if the day starts out bad, they take it away."

\*Kelly's comment reflects the officer's views based on personal experience and does not represent the Department of Correction's promotion, endorsement, or sponsorship of the NEADS program for fundraising purposes.





## Client Fundraising

NEADS clients pledge to support the organization by raising \$8,000 to help sustain our programs. Their fundraising efforts are impressive. In 2019 alone, NEADS received \$383,000 thanks to client fundraising, and 74% of clients who were matched with their Service Dogs in 2019 met their fundraising goal within the same year.

**The variety of fundraising ideas are just as impressive. Here is a sampling of the fundraising activity in 2019:**



**Angelia Meyer & Assistance Dog Tyson** held a Bark in the Name of Love event for which a number of local artists and businesses contributed items for a silent auction and crafts sale.



**Timothy Compton & Service Dog for a Child Honey:** The Compton family organized a fundraiser at their local Orange Theory gym and raised \$3,000 in less than a month.

Detective **Daniele Fortunato** of the Harvard, MA Police Dept. has not been matched with an Assistance Dog yet, but she managed to raise over \$8,000 in less than two months. She planned numerous fundraising events meant to not only raise funds, but also to educate the public about NEADS and about the purpose of her future Assistance Dog. Her events have been attended by NEADS Assistance Dog Bentley and School

Resource Officer Ken Wright, and NEADS Assistance Dog Chloe with Bolton Fire Chief Jeff Legendre. Several other clients volunteered to attend when Ken and Jeff were not available, including Nancy McGrath with Maloney and Deborah Boyd with Berry (both Service Dogs for Hearing).

Thanks to a donation of 500 t-shirts from **Life is Good** in 2017, clients have been able to sell these shirts and have 100% of the proceeds go directly to client fundraising.

**Clients don't always stop when they complete their fundraising. For example:**



**Sarah Best**, matched with Edison in 2016, designed an Edison tote bag which she sells and then donates the proceeds to help other clients meet their fundraising goals.



**Courtney Chmura**, matched with Banks in 2017, has been selling jewelry for over four years to raise funds for NEADS. She has helped seven different clients with their fundraising, and she has no plans to stop.

**Katelynne Steinke**, matched with Jones in 2016, continues to help NEADS in many different ways, including volunteering to sell Life is Good T-shirts during graduation for the past two years, with all proceeds going directly toward client fundraising.



Jones accompanied Katelynne to Fenway Park in 2019.

**Meet all the NEADS Client Fundraisers at**  
**[NEADS.org/client-fundraisers](https://NEADS.org/client-fundraisers).**



## Community Fundraising

*Each year our community fundraisers - individuals, groups, and organizations — find many unique ways to fundraise on our behalf, and 2019 was no exception. Here are some of the ways the community came together to raise funds:*

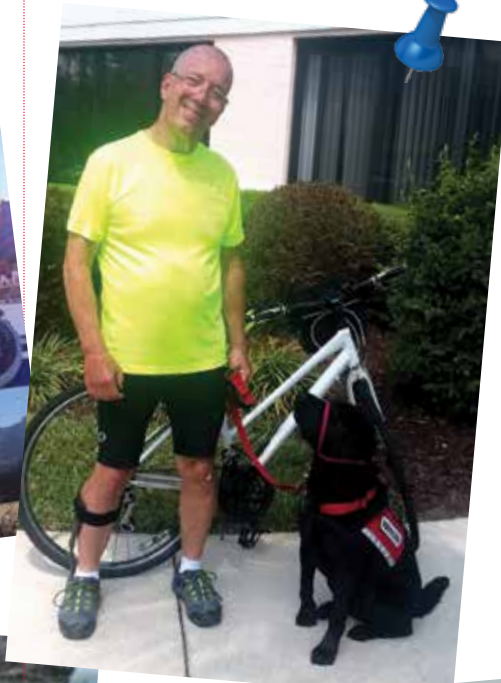
### Rucking for NEADS

NEADS Puppy Raiser **Chris Cavallerano** raised funds through taking on two 26.2-mile ruck marches that honored veterans. He raised \$2,900 for NEADS through these marches.



