



2020 Annual Report
Valor Service Dogs

2020 Board of Directors

Emelie Dash, MBA

Chairman of the Board

Debi Isenstein, LCSW

Behavioral Health Consultant,
Secretary

Phil Tulkoff, MBA

Treasurer

Justin Lansford, SSG

U.S. Army (Ret)

Veteran Liaison

Dr. Stephanie

Sabshin, DVM

Veterinarian

Alex Douglass, State

Trooper

First Responder Liaison

Meet Our Team



Carol Lansford
Executive Director



Emelie Dash
Director of Operations



Ryan Bodge
*GA Program Manager,
Graduate Support Spec.*



Rose Finch
Development Coordinator



Kaileanna Albright
Service Dog Trainer



16

**SERVICE AND FACILITY DOGS
GRADUATED SINCE 2015**

11

**WITH
VETERANS**

5

**WITH FIRST
RESPONDERS**



**DOGS WORKING
IN NINE STATES**

mapchart.net

**40+ EDUCATIONAL EVENTS ATTENDED SINCE
2015 INCLUDING THE GREAT AMERICAN TEACH IN**

13

**DOGS CURRENTLY
IN TRAINING**

**DOGS PLACED AT
ZERO COST TO THE HERO
RECIPIENT OR
PUPPY COACH**

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 post-traumatic stress disorder support service dogs. We place these dogs at no cost to our recipients, in all 50 States.

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



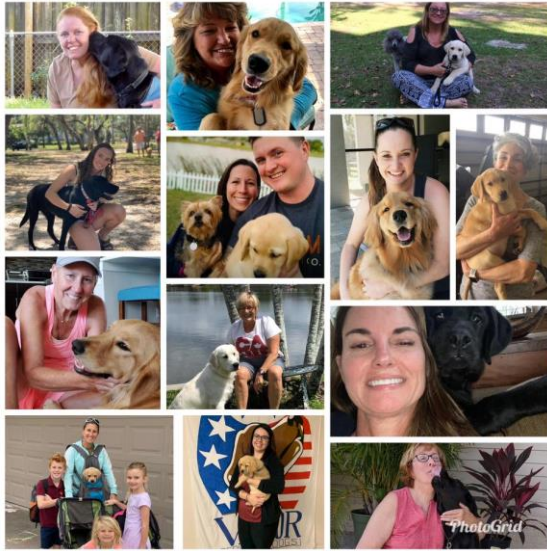
Our Founder and Executive Director started Valor Service Dogs because of her husband, a combat wounded veteran with complete and permanent physical disabilities. She understands the real-life challenges facing these wounded veterans and their families and she has an exceptional ability to connect with 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 a few ways:**

1) 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; **2)** We are one of the few organizations that focus on mobility and post-traumatic stress disorder (PTSD) Service Dogs, as well as Facility Dogs, allowing us to help even more veterans and first responders; **3)** We place service dogs in all 50 States, not just within a limited radius of our headquarters.

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. Our Puppy Coaches make this entire endeavor possible and we couldn't be more thankful for their selflessness and dedication!



PLACE: We have a thorough application and placement process that enables us to ensure that qualified recipients can receive a service dog or facility dog trained specifically to their unique set of needs. We provide these service dogs at no cost to recipients across all 50 States. Each recipient spends time in Tampa, FL with our trainers to learn the ins and outs of how to work with their new companion.



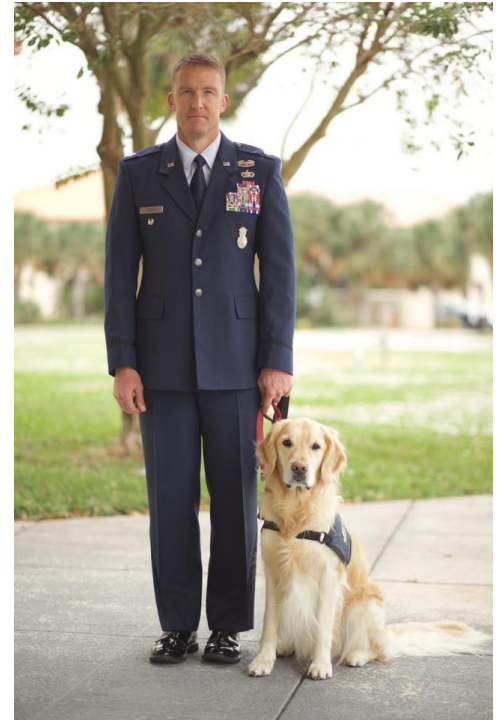
EDUCATE: We believe that educating the public on service dogs, their handlers, and service dogs in training, is critical to the overall success of our program. We spend time each year at local and national events to help educate children and adults on everything that is important to know about assistance dogs. While the global pandemic made educational events difficult, we were proud to take part in the Great American Teach In video conference this year, as well as several other virtual speaking events.

