

dogsinc

Palett



4 moving holiday PSAs to choose from!



Hope

Lucy

Christmas Edition



Melody



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About

dogs inc



Thanks to the generosity of our donors and volunteers, we provide our dogs, expert instruction, and lifetime support—at no cost to our clients. Top-tier pedigrees, decades of research, and thousands of hours of training and love prepare our dogs for life-changing destinies. Guide dogs lead. Service dogs heal. Skilled companions comfort. And therapy dogs uplift.

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INSTAGRAM

Dear Public Service Director,

For those whose landscape may feel gray, our dogs fill hearts with shades of hope.

They add coats of love and strokes of change to someone's future—for people with vision loss, veterans with disabilities, and children who need a best friend in your community, and beyond.

 With a paintbrush and a purpose, one service dog adds a coat of comfort and a layer of love in our 30-second or 60-second holiday PSA, "**Palette.**" A veteran's world transforms from gray to vibrant color, bringing holiday wonder to life on her canvas and the world beyond.

 This holiday season, three other PSAs capture the magic and joy that only a dog can bring. In "**Melody,**" a guide dog lights up a town square with music and connection. In "**Lucy: Christmas Edition,**" a skilled companion dog brings comfort and cheer to a little girl. And in "**Hope,**" a dog's presence helps the season shine even brighter. Available in 30- and 60-second formats, these heartwarming shorts share the spirit of the season.

Thank you for helping our dogs create artworks of love, hope, and healing through our extraordinary dogs.

Warm regards,



Titus Herman
Chief Executive Officer

Palette

In a quiet winter park, a veteran sits at her easel, searching for inspiration. With each gentle stroke of her paintbrush, her service dog, Palette, watches—sensing that something is missing from the world around her.

Then, he trots over and brings her a tube of yellow paint. As she adds a touch of sunshine to her canvas, the sky above her shifts—soft gray gives way to golden light. The park transforms with brilliant color. A Christmas tree twinkles. Carolers begin to sing. And holiday cheer fills the air.

"**Palette**" is a 30- or 60-second animated holiday PSA that celebrates the joy of the season and the light a dog's love can bring. Air it as often as you'd like—there is no end date for use—and help share the magic with families everywhere.

If you have any questions or need additional information, please contact our Connect360 Multimedia PSA distribution representative, Emely Lorenzini, at 212-624-9195 or via e-mail at elorenzini@c360m.com.



TV PSA SCRIPTS

"Palette" (:60)

DESCRIPTIVE AUDIO: In a grey, muted park overlooking a cityscape, a woman paints on an easel. Her yellow lab service dog lays at her feet beside her prosthetic leg. She sits in defeat and drops her palette to the ground. Her service dog retrieves a tube of yellow paint and places it in her hand. She paints a yellow sun. A man on a bike cart looks up at the sky in awe. The sky unfolds into a spectrum of colors. A child giggles on a playground as it turns from gray to color. The man's gray bike cart transforms into a festive hot cocoa stand. The view pans from the colorful canvas to the real-life scene. A Christmas tree flourishes to life with lights as carolers sing. The woman's service dog runs up to her, paintbrush in mouth, and spins in a circle. The woman looks down at him and giggles. Painting the World Brighter. Dogs inc dot org.

"Melody" (:60)

DESCRIPTIVE AUDIO: At night, a woman in a winter coat and red gloves walks with her yellow lab guide dog and enters a town square. Her guide dog leads her to a piano in the center of the square. The woman plays a few keys on the piano then takes a seat at the piano bench as her guide dog wags her tail in encouragement. A little girl holds her dad's hand and begins to sing along. Two women from a nearby bench join her in song. A man in a snow hat and glasses walks over and sings along. They all slowly walk toward the piano. As snow falls, a single snowflake catches the attention of her guide dog. She follows it as it floats over to a red button at the base of a tall Christmas tree. Curiously, the dog presses the button with her paw. The Christmas lights begin to sparkle from the bottom to the star at the top. The guide dog walks back to the woman at the piano and puts her front paws on the woman's lap as the crowd continues to gather. dogs inc dot org. Believe in hope.

TV PSA SCRIPTS

"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. dogs inc dot org. Believe in hope.

"Hope" (:30)

DESCRIPTIVE AUDIO: Military photos perch on a mantle. A man sits by the fireplace and extends his prosthetic leg. A woman enters with a dog in a blue service dog vest. 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 help from the dog, then puts the star atop the tree. Lights brighten as the two embrace. dogs inc dot org. Believe in hope.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

No End Date For Use

"Palette" (:60, :30)

"Melody" (:60)

"Lucy: Christmas Edition" (:30)

"Hope" (: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



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
PO Box 2508
Cincinnati, OH 45201

SOUTHEASTERN GUIDE DOGS INC
DOGS INC
4210 77TH ST E
PALMETTO, FL 34221-9270

Date: May 22, 2024
Employer ID number: 59-2252352
Form 990 required: Yes
Person to contact: Name: Angela G Foster
ID number: 0203069

Dear Sir or Madam:

We're responding to your request dated May 01, 2024, 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, 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 990-EZ, 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 990EZ
- Form 990-PF, Return of Private Foundation or Section 4247(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,

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements



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."

The logo for Dogs Inc. features the word "dogs" in a dark blue, lowercase, sans-serif font, followed by "inc.org" in a lighter blue, lowercase, sans-serif font. A small white paw print icon is positioned between the "o" in "dogs" and the "i" in "inc".

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