



2019 Annual Report

Valor Service Dogs

Partners in Independence

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U.S. Army (Ret)**

Veteran Liaison



A Letter from the Executive Director

2019 marked a year of change and expansion. Getting to do this job every day is a blessing, and I can't thank our supporters enough for their trust in our team and dedication to our Mission.

This year, we started placing PTSD and mobility assistance dogs with First Responders. This is an underserved community and we are humbled to now also serve those who protect us at home. Just as our veterans put their lives on the line, so do these brave men and women. American heroes serve on many fronts, at home and abroad, and it's time for Valor Service Dogs to expand its impact.

We also made some exciting changes to our service dog training program – welcome to the family, Labrador Retrievers! Adding this breed to our program will allow us to give our clients more variety to best suit their needs.

We have lots of exciting times ahead of us. With your continued support we can continue to help American heroes!

Sincerely,

Carol Lansford

Our Mission

Valor Service Dogs is a 501(c)(3) tax-exempt nonprofit organization that helps post-9/11 wounded veterans and first responders regain their independence, return to civilian life, and maintain successful partnerships through the training and placing of mobility assistance and PTSD service dogs.

Valor Service Dogs also strives to bring awareness and education to the public on service dogs, their training, and the laws that give service dogs and their handlers access and protection.



What Makes Us Different



Our Founder and Executive Director started Valor Service Dogs because of her husband, a combat wounded veteran with complete and permanent physical disabilities. She understands the real-life challenges facing these wounded veterans and their families and she has an exceptional ability to connect with them, ask the right questions, and pair them with their future service dog. She is unwavering in her commitment to high training standards and she is incredibly selfless when it comes to our veterans, first responders, volunteers, and dogs.

While there are many service dog organizations out there, **we are unique in five ways:** **1)** Our Executive Director was one of the few government-contracted service dog training instructors at Walter Reed National Military Medical Center, bringing best-in-class training techniques to Valor Service Dogs; **2)** We are one of the few organizations that focus on mobility AND post-traumatic stress disorder (PTSD) service dogs, allowing us to help more recipients with a wider range of needs; **3)** We train dogs to meet the needs of a specific person, not a one-size-fits-all approach; each client can know that their dog was specifically selected and trained just for them; **4)** We place service dogs in all 50 States, not just within a limited radius of our headquarters; **5)** We offer service dogs to First Responders, an underserved population.

How We Make an Impact

Train We use purpose-bred Golden and Labrador Retrievers for our two-year training program. During these two years, our Director of Training leads the service dog through our specially-designed training program with the assistance of a foster family (Puppy Coach) who houses and helps teach commands and socialization. All supplies needed are provided at no cost to the foster family.

Place We have a thorough application and placement process that enables us to ensure that qualified recipients can receive a service dog trained specifically to their unique set of needs. We provide these service dogs at no cost to recipients across all 50 States.

Educate We believe that educating the public on service dogs and the laws that protect them are critical to the ongoing success of our working pairs. We take pride in our public outreach and education efforts.



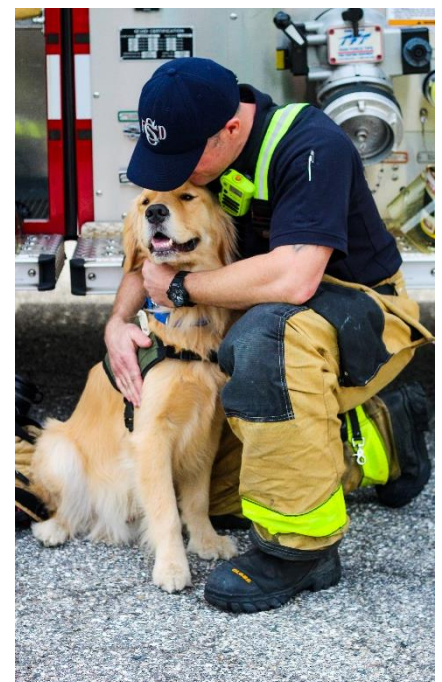
Who We Help

We place mobility and PTSD support service dogs with post-9/11 wounded veterans and first responders in all 50 States, at no cost to the recipient. To be eligible to apply:

- ❖ Able to travel to Tampa, FL for up to 2 weeks
- ❖ Have service-connected physical injury, PTSD, or TBI
- ❖ Medical or Honorable discharge/retirement
- ❖ Currently engaged with or successfully completed an individual treatment plan with a mental health provider

Valor Service Dogs realizes that there can be unique circumstances and do our best to evaluate each application carefully and thoughtfully.

