

GUIDE DOG NEWS

The Quarterly Publication of
Guide Dogs for the Blind

2018 ISSUE 1



GDB TAKES ON SAN FRANCISCO! SEE P6 .

FULLY IMMERSSED

Meet Sandra Shelby and her guide dog, *Neptune*. Sandy was one of the first participants in GDB's new Orientation & Mobility Immersion Program. **p4**

IN THE FIELD

Learn about our team of Field Service Managers and how they provide world-class support to our clients throughout the U.S. and Canada. **p8**

GIFTS AT WORK

Workplace giving is a great way to support GDB. Learn how to double or even triple your gift through employee matching gift programs. **p10**



**Guide Dogs
for the Blind**



LIGHTS, CAMERA, ACTION!

After several years in the making, we are excited to announce that GDB is the subject of a feature-length documentary, titled *Pick of the Litter*. The film had its world premiere in January at the Slamdance Film Festival in Park City, Utah. Directed by Dana Nachman and Don Hardy, it follows a litter of GDB puppies from the moment they are born. The filmmakers received unprecedented access to raisers, staff, and clients in order capture the puppies' journeys. The movie—which features audio description—was purchased by IFC-Sundance Selects and will receive distribution in theaters and beyond this year. In the meantime, please visit guidedogs.com/pickofthelitter for updates.

BUILDING FOR OUR FUTURE

We are happy to report that our state-of-the-art Puppy Center is becoming a reality. We began construction in August, and expect construction to be completed by January 2019. Thanks to many of you, our Puppies with a Purpose campaign has raised \$16.2 million of our \$20 million goal. For more info on contributing to the campaign, recognition opportunities, or setting up a one-on-one meeting to discuss a gift to the campaign, please contact Therese Jacobson at tjacobson@guidedogs.com, or visit our website at guidedogs.com/puppycenter.



Guide Dogs for the Blind

A NON-PROFIT, CHARITABLE ORGANIZATION
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Full Member

Guide Dogs for the Blind follows the guidelines recommended by the Council of U.S. Dog Guide Schools and the International Guide Dog Federation for the humane care and training of our dogs, and the instruction and services offered to our clients.



Please recycle this newsletter!

GREETINGS FROM THE CEO

Greetings,

Happy New Year to you! Celebrating our 75th anniversary in 2017 was so amazing and we are certain 2018 holds wonderful things for Guide Dogs for the Blind as well. As you can see from the feature on the opposite page, we are making wonderful progress on our Puppies with a Purpose Campaign and are so looking forward to the completion of the new Puppy Center early next year!

Both our Board and staff continue to be committed to finding new and innovative ways to serve more individuals who are blind or visually impaired. After observing that many of our applicants were not yet ready to train with a guide as they were not receiving the necessary O&M instruction from governmental and other agencies, our Outreach Department designed and piloted a game-changing O&M Immersion program. This pilot, delivered in partnership with the LightHouse for the Blind and Visually Impaired in San Francisco, served 15 individuals, improving their O&M skills and enhancing their guide dog readiness. Seven of the pilot's participants were accepted into our guide dog program, and four have already gone on to successfully receive a guide dog. You can learn more about one of these wonderful grads, Sandra Shelby, on page 4. We were so pleased with the results of the pilot that we will be committing to the O&M Immersion Program as part of GDB's overall service offering and serving a minimum of 40 people by the end of the fiscal year!



We are also excited that the world will get an opportunity to see our mission in action through *Pick of the Litter*—a documentary film that followed a GDB litter of pups from birth to their journey to becoming guide dogs or serving another purpose! (*Details opposite page.*)

We hope this year holds wonderful things for us all!

Sincerely,

A handwritten signature in black ink, appearing to read "Christine".

Christine Benninger, President and CEO

Sandra Shelby is a retired intensive care nurse who has dabbled in long haul truck driving and horse training. She showed and trained dogs for 40 years in a variety of different skills including narcotic training, tracking/trailing, herding, obedience, and conformation. Her dog training background aided her in the process of selecting a guide dog school when she suddenly lost her vision in an accident.

After her vision loss, Shelby soon discovered that orientation and mobility (O&M) training—a prerequisite for traveling with a guide dog—was lacking in her hometown of Tulsa, Oklahoma.

“I was given a white cane and was told to move it from one side to the other until I hit something, then check to see what it was, and then walk on. I never got training on my routes I traveled on daily basis,” she said.

