



NEADS HERE AND NOW

NEADS World Class Service Dogs change lives

Spring 2022



It Takes a Nation

NEADS Nation—that remarkable community of clients, volunteers, donors, trainers, staff, friends, and family dedicated to our World Class Service Dogs—is a dynamic force. Together, the stories of Patrick Cogan and Service Dog Knight, Puppy Raiser Sue Feit, and generous supporter The Patterson Foundation illustrate the impact of NEADS Nation at work.

Changing a Life:

Patrick Cogan and Service Dog Knight

It's been a year now since Patrick Cogan met Service Dog Knight. Patrick still works as a specialist at an Apple Store. He still lives in his North Shore condo. His life might look the same. But now there is a sleek black Lab with beautiful eyes always by his side—and everything is different now.

Patrick remembers the moment he realized his life had changed. The team had been together for a few weeks. They were coming home from grocery shopping when it happened: fumbling to get in the door, Pat dropped his keys.

"This is my absolute nightmare," Pat explains. Issues with balance make it hard for him to lean out of his wheelchair, and if he does, he's at a high risk of falling. "So here I am, at the front door of my condo with three bags of groceries in my lap, and I drop the stupid keys. I'm going to have to put the groceries down, lean over and get the keys, and then pick the groceries back up." It would be difficult and dangerous and take him ages. And then it hit him. He had Knight.

"I just gave him the command. And he picked up the keys. He gave them to me. That was it." Pat opened the door and they were home. He was so overwhelmed with relief that he cried.

"It's amazing, all the things Knight can do," Pat says. Knight is always ready to perform the physical tasks that are difficult for Patrick. But he's also made a major impact in a way Patrick didn't expect. His loving companionship gives Patrick an emotional focus that has helped with depression. "With Knight, I don't have time to be depressed," Pat says simply. "He helps a lot. I think about his needs—feeding, exercise—and I get up and take care of him. Before, I didn't always have that motivation." *(continued on p. 3)*

Supporting the Mission:

The Patterson Foundation

Powerful connections are made through NEADS Nation.

The Patterson Foundation, the philanthropic arm of Patterson Dental, has been a generous donor to NEADS. Most recently, the Foundation supported the NEADS Breeding Center—thanks to one of those connections.

The NEADS Nation magic kicked in when Patrick Cogan came to campus for training with Service Dog Knight. A plaque honoring the Patterson Foundation's gift in support of the Kathy Foreman Client House inspired a call to his mother, Helen, a Patterson Dental employee. Helen, it turned out, was actively involved in Patterson's community funding.

"I was thrilled to find out we had supported NEADS!" enthuses Helen. She encouraged the Patterson Foundation to further its support with the Breeding Center gift. Foundation spokesperson Lindsay Stewart recalls, "The Patterson Foundation reconnected with NEADS after one of our Patterson favorites, Helen, shared that her son received a dog from NEADS. We jumped at the chance to work together!"

Thank you to the Patterson Foundation for helping NEADS make the state-of-the-art Breeding Center a reality. And thank you to NEADS Nation stalwarts Helen and Patrick for invigorating our connection.

From the CEO

It seems fitting that as NEADS celebrates 45 years of organizational growth, we are poised to celebrate the completion of our new Breeding Center, an investment that will help secure our future as a trainer and provider of World Class Service Dogs. We are thankful for the many donors and supporters who have made this all possible. The Grand Opening is on June 11; we hope to see you here if you're in the area.

All of us who are connected to NEADS — volunteers, donors, clients, staff — are connected to each other in some way, whether directly or through our shared interest in the NEADS mission. In this edition of our newsletter, you'll read a wonderful example of this connectivity and what we mean when we say, "it takes a nation."



Gerry DeRoche, *Chief Executive Officer*

PS: Over the past few months we have been honored and humbled to be chosen by many of you who have elected to include NEADS into your estate planning. In case you are wondering about how NEADS can fit in your planned giving, we've included information in this newsletter which we think you will find helpful. Please contact Melissa (mbaern@neads.org) for more information.



NEADS CEO Gerry
meets NEADS Service
Dog in Training Gerry

Raising a Superhero: S

"It's really rewarding to help prepare a dog to be a superhero," muses NEADS board member and volunteer Sue Feit. And she knows: as Weekend Puppy Raisers, Sue and her brother, Andy, have worked with five NEADS dogs, including Service Dog Knight. Knight, says Sue, was a special dog the moment she met him.

Knight was several months into his training at MCI-Norfolk, going home with Sue most weekends, when the pandemic forced the prison into lockdown. Sue recalls, "I got that call — 'can you pick up Knight tomorrow?' And just like that I was a Full-time Puppy Raiser." There's a considerable difference between bringing a puppy home on the weekends to experience family life and excursions outside prison, and taking on the full-time obedience training and socialization that prepares the dog for a Service Dog career.

