

Palette



A Holiday Radio PSA from **dogsinc**



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About



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.

Learn more about Dogs Inc

ABOUT

ABOUT VIDEO



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YOUTUBE




INSTAGRAM

Dear Public Service Director,

A dog's love can brighten the season—and bring comfort, connection, and joy to those who need it most.

This holiday, we invite listeners to meet Palette, a proud service dog who brings color back into his veteran's world. With a little help from Santa, this heartwarming PSA blends festive charm with a meaningful message about hope, healing, and the incredible bond between people and their dogs.

 **"Palette"** is a cheerful and inspiring holiday radio PSA available in 15-, 30-, and 60-second formats. Light holiday music, sleigh bells, and a message of joy make it a perfect addition to your seasonal rotation.

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

Warm regards,



Titus Herman
Chief Executive Officer

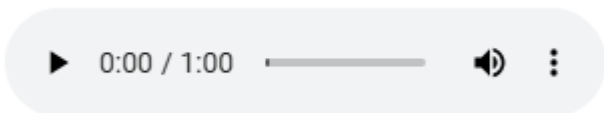
Palette

This holiday season, Dogs Inc service dog Palette is painting the town merry and bright—one cheerful tail swoosh at a time—in our festive radio PSA titled **"Palette."**

With sleigh bells jingling and Santa himself dropping by, this heartwarming ad brings joy, color, and holiday cheer to the airwaves. Palette shows us how a dog's love can brighten even the grayest days and fills the season with warmth and wonder.

Help spread the magic. Share hope and happiness by airing **"Palette"** as often as you can. This radio PSA has no end date for use.

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.



"Palette" (:60)

PALETTE: Most elves have pointy shoes. I have four paws.

SANTA: Ho ho ho! Palette, how's my favorite helper making the season shine?

PALETTE: Oh...just sprinkling a little color wherever I go. You see, Santa, my person's a veteran, and some days the memories are heavy. When her skies turn gray, I help fill her heart with shades of hope. The purple of laughter, the blue of courage, and the happy hue of joy.

SANTA: Sounds like you are painting the world brighter.

PALETTE: That's right, Santa. I'm more than her service dog—I'm her living paintbrush. With every swoosh of my tail, I add a stroke of cheer to her canvas. With every longing gaze, I brush love on the picture we're creating together. A masterpiece. Wrapped in warmth and tied with a bow.

SANTA: Now, that's a gift you can't put under a tree.

NARRATOR: This season, help paint the picture. Learn more at [DogsInc.org](#).

SANTA: Ho, ho, ho!

"Palette" (:30)

PALETTE: Most elves have pointy shoes. I have four paws.

SANTA: Ho ho ho! Palette, how's my favorite helper making the season shine?

PALETTE: You see, Santa, my person's a veteran. Some days her skies turn gray. So I add the purple of laughter, the blue of courage, and the happy hue of joy.

SANTA: Painting the world brighter.

NARRATOR: Help paint the picture. DogsInc.org.

SANTA: Ho, ho, ho!

"Palette" (:15)

PALETTE: Most elves have pointy shoes. I have four paws.

SANTA: And a gift for painting the world brighter.

NARRATOR: Help paint the picture. DogsInc.org.

SANTA: Ho, ho, ho!

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, :15)

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=R145680>

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 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,

A handwritten signature in cursive script that reads "Stephen A. Martin".

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."



Tony Ortiz and Service Dog Donna

"Donna brings a level of amazement and wonder. With her, every day is another opportunity to learn something new, and that's a tremendous gift."

dogs inc..org

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