

An inspiring radio PSA from  
**dogsinc**



Discover how **ZOE** chases her dream.



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## 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

ABOUT VIDEO



FACEBOOK



YOUTUBE



INSTAGRAM

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 60-second and 30-second radio PSA, "**Zoe**" reflects the whimsy, heart, and deep purpose of a guide dog ready to step into a life-changing role.
- 🐾 Discover how extraordinary dogs deliver hope to those who need it most in "**Max and Daisy**" a 60- and 30-second radio PSA. This radio PSA highlights the life-changing destinies our dogs fulfill as they walk alongside their people. It showcases the preparation, dedication, and heart that our dogs offer every day.

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

Warm regards,



Titus Herman  
Chief Executive Officer

## Zoe

Purpose often begins with a simple question.

In our "**Zoe**" radio PSA, listeners meet a curious puppy wondering who she might become—a chef, a ballerina, even an astronaut. As she imagines each possibility through playful sound, Zoe begins to realize that her true calling lies in helping others.

This 60- and 30-second radio PSA titled "**Zoe**" offers a light, thoughtful reminder of how dogs grow up to change lives.

Air it as often as you'd like—this radio 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](mailto:elorenzini@c360m.com).



## RADIO PSA SCRIPTS

[Download all PSA Scripts](#)

### "Zoe" (:60)

**ZOE:** When I grow up... what should I be? A chef? A sprinkle of this, a dash of that. Mmm... I'd probably eat more than I'd cook. I could be a ballet dancer? I'm not exactly graceful. I've got two left feet... literally. Or what about an astronaut? Wow! Tempting... but a little far from home. Maybe I'm meant to help in a different way... Or maybe I'm destined to give someone hope.

**NARRATOR:** At Dogs Inc, our puppies grow up to change lives as guide dogs, service dogs and skilled companion dogs. Trained with love, provided at no cost and made possible through hope.

**ZOE:** Now that's a perfect fit!

**NARRATOR:** Learn more at [DogsInc.org](http://DogsInc.org).

### "Zoe" (:30)

**ZOE:** 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? I'm not exactly graceful. 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:** At Dogs Inc, our pups grow up to change lives. Learn more at [DogsInc.org](http://DogsInc.org).

## RADIO PSA SCRIPTS

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### "Max and Daisy" (:60)

**DAISY:** Hey, Max, you look absolutely dashing in that purple tie. Ready to "harness" the world?

**MAX:** You bet, Daisy. I'm ready as I'll ever be! And might I say, your purple tie really pops with your vest.

**DAISY:** Thanks! I almost went with...a cape...but didn't want to come across as... pretentious.

**MAX:** Nonsense! Anyone in our line of work should rock a cape.

**DAISY:** You might be onto something, Max.

**MAX:** So. Here we go. First day on the job. We've got this, right?

**DAISY:** Right! Don't forget, we both graduated from Dogs Inc with honors!

**MAX:** Which means I can guide my human around a busy city with ease.

**DAISY:** And I can give my human a restful night.

**MAX:** I hope my human is kind and loving.

**DAISY:** And I hope mine likes wet kisses and zoomies.

**MAX:** Ready to make a difference?

**DAISY:** Born ready. Let's go.

**NARRATOR:** Discover how extraordinary dogs like Daisy and Max change lives at no cost to the recipients. Visit [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

"Zoe" (:60, :30)  
"Max and Daisy" (: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=P145826>

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

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](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



## 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.

