



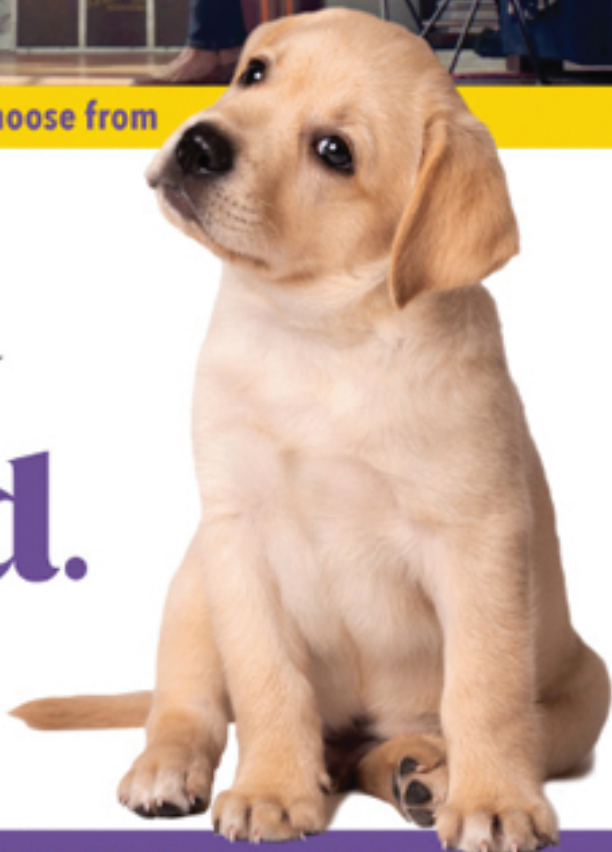
Southeastern Guide Dogs

**BE A
PUPPY
RAISER**



2 Moving PSAs to choose from

**The
New
Kid.**



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About Southeastern Guide Dogs

Southeastern Guide Dogs transforms lives by creating and nurturing extraordinary partnerships between people and dogs. We breed, raise, and train elite 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. We offer our premier dogs and lifetime follow-up services at no cost. Since 1982, we have successfully created thousands of guide and service dog teams throughout the U.S. and currently oversee the well-being of over 1,200 puppies and dogs. www.GuideDogs.org



Learn more about Southeastern Guide Dogs

ABOUT

ABOUT VIDEO



FACEBOOK



YOUTUBE





TWITTER



INSTAGRAM

Dear Public Service Director,

Our extraordinary dogs deliver hope to veterans with disabilities, children with special challenges, and adults with vision loss in your community and beyond. But every life-changing, life-saving dog starts out as a new puppy, full of promise, ready to train to reach its brightest destiny.

-  Please help bring awareness of the freedom and hope our guide and service dogs can give with our 30-second PSA, "**The New Kid**," where our fun and frolicking young puppy shares in a childish voice, "I barely know my tail from my toes, but in two years' time, I'll be ready to bring hope to someone's life!"
-  And as service dog organizations like ours face a national shortage of volunteer puppy raisers, please share our 30-second PSA, "**Be a Puppy Raiser**," an endearing video with a few lightly comical puppy mishaps followed by the message, "You don't have to be the perfect puppy raiser to be the right one."

For any questions regarding these PSAs, which have no end date for use, please contact our distribution representative at Connect360 Multimedia, Emely Lorenzini (e-mail: elorenzini@c360m.com; 212-624-9195). Thank you for helping us give the gifts of hope through our extraordinary dogs.

Warm regards,



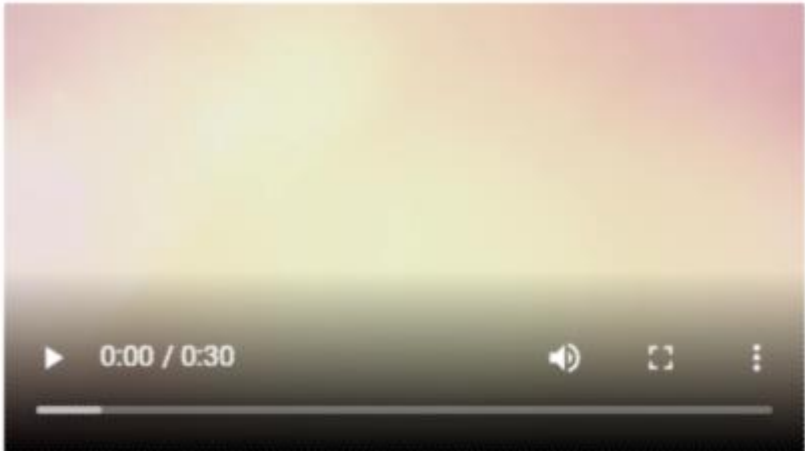
Titus Herman
Chief Executive Officer

The New Kid

Imagine it's your very first day at a job you can't wait to start—and that you're a super-cute yellow Labrador retriever to boot. That's the premise of "**The New Kid**," an adorable :30 public service announcement for Southeastern Guide Dogs.

Incorporating energetic editing and a little bit of old-school graphic flair, this charming PSA introduces our New Kid pup who says, "I barely know my tail from my toes, but in two years' time, I'll be ready to bring hope to someone's life!"

Accompanied by a light, catchy musical score, this PSA is designed to entertain and inform audiences at the same time. This PSA makes it clear that even a "pup with potential" like our New Kid could really use some help to achieve their destiny. **This PSA has no end date for use.**



"The New Kid" (:30)

NARRATOR V/O: I'm the New Kid. I barely know my tail from my toes. But in two years' time, I'll be ready to bring hope to someone's life. Maybe that person is someone you love.

Help me reach my destiny—all at no cost to the one who needs me.

Learn more at guide.dogs.org

"Be a Puppy Raiser" (:30)

WOMAN O/C: Sit.

WOMAN O/C: Whoa! No!

WOMAN V/O: Charlie, no!

WOMAN O/C: Sit.

NARRATOR V/O: You don't have to be the perfect puppy raiser to be the right one. Contact Southeastern Guide Dogs today and ask about becoming our next puppy raiser.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

No End Date For Use

"The New Kid" (:30)

"Be a Puppy Raiser" (:30)

Please let us know your preferences on receiving
PSAs by contacting

Emely Lorenzini: via e-mail at elorenzini@c360m.com
or by phone at (212) 624-9195.

501 (c)(3) certificate



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In reply refer to: 0248184936
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SOUTHEASTERN GUIDE DOGS INC
PAWS FOR INDEPENDENCE
4210 77TH ST E
PALMETTO FL 34221



011410

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

Dear Taxpayer:

We're responding to your request dated July 27, 2022, 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 6033(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 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,

Warren R. Burton, Operations Mgr
Accounts Management Operations 1



Southeastern Guide Dogs

When people
lose their vision,
it's easy to
lose **hope**.



"When I first met King, it was love at first sight. King is a miracle in my life—not just because he's amazing and he's my hero and he guides me. Without my dog, I am just lost. King makes me 'me' again."

—Ewa Nowakowski & Guide Dog King

When veterans
lose **hope**,
it's easy to give
up everything.



"I lived with anxiety and depression. There were no good days—only varying depths of bad days. When Foley came into my life, everything changed. To Foley, every day is a good day. He chases away fear. Foley not only saved my life, he helped me reconnect with family."

—Morgan Watt and Guide Dog Foley

GuideDogs.org

