

LEADER DOGS FOR THE BLIND

Annual Report

Fiscal Year 2020-2021



**GUIDE DOG
TRAINING**



**ORIENTATION
& MOBILITY**



**SUMMER
EXPERIENCE CAMP**



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Breeding Host Sarah and family with LDM Elsa and seven of her puppies.

Mission Moment

As a member of the Lion's club, we talk about the day that you became a Lion. It's the day that your heart opens up to serve your community. That day happened to me on the day I got my Leader Dog. Waiting to meet Floyd felt like I was waiting for my first blind date. The knock came, I opened the door, and there was a handsome black Labrador retriever. I felt like a missing puzzle piece finally clicked into place. My life has changed forever, he is my companion and my best friend.

Leader Dog is so much more than the dogs. It's about building confidence and acceptance. They help us be the best that we can be.

~ Gretchen P and Leader Dog Floyd



A Message from Susan Daniels

Greetings! Though 2020–2021 was difficult for everyone, our team refused to let the COVID-19 pandemic stop us from serving our clients. When many nonprofits couldn't return to providing services, Leader Dog became the first U.S. guide dog organization to resume on-campus training after the initial pandemic-related shut down. We returned to in-person training while maintaining the health, wellbeing and safety of our clients, staff, volunteers and canines.

We remained nimble and creative to serve as many people as possible by providing in-home Orientation & Mobility Training and more in-home Guide Dog Training than ever before. When we couldn't serve international clients ourselves, we developed a partnership with CNIB Guide Dogs (Canadian National Institute for the Blind) to serve more people in Canada. Our team developed new online platforms and virtual programs to support our clients including:

- **Alumni Hour** A monthly online forum for clients to obtain Leader Dog news and connect with one another.
- **T.O.M. Talks** Bringing Technology, and Orientation & Mobility to young adults online to build increased independent travel, professional readiness and networking skills.
- **Virtual Summer Experience Camp** A week of meeting peers with similar life situations, developing leadership skills and having fun.

The initial offerings of these programs were so successful that we will continue providing them in the next fiscal year.

We engaged our 400+ puppy raisers and breeding hosts, whose support is critical to our mission, through virtual training opportunities. Our puppy development team produced online learning modules that guide puppy raisers through the basics of raising a Future Leader Dog, and our breeding team offered quarterly host home meetings online giving everyone access to important information on how to keep our Leader Dog moms, dads and newborn puppies healthy.

As always, Leader Dog remains steadfast in our belief that every person deserves equal opportunity for travel and independence, which is why we provide all services at no cost to our clients. Thank you for your support of Leader Dogs for the Blind, as together we work to make people unstoppable.

Sincerely,

Susan M. Daniels

Susan M. Daniels
President & CEO



VISION

Every person who is blind or visually impaired travels safely and independently.

MISSION

To empower people who are blind or visually impaired with lifelong skills for safe and independent daily travel.

VALUES

Do what is right

We act with integrity in every situation.

Show respect and compassion

We show empathy and kindness to every person and every dog.

Demonstrate passion for the work

We do more than just our job, we believe in our mission.

Deliver a superior experience

We exceed expectations for every person in the Leader Dog community.

Work as a team

We partner to achieve goals and advance the mission.

Seek innovation

We keep an open mind; we learn; we share our ideas; we drive change.

Practice safety

We provide a safe and supportive environment for ourselves and others.



A guide dog mobility instructor follows closely behind a client during a training day in Lake Orion, MI.

ENVISIONED FUTURE 2025



By the year 2025, we at Leader Dogs for the Blind envision:

- A national reputation for high quality
- Growth in the number of clients served in all areas
- A diversified revenue base
- The ability to serve Central and South America through partnerships with local providers
- A culture that attracts and retains high quality team members (both paid and volunteer)
- Continuing to pioneer advancements in technology through collaborations and client instruction

HIGHLIGHTS 2020-2021

New Virtual Offerings

Building on our successful virtual programs, we added two new offerings.

T.O.M. Talks (Technology, Orientation and Mobility) focused on independent travel, professional readiness and networking for people ages 18-24. Curriculum included leadership training and a mentor panel of successful LDB clients. Participants included 17 people from 13 states and Canada.

We added a Virtual Learning page to our website providing educational experiences for prospective and current clients, family/friends and blindness/low vision professionals. Resources include guide dog readiness, explanation of O&M, supporting a LDB client after training and more.