Visit our website to see the full list of application requirements for veterans and first responders.



2019 Impact and Growth

In 2019, Valor Service Dogs graduated and placed 5 service dogs and 1 facility dog. The journey for these dogs started back in 2017 as 8-week-old puppies in-training, so to finally see the years of dedication and training result in successful and life-changing placements meant the world to all of us. Their puppy coaches did a wonderful job and truly represent the spirit of volunteerism. All six of these dogs have given their recipients the confidence and happiness that they have longed for since being wounded and each dog has been a positive addition to the families that they joined.

2019 Graduates!



SOFIE graduated in March 2019 and was placed with an Army veteran who has 8 years of service. SOFie loves her new family and enjoys curling up in front of the fireplace. This working pair has done a great job at overcoming obstacles together and we can't wait to see what new adventures they have in store. Sofie and her family live up north and we know that she is loving the snow.



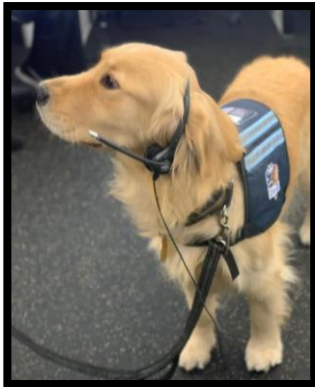
APOLLO graduated in April 2019 and was placed with an Air Force veteran with over 17 years of service. Thank you to the Robert Irvine Foundation grant for sponsoring Apollo's training and placement! Apollo and his veteran enjoy pool time and being entrepreneurs. Check out JRMetalEngraving.com to see the cool things that they can do! Apollo is a great partner to his veteran and we couldn't be prouder.



HIGGINS graduated in April 2019 and was placed with an Army veteran with 17 years of service. Higgins and his veteran bonded immediately and have truly become best friends. The love and dedication that these two have for each other is exactly what partnership is all about. Higgins joined a happy family and loves being a brother to his human siblings.



NORMAN D. graduated in May 2019 and was placed with an Army veteran with over 5 years of service. Norman and his veteran are conquering civilian life together and enjoying family time. Norman has always been a goofball and continues to make his veteran smile every day. These two are a great pair and we can't wait to see what the future holds for them.



RUCKER graduated in November 2019 as a Facility Dog with Manatee County Emergency Services Division. In this role, Rucker helps emergency personnel like EMS, Paramedics, 911 Dispatchers, and Beach Patrol work through the trauma that they encounter on the job. Thanks to Operation Patriot Support for sponsoring Rucker's training and placement!



PETER TARE graduated in December 2019 and was placed with a State Trooper who was injured in the line of duty. Peter and his First Responder spend a lot of time giving presentations at schools about the sacrifices made by veterans and first responders. Thank you to the Trueblood Family for sponsoring Peter's training and placement!

2019 New Recruits

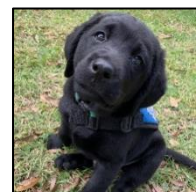
Eight puppies were added to our training program in 2019. Welcome new recruits!



Audie – Sponsored by [The Robert Irvine Foundation](#) Grant



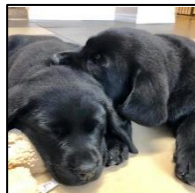
Ranger – named after 1LT Tyler Brown of the US Army, KIA Iraq 2004



Blue – Sponsored by [Cosequin®](#) Joint Health Supplement, donated by Project 2 Heal



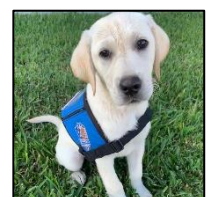
Belle – Sponsored by [Cosequin®](#) Joint Health Supplement



