



Southeastern  
GUIDE DOGS



**“Puppies with a Purpose”**

A Public Service Campaign from Southeastern Guide Dogs

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## About Southeastern Guide Dogs

Southeastern Guide Dogs transforms lives by creating and nurturing extraordinary partnerships between people and dogs. Our organization operates the most advanced training facilities of any service dog organization in the world. Our experts breed, raise, and train elite working dogs—including guide dogs, service dogs, and skilled companion dogs—and provide life-changing services for people with vision loss, veterans with disabilities, and children with significant challenges such as vision loss or the loss of a parent in the military. Pursuing our mission since 1982, Southeastern Guide Dogs now has over 1,200 dogs under our auspices.

All of our services—which include selective breeding and expert dog training; comprehensive on-campus student instruction; and the most robust alumni support program in North America—are provided at no cost to recipients. We rely 100% on private donations. Southeastern Guide Dogs has the distinction of being dually accredited by the two premier, global accreditation bodies: the International Guide Dog Federation and Assistance Dogs International. Learn more at [www.GuideDogs.org](http://www.GuideDogs.org).



# Learn more about Southeastern Guide Dogs

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Dear Public Service Director,

Mikey, Rocket, and Sunset are no ordinary puppies. In just two years they'll deliver freedom, confidence, and independence to someone who could really use a helping paw. These are dogs of destiny. Puppies with a purpose.

"My dog saved my life," is a phrase we hear all too often, whether from a visually impaired person whose faithful guide blocked them from a car speeding through an intersection or from a veteran finding relief from thoughts of suicide through the embrace of a loving Labrador.

Please consider sharing our 30-second PSA titled "**Puppies with a Purpose**" to raise awareness and support for our guide dogs and service dogs, the amazing superheroes that transform lives day after day, month after month, and year after year.

Our 30- and 60-second PSA, "**A Dog, I'm Not**" captures the innocence of a young teen and the relationship she shares with her dog—a seemingly ordinary pet. The PSAs help raise awareness and support for our extraordinary guide dogs and the people who need them.

You can also help veterans. Please share our 30- and 60-second PSA titled "**Never Alone**" to raise awareness that we offer service dogs for veterans living with post-traumatic stress disorder and other disabilities, ready to restore their freedom, confidence, and hope (all at no charge to the recipients).

For any questions regarding these PSAs, which have no end date for use, please contact our distribution representative at Connect360 Multimedia, Emely Rivas (e-mail: [erivas@c360m.com](mailto:erivas@c360m.com); 212-624-9195).

Thank you for helping us change the world, one dog at a time.

Warm regards,



Titus Herman  
Chief Executive Officer

## Puppies with a Purpose

Meet Rocket. Part speedster, part prankster, he's a black Lab that combines unstoppable energy with ***I'm ready when you are*** enthusiasm. But in just two years he'll become somebody's lifeline.

And Sunset. Part sweetheart and part Zen master, she's a yellow Lab that enjoys nothing more than ***being here now*** while being scratched behind the ears. But soon she'll change somebody's world.

To learn more, please watch our PSA titled "**Puppies with a Purpose**" (:30), and please share our puppies—and purpose—as soon and as often as possible. This PSA has no end date for use.