In an effort to better her skills, Sandra applied to GDB’s new O&M Immersion Program. This program’s main objective is to assist people wanting to work with a guide dog to develop those O&M skills most relevant to guide dog mobility. In this exciting program, GDB partners with agencies and O&M professionals to offer the Immersion Program. Our debut partner is the LightHouse for the Blind and Visually Impaired in San Francisco; Sandra spent six days at their facility learning the ropes.

Upon completion of the Immersion Program, Sandra had indeed gained many crucial orientation and mobility techniques. “I learned to tell by the sounds and movements of cars if the drivers were committing to go forward or turning. I learned how sounds differ whether you’re near a wall or a doorway. The best was learning to remember a route both forward and in reverse,” she said.

Armed with her new knowledge, Sandra was then ready to get a guide dog. She came to GDB’s Oregon campus last Fall and was paired with Golden Retriever *Neptune*. The first time Sandra was guided by *Neptune*, she felt out of her element without a “cane to follow a crack in the street or something to hit a car bumper.” But, “the moment I stepped up on the curb on other side [of the road], tears came to my eyes and at that moment I knew I could trust him. We have never looked back,” she said. “I do believe if it had not been for the immersion program I would have had more problems allowing myself to trust so quickly.” Congratulations and happy trails to Sandra and *Neptune*!



BOARD PROFILE

Laura Scarborough Imeson comes from a family of “dog people” and has loved dogs her entire life. Her passion for dogs was cemented early on through the family’s faithful companion *Misty* who followed Laura and her sisters everywhere. Laura shares that her mom always knew where the girls were because “our street was one block long and if she saw *Misty* on a neighbor’s porch, she knew we couldn’t be far behind!”

After a wonderful childhood in Salem, Oregon, Laura went to Willamette University and graduated with a B.A. in Political Science. She began her career working as a legislative assistant followed by a very successful career as a lobbyist and political consultant. However, after losing several family members and friends unexpectedly, Laura decided her life should take a different course. “I knew I needed to make a change and find something to honor my loved ones. I resigned from consulting work and decided to get involved with some more meaningful community issues, including Guide Dogs for the Blind.”

Laura has great passion for GDB’s mission and says she is “so honored to be involved and part of that mission. To see firsthand the incredible bond that clients have with their dogs and the way it enriches their lives has been so rewarding.” She is also very proud that GDB does not charge for any of its services noting that “cost should never be a barrier to independence and mobility.”

One of the great joys of her life has been receiving black Lab career change *KatyJo* from GDB 5 years ago. Laura describes *KatyJo* as “the sweetest, most loving dog.” *KatyJo* is not only a beloved pet, but is filling a new purpose in life by serving as a blood donor for other dogs.

When Laura isn’t busy supporting GDB or cuddling *KatyJo*, she pursues a number of fun and interesting hobbies. She and her husband, Tom, have traveled extensively, visiting Europe, Africa, South America, and beyond. She is also a baseball fanatic, attending spring training to root for her favorite team, the Anaheim Angels, and watching “tons of games” during baseball season.

GDB is fortunate to have Laura as a board member and agree with her when she says that “our future is bright!”



ALUMNI REUNION 2017



As a fitting finale to GDB's 75th anniversary celebration, we held our biennial Alumni Reunion and Retreat last November in San Francisco. The theme was "Celebrating Community Partnerships," and 200 GDB alumni, puppy raisers, volunteers, and friends came to join in the fun. The three-day event included seminars, an awards banquet, and many social activities and outings. In particular, there was a walking food tour of San Francisco's famous Chinatown, an open-air bus tour of the city, plus wine tasting in Sonoma, and a picnic lunch at our California campus in San Rafael. The Reunion and Retreat gave us a wonderful opportunity to reflect on our past 75 years and look forward to what lies ahead. To see a fun video that was created during the event, please visit GDB's YouTube channel at youtube.com/user/guidedogsaregreat.





STAFF PROFILE

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GDB'S FIELD SERVICES TEAM. BACK ROW (L TO R): KEITH TOMLINSON, CHARLES NATHAN, MICHELLE CLIBORN, CHUCK FARRUGIA, JIM POWER. FRONT ROW (L TO R): WILL HENRY, LAUREN ROSS, BILL ARCHIE, KIM SAMCO.

