

An inspiring PSA from
dogsinc

Watch pup

ZOE

chase her dream.



About



Thanks to the generosity of our donors and volunteers, we provide our dogs, expert instruction, and alumni 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

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Dear Public Service Director,

Before purpose becomes clear, there's room to imagine.

Along the way, a puppy may explore the possibilities. The wonder of what's to come and how they'll step four paws into one big purpose.

At that moment of recognition—realizing their destinies—our dogs take on roles that offer guidance, comfort, and hope to those who need them most.

- 🐾 Sometimes finding your purpose means trying on a few possibilities first. Our 30-second and 60-second PSA, "**Zoe**" reflects the whimsy, heart, and deep purpose of a guide dog ready to step into a life-changing role.
- 🐾 Purpose shows up in small moments—years of preparation, a fitted vest, the right tie. Our "**Max**" 60-second PSA and "**Daisy**" 30-second PSA follow two dogs preparing for their first day on the job. Viewers witness the heart and determination of extraordinary dogs stepping into life-changing callings—a celebration of the remarkable role service dogs play in transforming lives.

Thank you for helping us open the door to hope and healing through our extraordinary dogs.

Warm regards,



Titus Herman
Chief Executive Officer

Zoe

Zoe bounds into her playroom. She catches her reflection beside a dress-up box, and suddenly, the future feels wide open and a world of possibilities begins to take shape.

Someday, she could become a chef, a ballerina, even an astronaut.

But none of those careers feel quite right. Then, it hits her: maybe she's meant to help in a different way. Maybe her destiny is to give someone hope. When she looks back in the mirror, she sees her reflection as a confident dog in harness—proud, noble, and ready to change a life. Zoe steps toward the mirror, certain she has found her calling.

Please watch our 30- and 60-second PSA titled "**Zoe**" and invite your viewers to experience the wonder of a guide dog finding her true path. Air it as often as you'd like—this PSA has 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

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"Zoe" (:60)

ZOE V/O: When I grow up... what should I be? A chef? Yummy... but I'd probably eat more than I'd cook. A ballet dancer? Cute, but I've got two left feet...literally. An astronaut? Wow! Tempting, but too far from home. Maybe I'm meant to help in a different way. Maybe I'm destined to give someone hope.

NARRATOR V/O: At Dogs Inc, our pups grow up to change lives as guide dogs, service dogs and skilled companion dogs. Provided at no cost and made possible through hope.

ZOE V/O: Now that's a perfect fit!

NARRATOR V/O: Learn more at DogsInc.org.

"Zoe" (:30)

ZOE V/O: When I grow up... what should I be? A chef? I'd probably eat more than I'd cook. I could be a ballet dancer. Cute—but I've got two left feet...literally. Or an astronaut? Tempting... but too far from home. Or maybe I'm destined to give someone hope.

NARRATOR V/O: At Dogs Inc, our pups grow up to change lives. Learn more at DogsInc.org.

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"Max" (:60)

MAX V/O: Alright, Max, today's the big day. First day on the job. Time to shine! I got this. Right? I wonder if I should've gone with a bow tie. Nah, this tie says 'professional but approachable.' Perfect combo for a guide dog. I hope my human is kind and loving. Two years of training, hard work, and fun. Now it's showtime. If I can handle that cat, I can handle anything. Especially with this tie. Okay, tie, let's show them what we're made of. Wait, what are ties made of? Silk? Polyester? Who cares! I've got this. Alright. I'm ready!

NARRATOR V/O: Discover how extraordinary guide dogs like Max change lives at no cost to the recipients. Visit dogsinc.org.

"Daisy" (:30)

DAISY V/O: Ok, Daisy, first day on the job. Let's paint the town purple! Maybe I should have gone with a cape. Nah, this vest says 'professional AND dependable.' Spot on for a service dog. Two years of training, hard work, and fun. Now it's time to put it all into action. Alright. Let's do this!

NARRATOR V/O: Discover how extraordinary dogs like Daisy change lives at no cost to the recipients. Visit dogsinc.org.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

No End Date For Use

"Zoe" (:60, :30)

"Max" (:60)

"Daisy" (: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

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

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

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,

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements



Brittney Wright and Guide Dog Hayley

“When Hayley walked through that door, all my fears just faded away. I said to myself, ‘A new chapter starts today.’ But not just a chapter—it’s a whole new book. And it’s going to be amazing!”



John and Service Dog Zazu

“Zazu is tuned in to everything going on in me.”

dogs inc.

Join us in offering hope to people like Brittney and John.