## TV PSA SCRIPTS

<b>"Puppies with a Purpose" (:30)</b>	
1. Shot of puppy <b>GRAPHIC:</b> Meet Mikey	<b><u>MUSIC UP AND UNDER</u></b>  <b><u>NARRATOR V/O:</u></b> <i>Meet Mikey</i>
2. Shot of puppy <b>GRAPHIC:</b> Rocket	<b><u>NARRATOR V/O:</u></b> <i>Rocket</i>
3. Shot of puppy <b>GRAPHIC:</b> Sunset	<b><u>NARRATOR V/O:</u></b> <i>And Sunset</i>
4. Shot of puppy <b>GRAPHIC:</b> Goofball	<b><u>NARRATOR O/C:</u></b> <i>Part goofball</i>
5. Shot of puppy <b>GRAPHIC:</b> Good Dog	<b><u>NARRATOR V/O:</u></b> <i>and "good dog," each brings a unique personality to everything they do.</i>
6. Shot of puppies	<b><u>NARRATOR V/O:</u></b> <i>They're puppies today</i>
7. Shot of puppy <b>GRAPHIC:</b> 2 years	<b><u>NARRATOR VO:</u></b> <i>but in just two years</i>
8. Shot of puppy <b>GRAPHIC:</b> freedom	<b><u>NARRATOR V/O:</u></b> <i>they'll bring freedom,</i>
9. Shot of puppy <b>GRAPHIC:</b> confidence	<b><u>NARRATOR V/O:</u></b> <i>confidence</i>
10. Shot of puppy <b>GRAPHIC:</b> independence	<b><u>NARRATOR V/O:</u></b> <i>and independence to people who could really use it.</i>
11. Shot of puppies <b>GRAPHIC:</b> Southeastern Guide Dogs logo GuideDogs.org	<b><u>NARRATOR V/O:</u></b> <i>because with your help, they'll become future Southeastern Guide Dogs.</i>  <b><u>FADE SOUND AND PICTURE OUT</u></b>

## TV PSA SCRIPTS

<b>"A Dog, I Am Not" (:60)</b>	
1. Shot of girl snuggling with dog.	<b><u>MUSIC UP AND UNDER</u></b>
2. Shots of girl and dog playing fetch.	
3. Shots of girl playing dress up with dog.	
4. Shots of girl and mom planting tree with dog nearby.	
5. Shots of girl and dog inside, painting dog's paw.	
6. Shot of girl in bed sick with dog next to her.	
7. Shots of girl and dog in hammock outside.	
8. Shot of girl and mom with dog at table celebrating girl's birthday.	
9. Shot of girl and dog outside.	
10. <b><u>GRAPHIC:</u></b> A dog, I'm not.	
11. Close-up shot of harness, switch to shot of harness being put on dog, switch to shots of mom and daughter waving goodbye.  <b><u>GRAPHIC:</u></b> With me, you see the world again.	
12. Shots of girl and dog walking.  <b><u>GRAPHIC:</u></b> Southeastern Guide Dogs logo GuideDogs.org  Message sponsored by Gary and Melody Johnson.	<b><u>FADE SOUND AND PICTURE OUT</u></b>

## AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<https://psaconnect.c360m.com/guidedogs/>

### **No End Date For Use**

"Puppies with a Purpose" (:30)

"A Dog, I'm Not" (:60, :30)

"Never Alone" (:60, :30)

Please let us know your preferences on receiving  
PSAs by contacting

**Emely Rivas:** via e-mail at [erivas@c360m.com](mailto:erivas@c360m.com)  
or by phone at (212) 624-9195.



# 501 (c)(3) certificate



ATLANTA GA 39901-0001

In reply refer to: 0752286427  
Apr. 04, 2019 LTR 4168C 0  
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SOUTHEASTERN GUIDE DOGS INC  
PAWS FOR INDEPENDENCE  
4210 77TH ST E  
PALMETTO FL 34221-9270



021013

Employer ID number: 59-2252352  
Form 990 required: Yes

Dear Taxpayer:

We're responding to your request dated Mar. 26, 2019, about your tax-exempt status.

We issued you a determination letter in June 1983, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

We also show you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period:

- Form 990, Return of Organization Exempt From Income Tax
- Form 990EZ, Short Form Return of Organization Exempt From Income Tax
- Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990-EZ
- Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

According to IRC Section 4033(j), if you don't file a required annual information return or notice for 3 consecutive years, we'll revoke your tax-exempt status on the due date of the 3rd required return or notice.

You can get IRS forms or publications you need from our website at [www.irs.gov/forms-pubs](http://www.irs.gov/forms-pubs) or by calling 800-TAX-FORM (800-829-3676).

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific time).

Thank you for your cooperation.

Sincerely yours,

Teri M. Johnson  
Operations Manager, AM Ops. 3



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