

Micky



Three moving PSAs to choose from

dogsinc



Donzi

Magic Number

3 6 12



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About

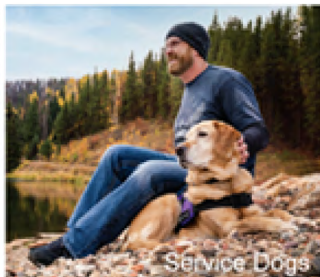
southeastern
guide dogs inc

is now

dogs inc



Guide Dogs



Service Dogs



Skilled Companion 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. Guide dogs turn darkness into light for people with vision loss. Service dogs restore freedom for veterans. Skilled companion dogs heal the broken hearts of those 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 free of charge—thanks to big-hearted donors and volunteers.

Southeastern Guide Dogs Inc is doing business as Dogs Inc.

Learn more about Dogs Inc

ABOUT

ABOUT VIDEO



FACEBOOK



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Dear Public Service Director,

The human-canine bond transcends everyday friendship. Simple trust, unleashed affection, and true devotion shine when pawprints come alongside footprints.

For those with vision loss, veterans with disabilities, and children who need a best friend in your community (and beyond), our extraordinary dogs bring freedom. But they also offer hope and the deepest of friendships, strengthening hearts to face all that life brings.

 Discover this incredible bond in "**Micky**," a 30- and 60-second PSA about a girl whose guide dog, Micky, not only brings her independence but a friendship unlike any other. This PSA showcases the multi-faceted ways our guide dogs change lives.

 A veteran finds solace through the devotion of his service dog in our PSA, "**Donzi**." By airing this 60-second PSA, you can help veterans and others find hope 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

Micky



Narrated by the unmistakable voice of the iconic William Shatner, our PSA titled "**Micky**" tells the story of Valerie and her guide dog and best friend, Micky. Whether playing fetch in the rain, snuggling together in a hammock, or heading off to school, Valerie and Micky never leave each other's side.

Discover the pure sweetness of the human-canine bond in this heartwarming public service announcement. Hearts grow warmer with every wag of a tail, smiles shine brighter, and love deepens.

Please watch our PSA titled "**Micky**" (: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.



"Micky" (:60)

DESCRIPTIVE AUDIO: A girl chases a yellow Lab. Dog watches girl and mom plant a tree. Girl and dog in hammock. Girl pets dog. Girl grabs Dogs Inc harness. Girl with her guide dog and waves goodbye to her mom.

Text: Dogs Inc. Extraordinary dogs, transforming lives. Learn more at dogsinc.org.

NARRATOR V/O: You know an author once said before you have a dog you can't quite imagine what living with one might be like and afterwards you can't imagine living any other way. They don't know evil or jealousy or hate. To sit with a dog on a glorious day, is like heaven. Where doing nothing isn't boring, it's peaceful. When the right dog finds the right human, it's as if it always was and always will be. They protect each other, love each other, teach each other. More importantly, they never let the other down.

"Micky" (:30)

DESCRIPTIVE AUDIO: Yellow Lab smiles. Girl and dog swing in hammock. Girl whispers in dog's ear.

Text: Dogs Inc. Learn more at dogsinc.org.

NARRATOR V/O: To sit with a dog on a glorious day, is like heaven. When the right dog finds the right human, it's as if it always was and always will be. They protect each other, love each other, teach each other. More importantly, they never let the other down.

TV PSA SCRIPTS

"Donzi" (:60)

DESCRIPTIVE AUDIO: Man and black Lab stroll to fishing dock. Dog delivers ball to man in hammock. Man plays fetch with dog. The man strikes a match and lights a fire. The man gazes into the fire and flashbacks from his military days come flooding back. His dog senses his distress and rushes to comfort him. Man outfits dog with Dogs Inc service coat.

Text: Dogs Inc. Extraordinary dogs, transforming lives. Learn more at dogsinc.org.

NARRATOR V/O: To sit with a dog on a glorious day, is like heaven. Where doing nothing isn't boring, it's peaceful. When the right dog finds the right human, it's as if it always was and always will be. They protect each other, love each other, teach each other. More importantly, they never let the other down.

"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/dogs/>

No End Date For Use

"Micky" (:60, :30)

"Donzi" (: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



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In reply refer to: 0248184936
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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



Valerie and Guide Dog Micky

"He's a really calm dog," Valerie says. "He enjoys sleeping and running around and playing a lot when he's off-leash. And he's really fun to cuddle with."



Morgan Watt and Service Dog Donzi

"People are complicated," Morgan says, "but dogs? They're simple. Their main mission is to love. Whatever challenge you're facing, just to know and feel in that moment that you're loved—it's everything. And for me, Donzi is everything."

dogsinc

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