Who We Help

We place **Mobility and PTSD Support Service Dogs** with post-9/11 wounded veterans and first responders. To apply, our recipients must meet the following criteria:

- ✧ Able to travel to Tampa, FL for up to 2 weeks
- ✧ 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

Our service dogs aid their hero in community reintegration, item retrieval, balance support, daily reminders, and stress and anxiety coping. They also learn many tasks and commands that can be used to make daily life easier.



WELCOME



MEET BELLE

TGH CHIEF SMILE OFFICER

We also place **Facility Dogs** with eligible recipients/facilities. These dogs work at hospitals, emergency service headquarters, and clinics serving the veteran or first responder populations.

Facility Dogs provide emotional support to patients, clients and staff and can be used by their handler to motivate and encourage the people around them. A Facility Dog works full-time at a facility under care and supervision of the handler. They have undergone extensive training and know a breadth of skills that can be used in a therapeutic way.

This is a great career path for our social and very loving dogs. These dogs still undergo extensive training, we just tailor their training to serve a group setting rather than one person.

Our Service Dogs and Facility Dogs are changing lives every day! Please visit our website for more details on our dogs, requirements, and application process.

2020 Impact and Growth

2020 was a tough year for placing dogs and adding new recruits. We took this pandemic very seriously and worked hard to make sure that our staff, recipients and volunteers were never put in unsafe situations. Despite the challenges, we were able to place one service dog and two facility dogs, as well as add six new puppy recruits to our program. On top of this, we started our new South Georgia training location! Ryan Bodge worked incredibly hard to launch this program location and we are so honored to have him on the team. We can't thank our Puppy Coach volunteers enough for their dedication to our mission. None of this is possible without them!

2020 Graduates!



LADD graduated in March 2020 and was placed as a service dog with an Army veteran who has nearly 10 years of service. This veteran was our first female recipient and we were honored that she chose us! Ladd and his forever veteran are best friends and we are so proud of what they have accomplished together.



REVIE graduated in June 2020 and was placed as a facility dog at the Hardee County Fire Department. This department covers one of the largest areas in Florida, and it has fire fighters, EMTs and paramedics. Revie works hard to help these heroes recover after a tough call. We think she looks like a natural in that fire truck! Thank you to the Robert Irvine Foundation for sponsoring Revie's training and placement.



BELLE graduated in October 2020 and was placed as a facility dog at Tampa General Hospital. Belle works in many of their departments aiding first responders, nurses, doctors, and patients. Belle has been named their "Chief Smile Officer"! We are so proud that she can touch so many lives each day. Belle was made for this job and absolutely loves going to work every day.

2020 New Recruits



Mack – Donated by
Project 2 Heal



Vinnie – Sponsored by
The Robert Irvine
Foundation Grant, donated
by Project 2 Heal



Millie – Sponsored by
The Robert Irvine
Foundation Grant, donated
by Warrior Canine
Connection



Goose – Sponsored by
The Lone Goose Lodge,
donated by Warrior Canine
Connection



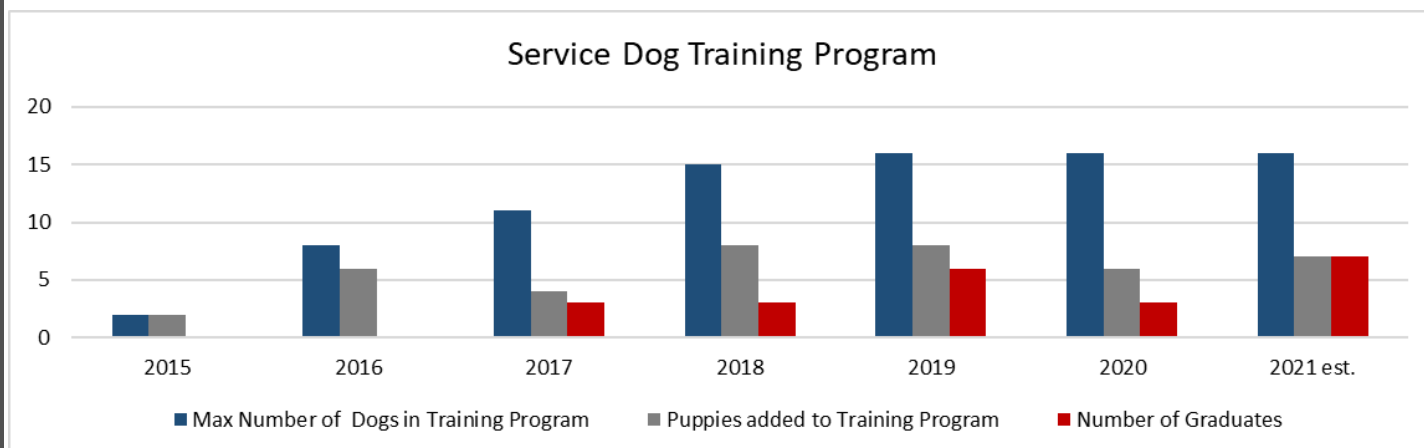
Peep – Donated by
Project 2 Heal



Chip – Donated by
Warrior Canine
Connection

Program and 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 18 months to two years after joining the program.