### Cycling for NEADS

NEADS Client **Garry Lohman** is currently raising funds for NEADS through a Pennies for Puppies effort. He's asking people to donate a penny for every mile he cycles and is hoping to ride his bicycle at least 3,000 miles this year. **Go Garry!**



### Running for NEADS

**Kelly Salem** ran the 2019 Boston Marathon — her second year in a row running in support of NEADS.

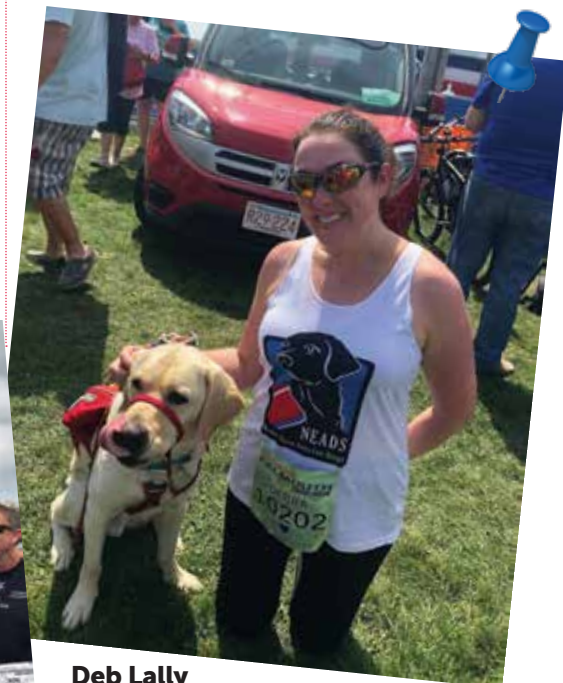
Over the last 7 years, NEADS donors, Puppy Raisers, and clients have raised more than \$38,000 for NEADS as part of the **Falmouth Road Race Numbers for Non-Profits** program. In 2019, Vanessa Winters, Deb Lally, Amy Dorsey, Christine Mahoney, and Declan Gardner made the trek to Falmouth, MA to run the beautiful and challenging 7-mile course.



Kelly Salem



Melanie Borglund



Deb Lally







## Driving for NEADS

For the past two summers, car enthusiast **Brandon Bailey** has organized the Stradale Car Rally, which features more than 25 exotic, V8 muscle and luxury automobiles cruising down the Mohawk Trail, to benefit NEADS. Brandon has raised a total of \$3,500 from the car rallies.



## Wrapping for NEADS

For well over 5 years, **Boston Duck Tours** has found creative ways to support NEADS, from selling their "Camo Duck" and donating proceeds to employee fundraising raffles to a gift-wrapping table at the Prudential Center in downtown Boston each December.



## Generosity for NEADS

Over the years, **The Black Dog** has donated proceeds from the sale of special products to NEADS. This year, The Black Dog created an over-the-top cute Huggle knotted dog toy (wearing our logo!), with a portion of the proceeds going to support NEADS.

NEADS welcomes individuals, community and school groups, companies, and clubs to join our Community Fundraisers — a passionate group of individuals and organizations that support the NEADS mission. If you have a love for running, biking, baking, just coming together with good friends around a common cause, why not turn that passion into raising crucial funds that help NEADS change lives. Start at [neads.org/community](https://neads.org/community).

# 2019 Financial Highlights

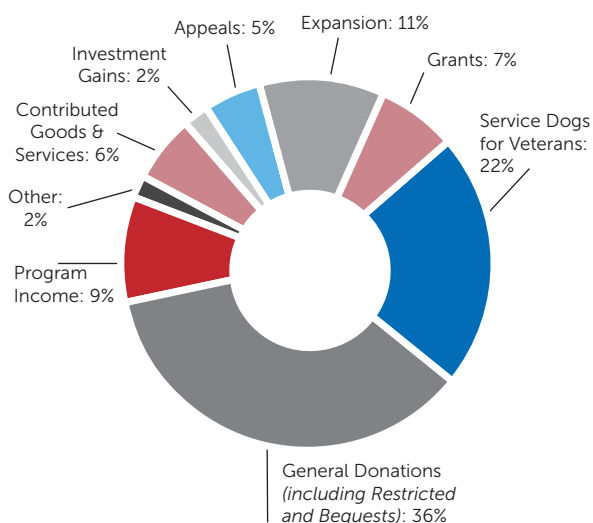
## Operating Revenue:

	2019	2018
General fees and contributions	\$2,348,298	\$2,323,410
Contributed goods, services and property	228,354	242,247
Grants and foundations	1,320,544	608,355
Interest income	1,867	1,498
Investment gains (losses)	75,173	187,620
Other income	23,531	39
Net assets released from restrictions		
<b>Total support and revenue</b>	<b>\$3,997,767</b>	<b>\$3,363,169</b>