With 2,200 active guide dog teams across the U.S. and Canada, our guide dog teams are located in places far and wide, but not without the support of our dedicated field services manager (FSM) team. Our FSM team is comprised of eight field service managers and one client support specialist, all of whom work remotely and cover designated client field zones. Our FSM team members assist clients in the transition from class to home, conduct home visits, assist clients with guidework issues, and provide expertise regarding dog care. All of our FSMs are qualified guide dog mobility instructors, and several hold master's degrees in orientation and mobility.

With more than 250 years of cumulative experience, our FSM team works tirelessly to ensure the safety and effectiveness of each guide dog team in the field. "GDB's ongoing focus on client service is second to none. We aim to bring the right amount of support in various forms, before, during, and after class training, to every person and guide dog, so that they may realize their full potential as an independent team, for as long as possible," said FSM Chuck Farrugia, who will celebrate his 27th work anniversary with GDB this year!

When covering various areas and territories no day is the same for our FSM team. They are on the road more than 50 percent of the time, experiencing new environments and meeting new and long-time guide dog teams. "The thing I love most about being a field service manager is seeing the clients in their own element," said FSM Michelle Cliborn. "We get to meet their families and experience so many different types of neighborhoods and environments. One moment I'll be helping a team practice light rail travel in downtown Denver, and the next I'm training a dog how to find a building on a Montana ranch. It's an ever-changing job."

It is clear that our FSM team is not only passionate about the GDB mission but is an amazing resource that really makes our school special. "The range and depth of follow-up assistance available to our clients through the Client Services Department and specifically our Field Service Manager team at Guide Dogs for the Blind is unparalleled in the industry and I am proud and honored to be a part of this amazing team," said Director of Client Services Lauren Kenney.

HOLIDAY LUNCHEON



GDB kicked off the holiday season in December with our 41st annual Holiday Luncheon at the Westin St. Francis hotel on Union Square in San Francisco. More than 500 guests enjoyed an opening reception, a three-course lunch, and inspirational program. The keynote speaker was GDB grad Robert Moreno with his guide dog *Geysler*, who attended the event with his wife, Christine, and her guide dog, *Hayward*. The program's finale was a festive dog and puppy parade. A special thanks to our sponsors: Event Sponsor—Granite Solutions Groupe. Diamond/Presenting—Natural Balance Pet Foods, Inc. Silver—Dodge & Cox Private Client Group; Northern California Carpenters Regional Council. Bronze—Julie Burnet; Chapman Cubine and Hussey; Harbor Point Charitable Foundation; Santen Incorporated; Valero Benicia Refinery. Media Sponsors—KOIT; *San Francisco Magazine*.

SAVE THE DATE

- **LABS LIVE AT ANDREI'S**
March 24, 2018 (Irvine, CA)
- **PINOT & PUPS AUCTION**
May 12, 2018 (Portland, OR)

- **CANINE HEROES AUCTION**
October 13, 2018 (San Francisco, CA)
- For more information or to register, please visit guidedogs.com/events.**



KUDOS!

We are pleased to announce that we have three new Guide Dog Mobility Instructors! Congratulations to Sarah Jensen (*pictured, left*), Emily Algranati (*center*), and Kaitlin Cherney (*right*), who have officially completed their three-year GDB instructor apprenticeships. The apprenticeship requires practical, hands-on experience in training both our dogs and our clients, as well as a comprehensive academic course of study.

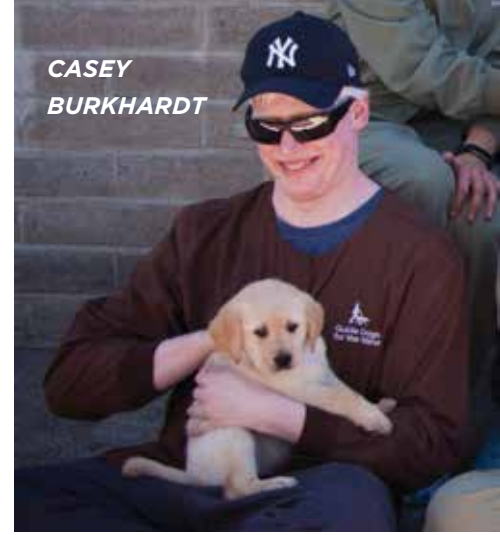
TO READ THE COMPLETE BIOS OF OUR NEW INSTRUCTORS, PLEASE VISIT OUR BLOG AT GUIDEDOGS.COM/BLOG.

Guide Dogs for the Blind is proud to participate in workplace giving campaigns nationwide, linking employees with the opportunity to improve the quality of life for people who are blind. Two of our generous donors, Casey Burkhardt of Google, and Glenn Sorrentino of Salesforce, are both able to make their contributions to GDB go further through their companies' respective matching gift programs.