"We called it Operation Prison Break," Sue says with a laugh. She and Andy worried whether they could take on this larger role, but agreed that they were committed to Knight and to doing everything they could to ensure his success. Knight became Sue's constant companion as she began working from home.



A Sense of Place

45 years of securing our future by building on our past

The NEADS Breeding Center, which officially opens on June 11, is the latest in a series of building projects that truly reflect the investment NEADS has made in our mission to change lives. Just as NEADS has adapted, innovated, and grown as an organization over the last 45 years, so have we ensured that our campus and facilities have kept pace.



1976-1979: From Lenox, MA, to "The Farm"

NEADS began in 1976 as The Hearing Ear Dog program at Holliston Junior College in Lenox, MA. In 1979, a local philanthropist offered the use of his 90-acre farm in Jefferson, MA. It was here at "The Farm" that NEADS introduced its facility-based education and training.

1986: "Green Street"

NEADS purchased its first property in West Boylston, MA, and expanded its programs to include Service Dogs for people with physical disabilities.

1992-1995: A National Service Dog Training Center

The need for space to provide an inclusive campus and national Service Dog training center led to the purchase of a 6-year-old house and 12 acres of land in Princeton, MA in 1992. Phase I of the new campus (a 26-run indoor/outdoor kennel, a Hearing Dog model training apartment, and administrative offices) was completed three years later.

Sue Feit and Knight

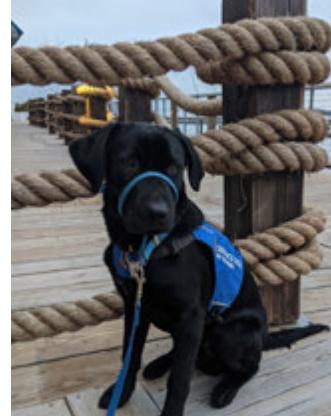
Finding socialization opportunities in the midst of a pandemic required creativity. “We walked the beach, we walked empty malls; we pretended Andy’s house was a ‘restaurant’ we’d go and visit. Learning to be comfortable in noisy environments is important, so I’d seek out bad weather—we’d go to the beach to watch big waves and listen to the storm.”

Sue glows with affection when she talks about Knight. “He’s such a calm, happy dog. He’d settle down anywhere but he was always ready to go and happy to work. He’s a sweet snuggler, too, so he was the perfect Covid companion.” Although it’s a wrench to say goodbye to a dog who’s become such a big part of your life, she says, seeing Knight with partner Patrick Cogan at their graduation affirmed that she and Andy had met their goal: they’d helped Service Dog Knight become Patrick’s superhero. “I could not have been more proud,” Sue says softly.

Her wistfulness vanishes, though, as she goes on to share stories about the two dogs she’s helped raise since Knight was matched. There was Rigby, who she calls Mr. Congeniality, and then serene, hardworking Velma, who reminds her of Knight. Sue calls these extraordinary dogs superheroes, and clients like Patrick agree wholeheartedly. We are profoundly grateful to superstar Puppy Raisers like Sue and Andy who help our NEADS heroes get ready to don their capes.



Graduation Meet & Greet (l to r): Andy Feit, Helen Cogan, Patrick Cogan, Service Dog Knight, Rosemary Cogan, and Sue Feit



(Patrick, continued from p. 1)

Like many of our clients, Patrick wasn’t entirely sure what working with a Service Dog would mean at first. NEADS Nation did its best to get Patrick’s attention, but it took a few tries before Patrick took the first step—a physical therapist recommended us, and then he met a friend’s NEADS Service Dog, Rosie, who seemed like she could do anything. His mother, Helen, told him that the philanthropic committee she sat on at work had a relationship with an impressive Service Dog organization—NEADS again. Now he finds it hard to imagine his life without Knight.

Happy first anniversary, Patrick and Knight. NEADS will be here to support you in your partnership, and NEADS Nation will cheer you on.



Princeton campus



Kathy Foreman Client House



NEADS Breeding Center

2015: Kathy Foreman Client House and Training Center

The fully accessible “Client House,” where clients live and train with their new partners, reflects NEADS’ commitment to making our clients’ lives more comfortable and independent from day one of their partnership.

2019: Deborah A. Hawkins Foundation Canine Center

This state-of-the-art facility, outfitted with kennels, exam rooms, and a lab for routine veterinary care for Service Dogs in Training, was specifically designed to minimize stress and provide a healthy environment for our staff and dogs.

