

ASSISTANCE DOGS AUSTRALIA® ANNUAL REPORT 2014

MISSION

Giving freedom and independence to people living with disabilities

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ASSISTANCE DOGS AUSTRALIA STAFF

Richard Lord TOP DOG Erika Spicer OFFICE MANAGER Kerin Welford FUNDRAISING MANAGER Fiona Corner SENIOR FUNDRAISER Debby Quinn SUPPORTER RELATIONS OFFICER Amanda Hope COMMUNICATIONS & PR CO-ORDINATOR Tracey Clark RECEPTIONIST Alberto Alvarez-Campos ASSISTANCE DOGS **PROGRAMS MANAGER** Lisa Moore ASSISTANCE DOGS ADMINISTRATOR Helen Stathy BREEDER RELATIONS & INSTRUCTOR SUPPORT Katie Saran SENIOR ASSISTANCE DOGS INSTRUCTOR Carri Hoare ASSISTANCE DOGS INSTRUCTOR Cherie Bekker ASSISTANCE DOGS INSTRUCTOR Rocio Lobos ASSISTANCE DOGS INSTRUCTOR Dee Moore PUPPY EDUCATOR SUPERVISOR Kristen Papay PUPPY EDUCATOR SUPERVISOR Caitlyn Beckinsale ASSISTANCE DOGS TRAINER



"We will be able to train and place an increased number of Assistance Dogs to people with disabilities in the coming year."



PRESIDENT'S REPORT



s the President and Chairman of the Board of the Assistance Dogs Australia I have many opportunities to witness the wonderful work that is accomplished by our dedicated team. In the past year there have been many success stories - our ongoing Pups in Prison program, the increase in the number of community groups we have spoken to this year, the growth and expansion of our fundraising team including the opening of a new office close to the Sydney CBD in Surry Hills just to name a few. All of these activities have led to the growth of supporters and donors on our database along with an upsurge in the community of awareness about Assistance Dogs Australia.

We have welcomed new corporate sponsors and enjoyed the continued support of long term advocates such as Discount Drug Stores and PACT Construction who have all taken up the opportunity to sponsor puppies. We were fortunate to welcome seven new Assistance Dog puppies in April 2014, who were born and bred from one of our very own Assistance Dogs in training, Dee Dee. This exciting event means that we will be able to train and place an increased number of Assistance Dogs to people with disabilities in the coming year.

Our corporate volunteer network has grown, with organisations such as Aztec, Bayer and Marsh taking up the challenge and assisting at our annual events in Martin Place, Sydney - our Dogtober launch in early October, and Assistance Dogs Awareness Week in mid-November. These events continue to provide great opportunities for a diverse audience to witness how a trained Assistance Dog can provide much needed support to someone with a disability, as well as providing companionship and improving confidence and freedom.

I anticipate that in the coming year Assistance Dogs Australia will experience even greater growth in all areas including marketing opportunities, fundraising campaigns, new corporate sponsors which will mean that we can help more people with disabilities and increase their freedom and independence by providing them with a fully trained Assistance Dog.

Rowan McDonald PRESIDENT



TOP DOG'S REPORT

"This small charity manages, every year, to exceed my expectations in continuing to transform the lives of Australians with disabilities."

The achievements of

Assistance Dogs Australia over the past financial year have made me incredibly proud. This small charity manages, every year, to exceed my expectations in continuing to transform the lives of Australians with disabilities.

We have had an exciting year with the official launch of our PAWS (Parents Autism Workshops and Support) program in Coffs Harbour in March 2014; this was after the successful completion of the pilot program, bringing together parents of children with autism to share their

experiences. We will be rolling out the workshops across the country over the next twelve months and are eager to see the positive benefits that a well-trained dog can bring to a child with autism. We are especially grateful to PAWS founding sponsor, Response Systems International Trust, who without their seed funding this autism support program could not exist. Our Pups in Prison program continues to be a win/win situation for all involved - the correctional centres and staff, community volunteers, and the inmates whose selfconfidence and communication skills dramatically improve when they participate in the program. This very positive program has enabled us to train and socialise many more pups.

Volunteers have again been integral in assisting us achieve our goals. The dedicated office volunteers, the enthusiastic network of puppy educators, carers and sitters who selflessly who give up their time to raise and train puppies, the corporate volunteers who assist at our annual fundraising events and of course our board members who set direction and ensure the transparent governance of our organisation. Thank you to all of you for your efforts and hard work in helping us reach our objectives.

As you may be aware Assistance Dogs Australia receives no government funding and is totally reliant on the generosity of the general public, corporates and philanthropic organisations.

Thank you to all those generous individuals and families who have supported Assistance Dogs Australia through donations, the sponsor a puppy program and or through leaving a bequest to help secure our future. I would like to also thank all our corporate and philanthropic foundations who have supported our work so generously over the past 12 months.

The Assistance Dogs Australia staff remain devoted to helping our clients through working tirelessly in all areas to ensure we can place an even greater number of Assistance Dogs in the coming year. Seeing the difference an Assistance Dog makes to someone is a fantastic and rewarding experience. With your help we aim to place many more Assistance Dogs into the future.

