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# A D G, I'M NOT.

I was born for a purpose.

A Moving  
Radio PSA  
from  
**dogsinc**

# About



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.

## Learn more about Dogs Inc

ABOUT

ABOUT VIDEO



FACEBOOK



YOUTUBE



TWITTER



INSTAGRAM

Dear Public Service Director,

A dog's companionship has the power to change a life. The love, loyalty, and comfort of a soft hug and tail wag sparks hope. And when an extraordinary dog steps into someone's world to offer guidance and independence—magic happens.

For those with vision loss, veterans with disabilities, and children who need a best friend in your community (and beyond), our dogs offer a pathway to a beautiful new beginning. Pawprints beside footprints, these journeys transform lives.

 Discover how a dog's love and companionship offer purpose in "**A Dog I'm Not**," a 30- and 60-second radio PSA. This radio PSA reveals the many ways our dogs bring their people from darkness to light. It showcases how these extraordinary companions are so much more than we could ever imagine.

To acquire these radio 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](mailto: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

## A Dog I'm Not

With wonder and awe, our radio PSA titled "**A Dog I'm Not**" showcases the many ways a dog brings joy and purpose to someone's life. Narrated from a dog's point of view, this ad beautifully describes how the special human-canine bond has the power to bring hope and love to darkness.

Discover the magic of extraordinary dogs in this heartwarming radio public service announcement. Spirits lift and hearts fill with hope as a dog's gentle thoughts speak to those who need it most.

Please listen to our radio PSA titled "**A Dog I'm Not**" (:30 and :60) and spread hope and inspiration to families who need the special bond of a dog by airing it as often as possible. This radio PSA has no end date for use.



### "A Dog I'm Not" (:60)

**MALE NARRATOR V/O:** A dog, I'm not. I was born for a purpose. To bring you hope. To guide you out of darkness. To stand by you as you rediscover life. When past battles cloud your mind, I push them away. You tell me I'm your hero... just as you are mine. You hold me when you're afraid, Whisper that I saved you. With me by your side, no challenge is too great, no night too dark. I'm your guide, your companion, your friend. Your light. A dog, I'm not. With me, you see the world again.

**FEMALE NARRATOR V/O:** Discover hope at Dogs Inc. Visit us at [dogsinc.org](http://dogsinc.org) to learn more.

### "A Dog I'm Not" (:30)

**MALE NARRATOR V/O:** A dog, I'm not. I was born for a purpose. To bring you hope. To guide you out of darkness. When past battles cloud your mind, I push them away. You tell me I'm your hero... just as you are mine. A dog, I'm not. With me, you see the world again.

**FEMALE NARRATOR V/O:** Learn more at [dogsinc.org](http://dogsinc.org).

## AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

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

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

Connect360 has developed an easier way for stations to report PSA airings via a new website. This replaces our PSA reply forms and sending responses by fax or e-mail.

Please visit the following website to provide PSA usage information for this campaign: <http://psa.c360m.com/?p=D144414>

Please let us know your preferences on receiving PSAs by contacting

**Emely Lorenzini:** via e-mail at [elorenzini@c360m.com](mailto: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](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.

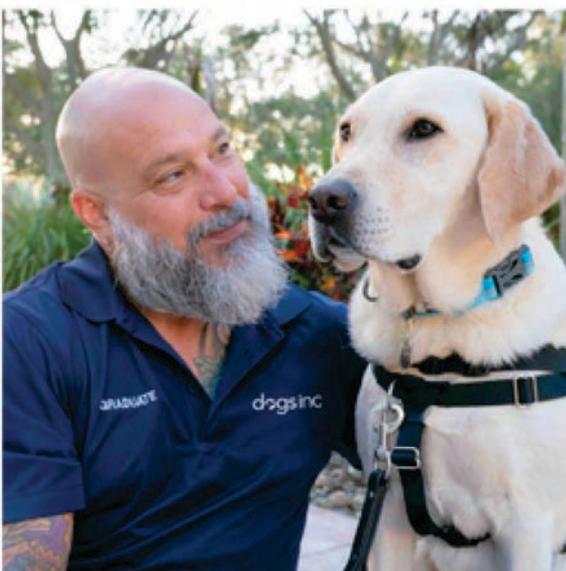
Sincerely,

Stephen A. Martin  
Director, Exempt Organizations  
Rulings and Agreements



## Robbie Esper and Guide Dog Ted

"Ted loves to lie right on me. He makes me feel whole—like myself again."



## Mike Deardorff and Service Dog Ryan

U.S. MARINE CORPS VETERAN

"Ryan's impact on my life is immeasurable. He is so much more than my best friend. He is my lifesaver. He is the one who can bring me into the moment without saying anything. He is the one who gives me hope."

**dogsinc**

Join us in offering hope to people like Robbie and Mike.