Twinnie and Frannie - donated by Project 2 Heal



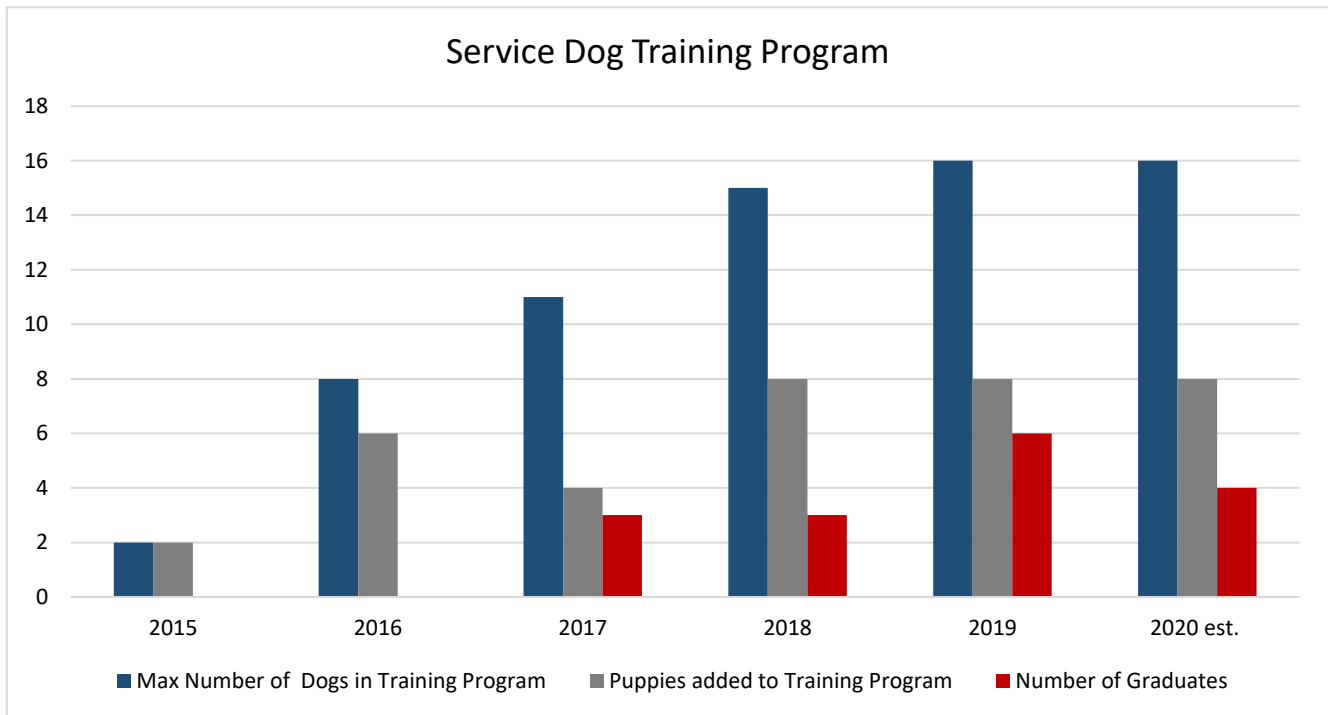
Hunter – Sponsored by [Scoop Soldiers](#), donated by Warrior Canine Connection



Halli – donated by Hero Labs

Program and Future Outlook

This chart illustrates program growth since our launch in October 2015. Dogs are in our training program between 20-22 months, so puppies added in a certain year are typically scheduled to graduate two years after joining the program.



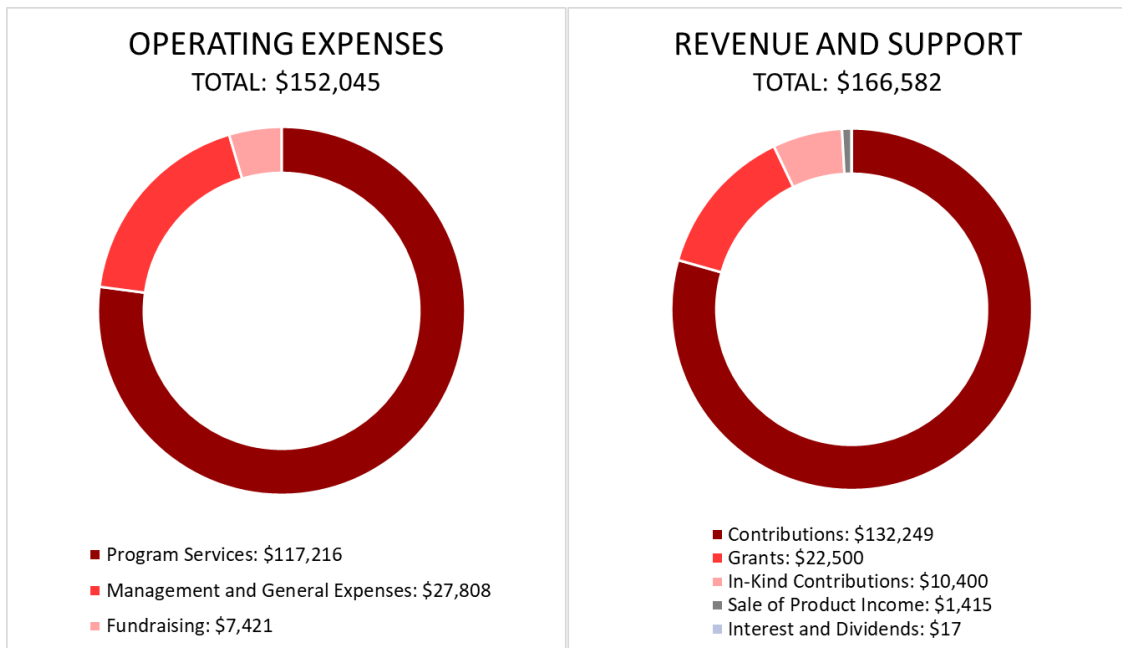
In 2019, we added 8 new puppies to our training program, giving us a max program size of 16 service dogs in training. This growth was made possible by our donors and volunteers, so thank you!

