



# NEADS HERE AND NOW

NEADS  
World Class Service  
Dogs change lives

Fall 2021



Photo: Nate Photography

## Breeding Center Nears Completion

*You continue to astound us.*

When we announced in early 2020 that we had outgrown the Nursery on campus and a larger facility was needed for our growing breeding program, you stepped up. Thanks to over 350 generous donors, we reached a major milestone this August. We exceeded our goal and raised the \$3.2 million necessary to complete the construction of our new, state-of-the-art Breeding Center. If the build continues as expected, we will meet our scheduled completion date later this fall, with a grand opening planned for June 11, 2022. Be sure to save the date!

But the completion of the Breeding Center is just the start. We continue to need your involvement to support our growing operation. Your donation today will help us breed, raise, train, and match World Class Service Dogs with people who need them.

From the bottom of our hearts, we thank you for your continued support. You are the engine that keeps us going.

Many thanks to our volunteer Breeding Center Capital Campaign Committee, whose support and fundraising efforts helped ensure that we met this milestone and will continue to help ensure that we have a successful breeding program:

Martha Coakley  
Sue Feit  
Abbey Henderson  
Phyllis Leblanc  
Cindy Lepofsky  
Judy Rossi  
A. Kim Saal  
KateLynne Steinke  
Geoff Worrell

[support.neads.org/breeding](https://support.neads.org/breeding)

## From the CEO

It's hard to believe that on September 13, NEADS celebrated its 45th anniversary. I doubt that our founders had any idea that they were helping to launch an entirely new industry. Nor did they likely think that NEADS would become such an influential leader and expert in the field as it evolved.

Indeed, NEADS has become a worldwide expert since its modest founding in 1976 as a hearing dog program. Today, NEADS has 44 employees and operates out of a 15 acre campus in Princeton with a satellite campus, due for completion by the end of the year, that will house our breeding program.

Most important, however, is that NEADS has matched over 1,900 clients with World Class Service Dogs, bringing a degree of independence that would otherwise not be possible. In that way, every day, we fulfill the mission that our founders envisioned 45 years ago.

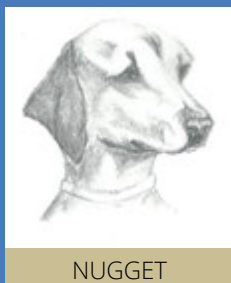
– Gerry DeRoche, *Chief Executive Officer*



## 45 Years of Changing Lives

Today, NEADS offers the widest array of programs in the industry while still holding true to our core mission of producing Service Dogs for individuals with disabilities.

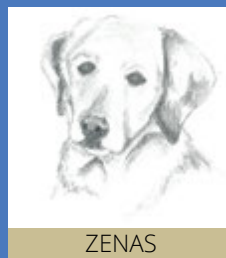
We are proud of our reputation as a pioneer, leader, and innovator. As we celebrate our 45th year, we thought it only fitting to let our World Class Service Dogs tell our history.



NUGGET

### 1978: First Service Dog for Hearing/First Dog placed

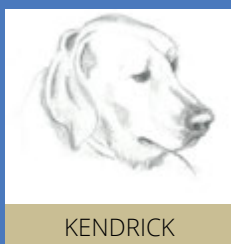
Nugget, a hound mix, was placed with Larry in 1978. She was the first dog placed by NEADS and was part of the original Hearing Dog program. Larry returned to NEADS over the years for his second and third Service Dog for Hearing.



ZENAS

### 1999: First Dog to Graduate from Prison PUP Program

Zenas, a Golden Retriever, was placed in 1999 with Loretta as her third Service Dog. Zenas was trained in the Gardner facility and was the first dog to graduate from the NEADS Prison PUP Program.



KENDRICK

### 1988: First Service Dog

Kendrick, a Golden Retriever, was placed with Ted in 1988 and was NEADS' first placement as a Service Dog.



RAINBOW

### 2006: First Service Dog for a Veteran

Rainbow, a black Lab, was placed with Roland in 2006. She was NEADS' first placement in a brand-new program for a veteran with a physical disability. Rainbow retired from client work in 2010 and became a popular spokes dog for NEADS.

## You're invited! NEADS Fall 2021 Graduation

Please join us as we celebrate our most recent graduates live on the Monty Tech stage. We'll also recognize the teams who were part of our three virtual graduations held during the pandemic.