Diversity, Equity and Inclusion (DE&I)

Though we didn't discriminate against race, color, national origin, age, religion, gender, sexual orientation or gender identification honoring our core values of "do what is right" and "show respect and compassion," the events of May 2020 caused us to look at how diverse we were. We decided to begin actively promoting diversity within LDB.

In October 2020 we launched "Voices of the Leader Dog Community" on social media followed by unconscious bias dialogue sessions for all staff and board members, then a new DEI board committee and an employee DEI committee.

CNIB Partnership

The pandemic produced an opportunity to develop a new relationship with CNIB (Canadian National Institute for the Blind) Guide Dogs. When our instructors couldn't travel to Canada with guide dogs for our clients, we provided 13 adult dogs to CNIB, who lacked dogs to train for their clients. This was a win/win situation for our organizations and, most importantly, for the people who are blind and waiting for guide dogs to help provide their independence.



Dinner in the Dark Goes Virtual

After three successful in-person Dinner in the Dark events, we took the 2021 event virtual on March 12 to ensure the safety of our supporters. Kits with blindfolds, recipes, a chef's hat, bibs and wine glasses were mailed to participants to enjoy the event at home. Over 1,000 people from 28 states and three countries tuned in to a live broadcast that included a client highlight video, look-ins to the puppy area and access to silent auction items. The event grossed over \$235,000.



New Client Resources

Two new monthly virtual resources were launched for our clients.

Collaboration Event virtual meetings spotlight organizations providing services that benefit our clients while promoting Leader Dog services to the organizations' clients.

An online Alumni Hour enhances our graduates experience by allowing them to share experiences, ask questions and expand their community by making connections with other graduates like themselves. Graduates have expressed appreciation for this networking opportunity as a place to find support and friendship while isolating during the pandemic.



COLLABORATION EVENT

- SA Lighthouse will share their nationwide over the phone counseling and ways in which they partner with other organizations.
- LDB will discuss their programs and services including the upcoming virtual program, TOM Talks.



Major Giving Exceeds \$1 Million

For the first time in our history, income derived through major giving has exceeded one million dollars! This is due to the increased focus on major gift strategy as part of the organization's current strategic plan. While most major donors maintained previous gift amounts this fiscal year, many increased their donation size, made gifts from Donor-Advised Funds and designated rollovers from retirement accounts.

Our major donor numbers have grown over the years with new individuals being identified through annual fund acquisition appeals, event attendees and introductions from other donors and volunteers.

WHY I LOVE LEADER DOG REASON #307



“To be a part of Leader Dog, helping the dogs with obedience so they can further their career as a guide dog is a blessing. To help someone who is blind gives me joy.”

— VIJAY JOSHI



LEADER DOG
AMBASSADORS
#WalkwithLeaderDog



LEADER DOGS
FOR THE BLIND

PROGRAMS

GUIDE DOG TRAINING



Guide Dog Training is a three-week residential training program matching hand-selected, highly trained dogs with people who are legally blind, or both deaf and blind.

ORIENTATION & MOBILITY TRAINING



O&M Training is the only seven-day residential orientation and mobility program in the U.S., providing clients with cane skills to become safer, more independent travelers.

SUMMER EXPERIENCE CAMP



Summer Experience Camp is a unique summer camp for 16- and 17-year-olds who are legally blind, combining fun outdoor activities and leadership training with an introduction to guide dogs.

CLIENTS SERVED



- 4 Deaf-Blind
- 72 GPS* devices issued



- 5 GPS* devices issued



- 5 GPS* devices issued

*GPS Technology empowers clients to identify their current location and plan their own travel routes. Leader Dog is the only guide dog organization that provides GPS devices to clients free of charge.

NEW

TOM
TALKS
TECHNOLOGY, ORIENTATION & MOBILITY



- 1 GPS* device issued

Note: We closely monitored the COVID-19 pandemic during 2020-2021 and twice made the decision to suspend on-campus services. We provided on-campus training for five months of the year. We provided home delivery training, clients individually trained in their home area, the entire year for both Guide Dog Training and O&M Training.