2022: NEADS Breeding Center

Once again, NEADS is setting the standard for Service Dog breeding, training, and care with this state-of-the-art facility, built to house the breeding, whelping and early life care of our future Service Dogs.

PROGRAM MILESTONES

1988: Prison PUP Program is launched.

1989: Name changed to New England Assistance Dog Services (NEADS) to better reflect scope of programs.

1994: With dogs in 31 states, name changed to National Education for Assistance Dog Services (NEADS) to reflect the national scope of services.

2006: First Service Dog organization to be invited to Walter Reed Army Medical Center, Washington, DC; chosen to train dogs for injured soldiers through the Canines for Combat Veterans program (now Service Dogs for Veterans).

2011: NEADS began rebranding with the introduction of its new logo.

2018: Autonomous breeding program launched with the first NEADS-bred, born, and raised litter.



NEADS World Class Service Dogs
305 Redemption Rock Trail South
Princeton, MA 01541

(978) 422-9064
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World Class Service Dogs
fueled by World Class food

NEADS World Class Service Dogs change lives



SAVE
THE
DATE

NEADS Day at Polar Park
Saturday, June 25

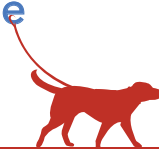
Get Dressed. Give Back.
Friday, September 30

neads.org/events





Join the Kendrick Legacy Circle and Change a Life



The Story Behind the Kendrick Legacy

After more than a decade of successfully placing Hearing Dogs, NEADS introduced Service Dogs for people with physical disabilities in 1988.

Kendrick was NEADS' first Service Dog and was placed with 13-year-old Teddy, a paraplegic from birth. The team was an inspiration to the NEADS staff who worked with them, as they continually discovered new ways Kendrick could help Teddy and saw just how powerful the bond between a Service Dog and his partner could be. Every NEADS dog carries on Kendrick's impressive legacy.

NEADS World Class Service and Assistance Dogs change lives.

When you include NEADS in your estate plan, you can be part of these life-changing partnerships.

Planned gifts strengthen NEADS' financial stability and fuel our growth. As NEADS has grown into one of the most highly respected Service Dog organizations nationwide, these gifts have played an important role in every step.

Planned gifts — of any size — are a powerful way to support NEADS without impacting your current assets. By giving in this way, you may find that you can provide a greater gift than would otherwise be possible. These gifts are simple to arrange and may offer valuable tax benefits.



Create your own
lasting legacy at
NEADS and know
that beyond your
own lifetime, you
will change lives
for the better.

"My bequest will support NEADS more significantly than I can now. I love NEADS' work and I'm happy to know that this gift will help NEADS dogs help more people."

-Marlene Kaplan

By including NEADS in her will, Marlene has full use of her assets now and will make a significant impact for NEADS well into the future.

Yes, I want to change lives for the future by including NEADS in my estate plans.

☐ I have included NEADS in my estate plans.

☐ Name to list on the Kendrick Legacy Circle honor roll

☐ I prefer to remain anonymous

☐ I would like NEADS to contact me with more information about making a legacy gift.

Name

Street Address

City/State/Zip

Phone

Email

Visit **NEADS.org/PlannedGiving** to learn more.



It's easy to make a lasting impact at NEADS

Establishing a bequest is as simple as including a sentence in your will. If you wish, your legacy gift may honor a loved one, or support a particular program at NEADS that is meaningful to you.

Examples of bequest language

I give NEADS Inc. the sum of [desired amount] to be used to benefit NEADS.

I give NEADS Inc. all of my shares of [name] stock or mutual funds to be used for the benefit of NEADS.

You may also leave NEADS a proportional bequest — a percentage of the estate or the residue of the estate after all other provisions have been met.

Your financial advisor can help you determine the best way to meet your financial and philanthropic goals. Don't hesitate to contact us with any questions you may have; [Melissa Baern, mbaern@neads.org](mailto:mbaern@neads.org) | 978-422-9064 ext. 41

On behalf of our World Class Service Dogs and the people whose lives they transform, thank you for including NEADS in your estate planning.

NEADS Inc.

Tax identification number: 23-7281887

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Princeton, MA 01541

Visit NEADS.org/PlannedGiving to learn more.

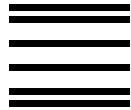


For 19 years, NEADS Inc. has received a 4-star rating from Charity Navigator, America's largest charity evaluator, recognizing our prudent financial management and low cost of funds raised.

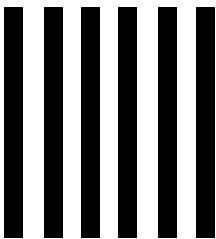
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NEADS World Class Service Dogs change lives