**Sunday, November 7, 2021 at 2pm**

Montachusett Regional Vocational Technical School  
(Monty Tech)  
1050 Westminster Street (Route 2A)  
Fitchburg, MA

Cookies and mingling follow the ceremony.

*Unable to attend in person? Watch the ceremony live on the NEADS Facebook page ([Facebook.com/NEADSdogs](https://www.facebook.com/NEADSdogs))*

### FLAG RETIREMENT COLLECTION BOX

If you have an American flag that's ready for retirement, please bring it with you to graduation. NEADS is collecting these flags so they can be properly retired.



"Knight has become part of my family; we are officially a family of two. He not only assists me with tasks daily, he also puts smiles on the faces of everyone he meets.

I work part time for Apple, and Knight is now a beloved member of our team. We are greeted with 'good morning, gentlemen,' every time we work. Knight even has his own badge!"

- Fall 2021 Graduate Patrick and  
NEADS Service Dog Knight



#### 2007: First Service Dog for a female combat veteran

Lila, a yellow Lab, was placed in 2007 with Sue who lives in Tennessee. She was the first female combat veteran to receive a Service Dog as part of the NEADS veteran's program. Sue is a double amputee who was injured in Afghanistan.



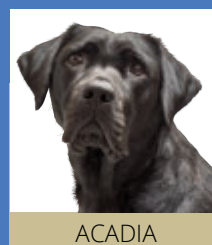
#### 2013: First Service Dog placed with Boston Marathon Bombing survivor

Rescue, a black Lab, was placed with Jessica in 2013. Rescue is the first placement for NEADS with an amputee survivor of the Boston Marathon Bombing. He and Jessica have traveled near and far advocating on behalf of NEADS.



#### 2009: First Trauma Assistance Dog (TAD)

Ronnie, a black Lab, was matched with Kevin in 2009 as one of the first dogs to be placed with a veteran with PTSD. Kevin later joined NEADS as a member of the Board of Directors and later as a staff member.



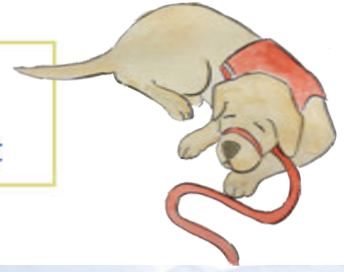
#### 2018: First Breeder dog for NEADS Breeding Program

On Nov 21, 2018, NEADS Breeder dog Acadia gave birth to the first NEADS-bred, born, and raised litter of purpose-bred puppies. Before retiring in 2021, she had 4 litters and 31 puppies, 18 of which entered the NEADS training program. Acadia now enjoys life as a cherished pet.



# ANNUAL FUNDRAISER TO SUPPORT NEADS World Class Service Dogs

Friday, October 15, 2021  
at The Exchange in  
Boston's Seaport District



**Keynote Speaker**  
Congressman Jim McGovern

**Presenting Host**  
Keith McGilvery,  
Fox 61 News Anchor

**Working Service Dog  
Team Presenter**  
Jared Wimberly &  
NEADS Service Dog Jeter

*NEADS will follow Boston's suggested Covid-19  
guidelines to be sure it's a safe event for  
everyone.*

**Presenting Sponsor**  
Larry and Nanine Costa

**Food Truck Sponsor**  
Maureen Manning

**Individual Sponsors**  
Martha Coakley  
Gerry and Kathie DeRoche  
Kelly Magnuson  
Friends of NEADS Service Dog Maurice  
Laura McTaggart and Tom Nolan  
Parker and Diane Wellington

**[neads.org/gdgb2021](https://neads.org/gdgb2021)**

**Corporate & Other Sponsors**

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Enterprise Wealth Management  
Gardiner Howland Shaw Foundation  
Peak Event Services  
Reiser Family Foundation  
Wachusett Brewing Company  
*(Sponsors as of time of publication)*

## Red Vest Accessible

NEADS is committed to doing everything it can to help our working Service Dog teams navigate the world without worry. This includes our Red Vest Accessible program, which recognizes places that are welcoming and accessible to people with disabilities and are committed to public access rights for legitimate Service Dog teams.

You can help us build this program by nominating businesses you know that meet the Red Vest Accessible criteria. Learn more at [redvest.neads.org](https://redvest.neads.org).



Scan for [shop.neads.org](https://shop.neads.org)

**Save the Date!**  
**Pulling 4 Paws Truck Pull**  
**Saturday, June 4, 2022**



World Class Service Dogs  
fueled by World Class food