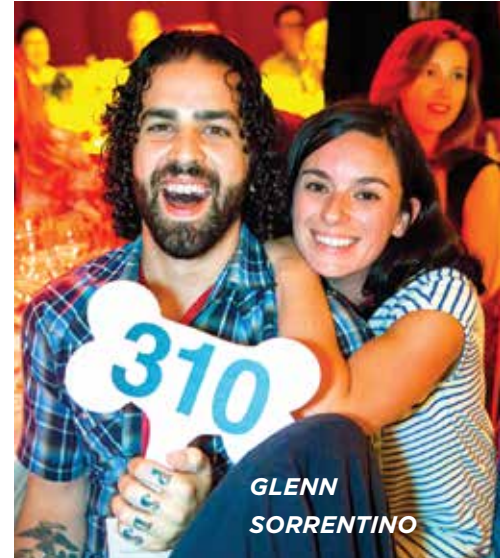
Casey decided to support GDB after visiting our California campus. "I was touched by the passion and care GDB staff have for their work, and incredibly impressed by the organization's approach to forming partnerships between its students and dogs," he said. He was so impressed that he and a number of his co-workers sponsored GDB during Google's "Giving Week," which provides an opportunity to triple the impact of donations by adding the employee sponsor's match to the typical Google gift match.

As for Glenn, he learned about GDB through one of his co-workers at Salesforce who has a guide dog. He attended our Canine Heroes Wine Auction in 2016, and has been a supporter ever since. "I was pretty moved by the event that night," he said. "Seeing a room full of guide dog teams, moving through the crowd smoothly and safely was incredible. After witnessing how highly trained and disciplined the dogs are, it's something I couldn't help but support." Glenn has subsequently used GDB's online matching gift widget to double his donations; Salesforce matches its employee donations up to \$5,000 per year.

Both men encourage others to find out if their employers offer workplace giving programs. "If you are affiliated with an organization that offers a gift match, there's no downside to using it," said Casey. Glenn agrees. "It's free money, and by filling out a single form, your company will double your donation," he said. "If you don't have a lot of money to give, you can still double a smaller donation which can go a long way."



CASEY
BURKHARDT



GLENN
SORRENTINO

DID YOU KNOW? Many employers offer matching gift programs that double or even triple charitable contributions made by their employees. By donating to GDB through an employee giving campaign or your company's matching gift program, you truly can say, "I gave at the office." Learn more at [guidedogs.com/employeegiving](https://www.guidedogs.com/employeegiving).

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Guide Dogs for the Blind

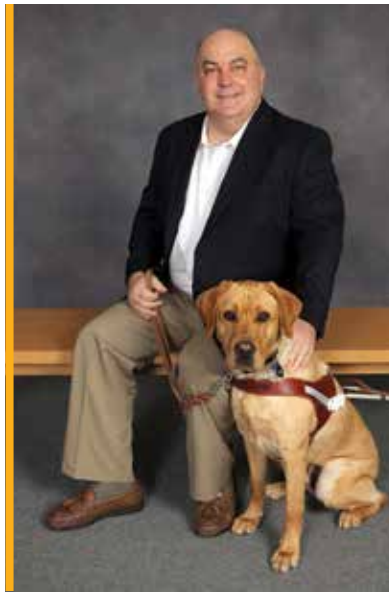
P.O. Box 151200
San Rafael, California
94915-1200



Will you join Eric Holm and his new guide dog, Amarillo, as Guide Dogs for the Blind Legacy Society members?

“I am passionate about GDB,” said Eric Holm. “They provided me with my first life-changing companion and friend and now I have my new guide, *Amarillo*. I am looking forward to the paths and trails we will take.”

Please consider becoming a Legacy Society member like Eric by leaving a gift to GDB in your estate plan. Please return the coupon below, visit guidedogs.com/planned_giving, or call us at 800.295.4050, ext 2289 (Sue) or ext. 4073 (Joan).



GUIDE DOGS FOR THE BLIND ESTATE PLANNING

- I have already included Guide Dogs for the Blind in my estate plan. I accept the invitation to be recognized as a member of the Legacy Society.
- Please send me suggested language to use in my will or trust.
- I would like to receive the *Planning Your Legacy* guide for preparing wills and trusts.

Name: _____

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Return to Sue Dishart - Planned Giving Officer / Joan Scott - Planned Giving Coordinator
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