In 2020, we added 6 new puppies to our training program, giving us a max program size of 16 service dogs in training. Three of these new recruits started their journey at our South Georgia location. We have hopes of adding more Georgia trainees in 2021. Launching our satellite program in South Georgia allowed us to redistribute some of our training volume. We believe that this redistribution allowed each dog in the program to get the attention and time from the trainers that is necessary to succeed.

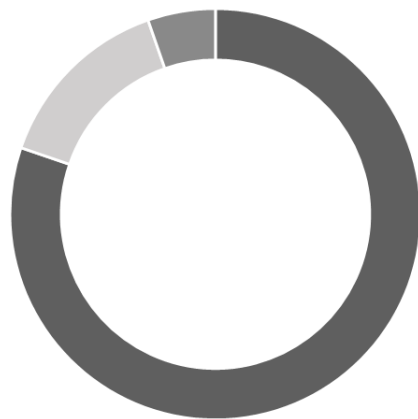
Graduating 3 dogs in 2020 was much lower than originally planned, but we are proud of this accomplishment, given the global pandemic. Advanced training and team training with the hero recipients were very difficult to schedule and conduct. Teaching a recipient how to care for and work with their assistance dog is a very hands-on job. We worked closely with our recipients, prior to their arrival, to make sure everyone was clear and comfortable with adhering to CDC guidelines and local regulations.

With every graduation, we increase the number of working pairs that we have out in the community. We are very involved with our graduates through monthly reporting, annual check ins, and public access test recertifications. These follow ups are critical to long term success. Our Behavioral Health Consultant, Graduate Support Specialist, and Director of Operations are focused on maintaining this contact with graduates and improving the process to even better serve our recipients.

In 2020, we launched our satellite site in South Georgia, added a Development Coordinator to help us better communicate with donors and supporters, and planned for Carol Lansford's (Executive Director) maternity leave. In 2021, we will add a new full-time service dog trainer and puppy development specialist to the team, giving our Executive Director an opportunity to work on our strategic planning, overall program oversight, and more hands-on training with dogs as they enter Advanced Training.

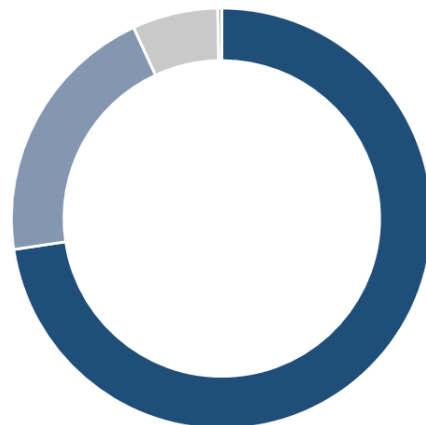
2020 Financials

EXPENSES
TOTAL: \$151,160



- Program Services: \$121,294
- Management and General Expenses: \$21,817
- Fundraising: \$8,048

REVENUE AND SUPPORT
TOTAL: \$212,544



- Contributions: \$154,406
- Grants: \$43,500
- In-Kind Contributions: \$14,000
- Sale of Product Income: \$612
- Interest and Dividends: \$26

Expenses

Program Services accounted for 80% of our total functional expenses, Management and General Expenses accounted for 15%, 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 \$50,148, occupancy of training space totaling \$23,267, the salaries of program service personnel totaling \$42,734 and recipient/graduate costs of \$1,901. Recipient/Graduate costs were significantly lower this year than budgeted for. We utilized video conferences for many check-in visits and graduated dogs that were being placed locally. These decisions were made to adhere to CDC guidelines and federal and local restrictions.