VOLUNTEERS



71
Breeding
Stock Hosts



373
Puppy
Raisers



374
On-Campus*

* Includes 25 Board Trustees
* Only 69 were active due to COVID restrictions

WHY I LOVE LEADER DOG REASON #513



“ From my first contact with Leader Dog I finally saw a light at the end of the tunnel. I have found the person I lost. I have come out of the darkness back into the light. ”

— JEFF HAWKINS (RIGHT)



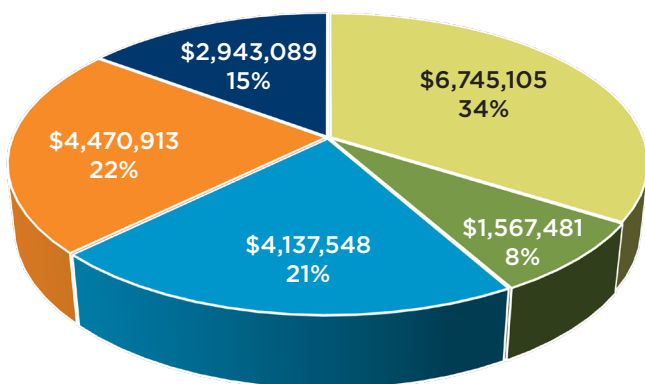
LEADER DOG
AMBASSADORS
#WalkwithLeaderDog



LEADER DOGS
FOR THE BLIND

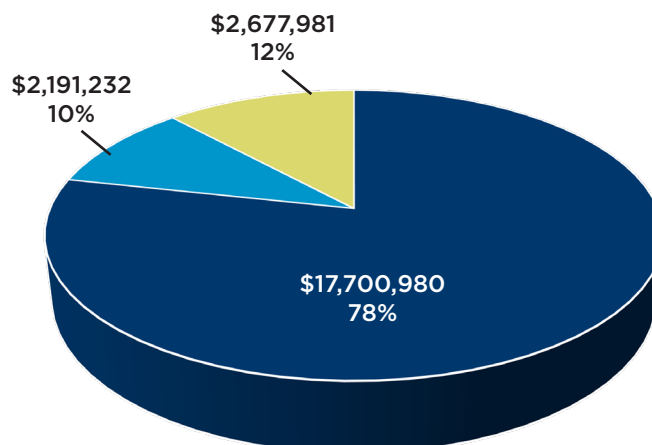
THE NUMBERS

Revenue



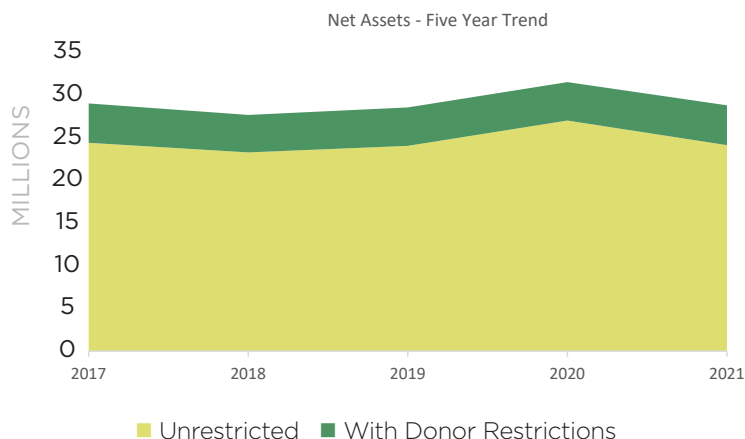
■ Estates and bequests ■ Grants ■ Other contributions
■ Lions clubs donations ■ Investment and misc.

Expenses



■ Programs and services ■ General and administrative
■ Philanthropy (fundraising)

Other



■ Unrestricted ■ With Donor Restrictions

LEADER DOGS FOR THE BLIND

Summarized Statement of Activities

For the year ended June 31, 2021

Revenue

| | |
|----------------------|-------------------|
| Contributions | \$16,921,047 |
| Investment & Other | 2,943,089 |
| Total revenue | 19,864,136 |

Expenses

| | |
|--------------------------|-------------------|
| Programs & Services* | 17,700,980 |
| General & Administrative | 2,191,232 |
| Fundraising | 2,677,981 |
| Total expenses | 22,570,193 |

Change in net assets (2,706,057)

Net assets, beginning of year 31,399,338

Net assets, end of year \$28,693,281

*Note: *Programs and Services Expenses include gifts made by Leader Dogs for the Blind to the Leader Dogs for the Blind Foundation, a separately organized 501(c)(3) nonprofit organization whose exclusive mission is to support Leader Dogs for the Blind. These gifts primarily consist of large bequests.*



Make a dream come true.
Become a volunteer puppy raiser.

