


★ **3** ★
moving
PSAs
to choose
from

 Southeastern Guide Dogs

LUCY ★
★ Christmas Edition ★



Magic Number
3 6 12



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About Southeastern Guide Dogs

Our extraordinary dogs transform lives throughout the country—at no cost to recipients. What makes our pups so special? Top-notch pedigrees. And countless hours of training and love. These highly skilled wonders turn darkness into light for people with vision loss. Restore freedom for veterans. Heal broken hearts for children struggling with loss. And they never ask for anything in return. Neither do we. We offer our clients their loyal friends, expert instruction, and lifetime support completely free of charge—thanks to big-hearted donors and volunteers.



Learn more about Southeastern Guide Dogs

ABOUT

ABOUT VIDEO



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Dear Public Service Director,

Love brings light to dark days and comfort to lonely nights. Love has the power to change the world.

Our extraordinary dogs offer love and hope to people with vision loss, veterans with disabilities, and children who need a best friend in your community, and beyond.

-  Discover the power of love in "Lucy: Christmas Edition," a heartwarming, 60-second and 30-second holiday PSA about a little girl who misses her beloved dad at Christmas, and the dog who helps heal her heart. This PSA showcases how our skilled companion dogs bring friendship and healing to children and teens dealing with loss or isolation.
-  Hope shines brightly in our Christmas-themed, animated PSA, "**Believe in Hope.**" By airing our 60-second PSA, you can help veterans and others find hope for the holidays by applying for one of our dogs. We offer our dogs and best-in-class services completely free of charge to all recipients.
-  And as service dog organizations like ours face a national shortage of volunteer puppy raisers, please share our 30-second PSA, "**Magic Number,**" an endearing video about our flexible puppy-raising program. This PSA highlights how the joys of puppy raising are endless, but the time commitment doesn't have to be.

To acquire these PSAs and to help bring our services to those who need them most, 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 love, hope, and healing through our extraordinary dogs.

Warm regards,



Titus Herman
Chief Executive Officer

Lucy: Christmas Edition

The memory of Chloe's beloved dad tugs at her little heart as she hangs his stocking. But something goes wrong, and only her beloved pup, Lucy, knows what it takes to make things right.

Unwrap the magic of the season with our heartwarming holiday reminder that love lives all around us. This heartwarming holiday public service announcement about the power of love presents a gift that can't be found wrapped in a box, sprinkled into Christmas cookies, or topped on a tree.

Please watch our PSA titled "**Lucy: Christmas Edition**" (:60 and :30) and spread hope and love to families who need the faithful companionship of a dog by airing it as often as possible. This PSA has no end date for use.



"Lucy: Christmas Edition" (:60)

DESCRIPTIVE AUDIO: In a living room, a young girl, Chloe, takes a bite of a star-shaped cookie and tosses a dog treat to her yellow Labrador, Lucy, who relaxes on the couch. Chloe's mom decorates the Christmas tree as Chloe hangs their stockings by the fireplace. Her smile fades as she holds the stocking with "Dad" stitching. Lucy lifts her head from the couch. Chloe holds the stocking and looks at the military shrine on the fireplace mantel. Chloe looks up at her mom who smiles and nods in approval. Chloe hangs her dad's stocking. As she pulls away, her bracelet catches, and the thread unravels the D in Dad. Lucy gallops out of the room. Lucy returns and presents Chloe's mom with a small sewing kit. She stitches the stocking as Lucy and Chloe watch in anticipation. Chloe hangs the repaired stocking on the fireplace. Magically, stitched angel wings and a halo appear around the name, "Dad." Mom and Chloe watch Lucy frolic in excitement. [www dot guide dogs dot org slash holidays.](#)

"Lucy: Christmas Edition" (:30)

DESCRIPTIVE AUDIO: In a living room, a young girl, Chloe, hangs stockings by the fireplace as her yellow Labrador, Lucy, watches from the couch. She holds the stocking with Dad stitching and looks at the military shrine on the fireplace mantel. Chloe hangs her dad's stocking. As she pulls away, her bracelet catches and the thread unravels the D in Dad. Lucy gallops out of the room and returns with a small sewing kit. Chloe's mom stitches the stocking and Chloe hangs the repaired stocking on the fireplace. Stitched angel wings and a halo appear. [Guide dogs dot org slash holidays.](#)

"Believe in Hope" (:60)

DESCRIPTIVE AUDIO: A man hangs ornaments on his Christmas tree. He removes the Christmas star from the box and tries to reach the treetop. His prosthetic leg comes into view as the man stumbles and drops the box of ornaments in defeat. He sits dejectedly by the fireplace and extends his prosthetic leg. Military photos perch on a mantle. A woman enters with a dog in a blue service dog vest. The dog picks up the Christmas star in its mouth and gives it to the man. The dog indicates to the Christmas tree. A close-up reveals the dog's name tag: HOPE. And the woman nods with assurance. The man balances with assistance from the dog, then puts the star atop the tree. Christmas lights brighten. The two embrace. The woman smiles as she leaves. Southeastern Guide Dogs. guide dogs dot org slash holidays. Title: "Believe in Hope." appears over the snowy winter home.

"Magic Number" (:30)

NARRATOR V/O: What's your magic number? Mine are 3, 6, and 12. Take me home and love me for 3, 6, or 12 months. Your choice. Choose your own adventure. Make me yours. Show me your world for 3, 6, or 12 months. So, what are you waiting for? Find your magic number and raise a future guide dog today.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

No End Date For Use

"Lucy: Christmas Edition" (:60, :30)

"Believe in Hope" (:60)

"Magic Number" (: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



CINCINNATI OH 45999-0038

In reply refer to: 0248184936
Aug. 05, 2022 LTR 4168C 8
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BODC: TE

SOUTHEASTERN GUIDE DOGS INC
PAWS FOR INDEPENDENCE
4210 77TH ST E
PALMETTO FL 34221



011419

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



CAYLEIGH & GOLD STAR FAMILY DOG TAYLOR

"Taylor taught Cayleigh that she's okay, she's safe, but most importantly, that it's safe to love again," says mom, Jillian. "My gratitude is overflowing. Taylor brought Cayleigh back to me, the little girl that I love."



MORGAN WATT & SERVICE DOG FOLEY

"I never understood depression until I had it. I had sunk into the darkest depression of my life. Out of all the treatment, out of all the therapy, I don't think I would have made it without Foley."

Join us in offering hope to people like Cayleigh and Morgan.