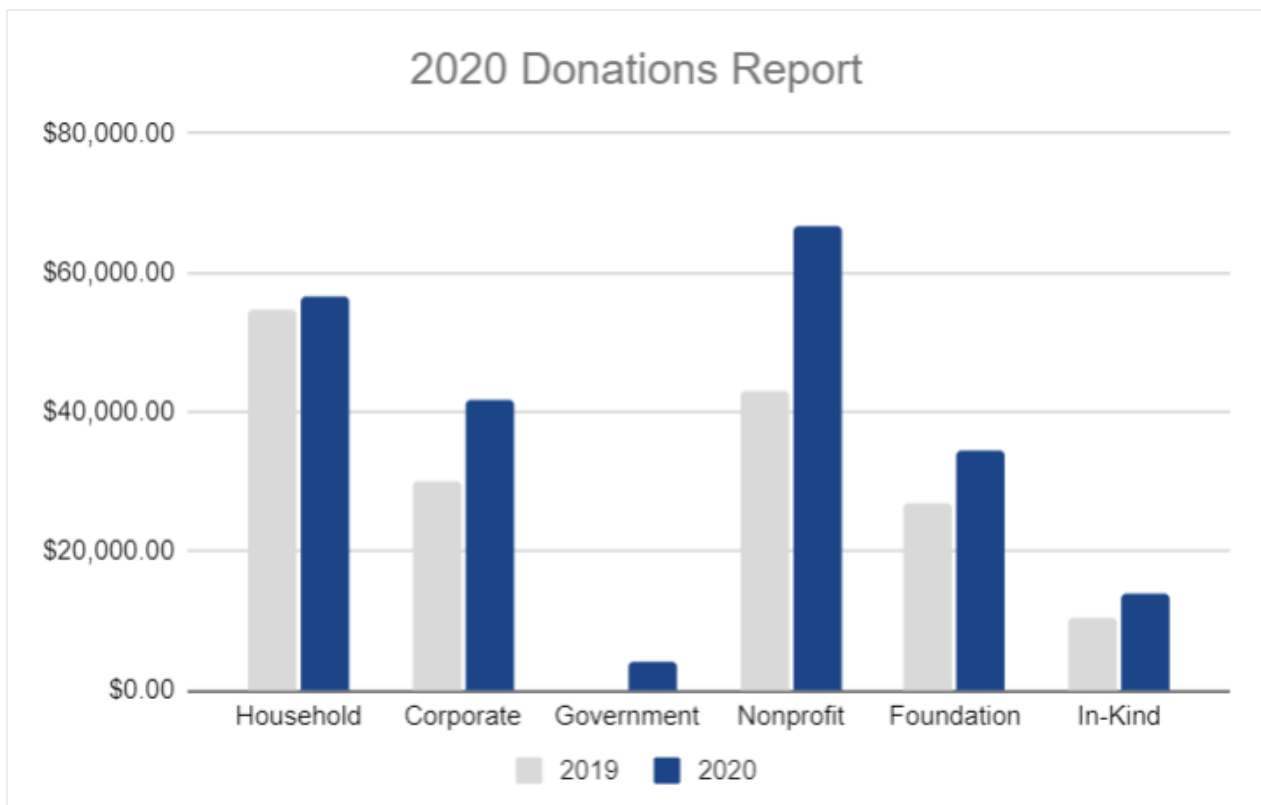
Service Dog In-Training Program Expenses: In 2020, we only spent \$1,000 on the purchase of purpose-bred puppies to join our training program. This is due to the generosity of Project 2 Heal and Warrior Canine Connection, who both donated puppies to our program. Dog food and training treats continue to be one of the largest expense categories in our service dog expenses, totaling \$9,766. Total healthcare and veterinary care, both preventative and emergency/illness related, totaled \$16,232. This amount would have been much higher if it weren't for the generosity of Harmony Vet Care.

Expenses cont.

Management and General Expenses and Fundraising include, among smaller categories, insurance expenses of \$6,353, payroll for two part-time employees totaling \$15,805, and a portion of occupancy expenses totaling \$4,105. In 2020, we added a new resource to the team, a Development Coordinator. This new addition allows us to better communicate with supporters and donors, organize and manage our donor management platform, and create marketing and informational materials that create awareness about our program.

Revenue

The graph below breaks down the source of our contributions, comparing 2020 to 2019.



The **Nonprofit and Foundation** gift categories make up 48% of our revenue and include the grants that we were awarded in 2020. We would like to thank these grantors for their belief and support of our mission: The Robert Irvine Foundation, The Wawa Foundation, Laura J. Niles Foundation and The Community Foundation of Tampa Bay. This category also includes donor-advised fund gifts, the largest being a gift from Ken Lamb.

Donations made by individuals and families, **Households**, remains one of our largest donor categories, accounting for 27% of revenue. The generosity of hard-working Americans who believe in what we are doing is incredibly humbling. We couldn't do this work without these supporters and we thank them for their trust.

Partner and Grantor Spotlight

We wouldn't be where we are today without the help of our Corporate and Foundation Partners and Grantors.



Laura J. Niles
Foundation

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 and matching gift options
- ✧ Stock Donations: contact Rose@valorservicedogs.org for details

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 on graduations, new recruits, training, and events. 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.

 facebook.com/valorservicedogs

 [#valordogs](https://twitter.com/valordogs)

 [valorservicedogs](https://www.instagram.com/valorservicedogs)