There's no doubt what these tiny puppies want to be when they grow up, but they need your help. As a volunteer puppy raiser, you'll provide the foundation a puppy needs to become a Leader Dog. And together, you'll help someone who is blind or visually impaired live a life of freedom, safety and happiness.

Sign up at LeaderDog.org/puppy-raise
1039 S. Rochester Rd. Rochester Hills, MI
248.651.9011

FOLLOW THE LEADER     



LEADER DOGS
FOR THE BLIND®

CURRENT BOARD OF TRUSTEES *(as of 11.22.21)*

Executive Officers

Susan Daniels, President & Chief Executive Officer
Lorene Suidan, Vice President & Chief Operating Officer
Jeff Lev, Vice President and Chief Financial Officer
Melissa Weisse, Vice President & Chief Philanthropy Officer

Officers

Kathryn Davis, Board Chair
Steve Guarini, Immediate Past Chair
Kim Gorman, Vice Chair
Anne Arvia, Treasurer
Mark Guthrie, Secretary

Trustees

| | |
|-----------------------------------|----------------------------|
| Arun Anand | Justice Marilyn Kelly |
| Jackie Buchanan | Thomas O'Masta |
| Franklin Carmona, DVM | Paul Preketes |
| Honorable Stephanie Dawkins Davis | John Reed |
| Margaret Dimond, PhD | Avril Rinn |
| Paul Edwards, MD, FACS | Mary Smith |
| Jill Garvey | Daniel Spriet |
| Jill Gaus | The Honorable Paul Teranes |
| John Hebert | Kurt Terrien |
| Diane Henderson | Marc Wisniewski |
| Brian Hock | Douglas Wright, CPA |
| Michele Honomichl | |

Honorary Trustees

| | |
|------------------|----------------|
| Celia Domalewski | Daniel Markey |
| Lon Grossman | James Platzer |
| Paul Hemeryck | Hendrik Schuur |

BOARD COMMITTEES

Audit Committee

Oversees the organization's annual external audit and its system of internal controls over financial reporting.

Business Development Task Force

Researches and develops strategies to ensure the growth of Leader Dog in accordance with its goals and vision.

Diversity Equity and Inclusion

Ensures organizational commitment to diversity, equity and inclusion at the highest level and throughout the organization.

Executive Committee (Board Officers only)

Conducts such business as is necessary or desirable during those periods when the Board of Trustees is not in session.

Finance Committee

Oversees fiscal accountability and budgetary affairs.

Governance Committee

Establishes and maintains a dynamic, diverse, engaged and knowledgeable Board of Trustees.

Mission Assurance & Quality Committee

Oversees performance metrics, outcomes, quality, continuous improvement and strategic plan progress and ensures alignment with the mission statement of Leader Dogs for the Blind.

Philanthropy Committee

Oversees development and fundraising activities, ensuring that the case for support is strong, current and based on the organization's mission and goals.

Technology Committee

Serves as a strategic partner for the Leader Dog team, focusing on the alignment of core business and technology so that the organization remains in the mainstream of continually evolving technology and IT solutions.



MISSION MOMENT

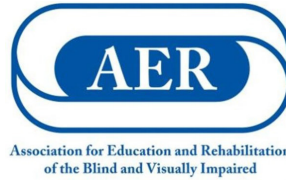
▶ "I retired at age 53 due to vision loss, and really was not proud of the person I was becoming. I was so isolated, working remotely and ashamed that I could not see to do things anymore. When I came to LDB for O&M, I hadn't crossed a street alone in ten years, but I worked hard in class and made great progress. Later I went to warm weather training in Naples to get Leader Dog Fuzz. It was so cool to see people with vision and hearing loss moving around so easily with their Leader Dogs."

~ Mike G and LD Fuzz

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Accreditations

International Guide Dog Federation (IGDF)
Association for Education and Rehabilitation of the Blind and Visually Impaired (AER)



Member

Assistance Dogs International (ADI)
Council of US Dog Guide Schools (CUSDGS)
American Foundation for the Blind (AFB)
VisionServe Alliance
Association for Education and Rehabilitation of the Blind and Visually Impaired (AER)

Leader Dogs for the Blind

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