Graduating 6 dogs was a huge accomplishment for the organization. It made for a very busy year, but well worth it! Expanding our program to include First Responders resulted in something quite exciting – identifying the need for First Responder and Veteran Facility Dogs. There is a need for PTSD service dogs that can work for an entire department, not just an individual. This is a great alternative career path for our very social and loving dogs. These dogs still undergo extensive training, we just tailor their training to serve a group setting rather than one person.

In 2019 we released 2 dogs from the training program. Audie was placed as a First Responder Family Support Dog and Cali was adopted by her Puppy Coach family.

We are incredibly proud of the fact that we've increased the size of our program year over year. However, in 2019, we feel that we exceeded our capacity based on current personnel and structure in place. Moving into 2020, we plan to expand capacity and redistribute some training volume via a satellite program in South Georgia. This satellite training program will be led by Ryan Bodge, Bradley's forever veteran! We will work through the growing pains of this expansion plan in 2020, setting ourselves up for potential growth in the years to come.

2019 Financials



Expenses

Program Services accounted for 77% of our total functional expenses, Management and General Expenses accounted for 18%, and Fundraising accounted for 5%.

Program Service expenses account for all costs related to providing service dogs to our recipients. Management and General expenses and Fundraising represent support services like business management, organizational oversight, finance activities, soliciting contributions, and recordkeeping.

Program Service Expenses include, among smaller categories, service dog in-training expenses of \$50,605, occupancy of training space totaling \$22,328, the salaries of program service personnel totaling \$29,044 and recipient/graduate costs of \$8,750.

Service Dog In-Training Program Expenses: In 2019, we spent \$6,750 on the purchase of purpose-bred puppies to join our training program. This amount should have been \$16,000, but due to the generosity of Project 2 Heal, Warrior Canine Connection, and Hero Labradors, five puppies were donated to our program. Dog food and training treats continue to be the second largest expense category in our service dog expenses, totaling \$13,560. Total healthcare and veterinary care, both preventative and emergency/illness related, totaled \$12,200. This amount would have been much higher if it weren't for the generosity of Harmony Vet Care.

Revenue

In 2019, 79% of revenue came from individual and corporate gifts, 14% came from grants, and 6% came from in-kind gifts. The largest contributors to our revenue in 2019 were a gift from Ken Lamb and Mimi Aye, a grant from The Robert Irvine Foundation, and the sponsorship of a future service dog's training by a patriotic family.

Partner and Grantor Spotlight

We wouldn't be where we are today without the help of our Corporate and Foundation Partners and Grantors. Thank you for donating \$2,500 and over!



Help Us

With your support, we can continue to help veterans and first responders regain their independence, return to civilian life, and maintain successful partnerships.

DONATE TODAY!

- ✧ Send checks payable to: Valor Service Dogs
5307 N. Falkenburg Rd.
Tampa, FL 33610



- ✧ Donate Online: Find links to donate on our website and Facebook page
- ✧ In-Kind Donations: Visit our Amazon "VSD Wishlist" and make in-kind donations
- ✧ Shop Amazon Smile: Choose Valor Service Dogs as your charity of choice!
- ✧ Workplace Giving: Talk to your employer about payroll deduction options
- ✧ Donate Airline Miles: contact Emelie@valorservicedogs.org for info

VOLUNTEER

We can't accomplish our mission without dedicated volunteers. If you live near Tampa, FL or Valdosta, GA and are looking for a life changing volunteer opportunity, contact us about becoming a Puppy Coach. No dog training experience needed!

STAY UP TO DATE

Join our monthly newsletter to stay up to date, learn extra info that we don't share on social media, and learn some fun facts and training tips from our very own, Carol Lansford. Visit our website to join!

SPREAD THE WORD

Follow and share us on social media to stay up to date on all our fun filled training days and activities.

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