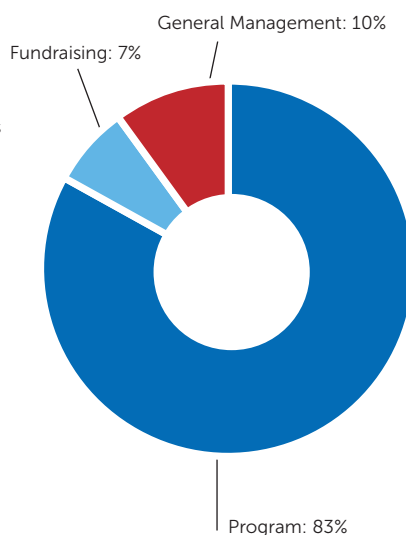
## Operating Expenses

Training program	\$2,576,322	\$2,489,473
Management and general	304,236	216,588
Fundraising	217,458	176,439
<b>Total expenses</b>	<b>\$3,098,016</b>	<b>\$2,882,500</b>
<b>Change in net assets</b>	<b>\$899,751</b>	<b>\$480,669</b>
<b>Net assets, beginning of year</b>	<b>\$7,838,859</b>	<b>\$7,358,190</b>
<b>Net assets, end of year</b>	<b>\$8,738,610</b>	<b>\$7,838,859</b>

### SUPPORT AND REVENUE BY CATEGORY



### EXPENSES BY CATEGORY



Charity Navigator has awarded NEADS a 4-star rating for the 18th year in a row.



## NEADS® Board of Directors\*

Chair: Scott Notargiacomo

Vice Chair: Tina Cantu

Clerk: Kelly Magnuson

Treasurer: Graham Chevy

### Directors

Mary Casey

Barbara Gould

Abbey Henderson

James Hicks

Paul Jornet

Carol Krauss

Laura McTaggart

Christine Pelletier

Tina Rice

Claire Thomas

*\*Member of Board of Directors as of 8/31/19*

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# Support and Stay Involved with NEADS

NEADS thrives on the hard work and generosity of a vast network of dedicated donors and volunteers. We are lucky to have supporters who are as passionate about our mission as we are...and we couldn't survive without them. Here are a few ways you can stay involved.

## Donate

to our general funds

## Join as a Monthly Sustainer

to fund the ongoing needs  
of raising and training  
World Class Service Dogs

## Host

a fundraising event in your  
community

## Attend or Sponsor

an event  
Get Dressed. Give Back.  
([neads.org/getdressed](https://neads.org/getdressed)),  
Pulling 4 Paws  
([neads.org/pulling4paws](https://neads.org/pulling4paws))

## Contribute

to our wish list

## Shop

**at the NEADS Shop**  
online or in Princeton  
– all profits support our  
programs

**at [smile.amazon.com](https://smile.amazon.com)**  
and select NEADS as your  
charity of choice

## Volunteer

Our thriving volunteer community includes Puppy Raisers, Breeder Caretakers, and campus volunteers. Or, help out at an event or join a special committee.

## Connect



Facebook.com/  
NEADSdogs



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neadsdogs



Twitter.com/  
NEADSdogs



Youtube.com/  
NEADSdogs



Linkedin.com/  
company/  
neadsdogs





## Congratulations to our clients who completed the program in FY 2018/2019

Abigail Allen & Kismet  
 Jeff Bolduc & Tinker  
 Deborah Boyd & Berry  
 John Carney & Elliot  
 James Correia & Daisey  
 Joanne Coughlin & Boomer  
 Todd Crevier & Hope  
 Laura Curtis & Bristol  
 Austin Dean & Poppy  
 Chad Franz & Judy  
 Megan Freeman & Nicholas  
 Lorian Gatta & Wilson

Jack Gerard & Radar  
 Jennie Gould & Luie  
 Jordan Gouthro & Maggie  
 John Graceffa & Cappie  
 Arthur Greenslade & Wylie  
 Joseph Keck & Miller  
 David Kelly & Radcliff  
 Donna Kerr & Lily  
 Jeff Legendre & Chloe  
 Rebekah Lloyd & Maple  
 Jason Ludwig & Dougie  
 Lenore Lupie & Daniel

Amy Madden & Gianna  
 Rebecca Mann & Sully  
 Richard Matthiesen & Roxanne  
 Paula McNeill & Elsa  
 Angelia Meyer & Tyson  
 Michael Munley & Barbs  
 Christina Pryor-Pittman  
 & Avalon  
 Paul Reyes & Sage  
 Parker Roberts & Evers  
 Gus Rodriguez & Heidi  
 Brett Rosado & William

Joseph Sala & Elly  
 Olivia Schwartzentruber & Amie  
 Pete Slover & Paige  
 Kathleen Smith & Linky  
 Abby Stavitsky & Pepper  
 Erin Sullivan & Harry  
 Joanne Sykes & Cooper  
 Jesse Vasconcelos & Sasha  
 Hanae Witkum & Rosey  
 Kenneth Wright & Bentley  
 Yurledy Zapata-Tabares  
 & Penny



**NEADS® World Class Service Dogs Change Lives**  
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[www.neads.org](http://www.neads.org)



World Class Service Dogs  
 fueled by World Class Food