Richard Lord TOP DOG

A YEAR OF ACHIEVEMENT



OCTOBER 2013 Assistance Dogs Australia Head Office moves to new office in Engadine, Sydney





Assistance Dog Awareness Week

NOVEMBER 2013



MARCH 2014 10th Anniversary Hogs for Dogs Bike Ride



MARCH 2014 PAWS official launch and program roll out across Australia



APRIL 2014 Dee Dee gives birth to seven Assistance Dog puppies in Melbourne



MAY 2014 Top Dog Richard Lord celebrates ten years at Assistance Dogs Australia

Puppies in Training:



Assistance Dog Waiting List:

People on the waiting list

Puppies:

New puppies acquired

New puppies bred

People with disabilities & their families assisted:

Dver Y

Assistance Dogs Placed

Volunteers



Daniel and Nellie (LEFT)

Nineteen year old Daniel and Nellie the Labrador have been together for a few months now. "Nellie makes being home alone a lot less daunting, and helps me with picking up the things I drop – we have really bonded and I couldn't imagine life without her now" says Daniel.

Daniel and Nellie make regular visits to the local dog beach. Having Nellie by his side has given Daniel independence and confidence.

Daniel said "Nellie is my best friend; she gives me emotional support and helps me achieve my goals." Every day he can rely on Nellie to be there, he makes sure they get out for a walk together, Nellie is part of the family.

Daniel regularly travels to state and national Boccia championships, and will travel overseas next year to compete in an international competition. Knowing that Nellie will be cheering him on and waiting for him when he gets home are the most reassuring things of all.

Natasha and Biscuit

Assistance Dog Biscuit is the best Christmas present Natasha from Launceston could have wished for this year. Natasha was born with Cerebral Palsy and uses a wheelchair each day to get around, and now she has Biscuit by her side to keep her company. Biscuit accompanies Natasha to work each day and is happy to settle under her desk and wait patiently until his help is needed.

"Biscuit takes the focus off my disability and gives me a feeling of security; he's always watching out for me and gives me a reason for getting up each day. He can pick up my crutches off the floor, and when I'm at work he loves to collect the mail and give it to the receptionist. Because I have Biscuit I go out every day now, I have him to thank for that!"

Biscuit gets along well with Natasha's mum who is always happy to give him an extra treat or two, and has another four legged friend at home for company, a Jack Russell



FROM THE PROGRAMS MANAGER

T am delighted to have recently become a part of the Assistance Dogs Australia team, as the National Programs Manager which oversees our full range of client service provision, and dog and puppy training programs.

The organisation's clear vision of progression through the last 18 years provides a solid foundation from which to grow. It is thanks to the enthusiasm and passion of our past and present volunteers and staff that make this organisation what it is today. It's an exciting time to join the Assistance Dogs family so together we can meet the rising demands intrinsic to our work.

The need for the creation of a purpose-built National Training School has become imperative to realise the ambition of our future strategy.

Alongside our continued commitment to train dogs for

people with physical disabilities, we are receiving increased demand for help from parents with a child diagnosed in the autism spectrum. In response to this need, Assistance Dogs Australia has launched the PAWS Program and is investing more effort into the training of dogs to provide lasting assistance for children with this life-long developmental disability, and their families.

Another area of need is providing trained dogs for those diagnosed with Post Traumatic Stress Disorder (PTSD). Through the coming year, we will introduce and develop this specialised training program.

Our own puppy breeding program is another reality that is taking place at the moment to provide a consistent reliable source of quality dogs. called Lucy who belongs to Natasha's partner. He has worked out how to help himself to the toys in the toy box, but loves to snooze in his bed in the lounge room at the end of the day.

Michael and Fizz

Michael is in a wheelchair after suffering a spinal cord injury and his hands no longer work, meaning he can't pick up things like his phone and the keys if he drops them on the floor. "Fizz is like an insurance policy for me, I know if I'm home alone and I get into a spot of bother that Fizz will be there to help me". Every morning Fizz fetches Michael's crutches before breakfast, and then heads off with Michael and daughter Ashleigh for the walk to school where Fizz is quite popular with the kids! Fizz can press the button at the traffic lights giving Michael the independence and confidence to get out and about on his own.

"Fizz is my constant companion, he comes to the beach for a swim, and he loves heading out to run alongside my bike when I'm riding. Life just wouldn't be the same without him now!"

I always like to stress the fact that a well-trained dog is not enough. We need to train our clients well too, with a caring team of dedicated instructors and professionals that can offer the understanding and knowledge of how to better enjoy the abilities of an Assistance Dog. The further educational programs for technical staff is already taking shape, at the same time that our integrated collaboration with other organisations in Australia and internationally are key factors for solid and consistent progress.

I look forward to the exciting future here, putting my experience and passion into making a difference for the clients, volunteers and staff of Assistance Dogs Australia.



FROM THE FUNDRAISING MANAGER

I thas been a busy year for Assistance Dogs Australia and fundraising has been very successful as we see many of the initiatives implemented during the last few years, mature and evolve.

We saw the most income ever generated in the organisation's history with gross fundraising income for the 2014 financial year up 17% and net income up 70% on the previous year's results.

This is a true reflection of our supporters really getting behind the organisation.

While in recent years the focus was growing the 'family' of Assistance Dogs Australia supporters, we are now focussing on developing enduring relationships and getting to know each other better by communicating with our stakeholders the way they want to be engaged with.

As fundraising growth has developed so has our team and we welcomed the addition of a new Senior Fundraiser, Fiona Corner in November 2013, whose previous role was at the Royal Society for the Protection of Birds in the UK. Fiona brings with her a wealth of knowledge and her role at Assistance Dogs Australia aims to better cement relationships with major donors, corporate supporters and grant making bodies.

A new rebranding exercise for the organisation saw a fresh update of our logos and brand 'look and feel' for our marketing collateral. The new branding will be rolled out over the next year revitalising and increasing the professionalism of the organisation.

With all of the organisation's website, fundraising database and accounting systems in place and interfacing with each other, many efficiencies have been created and this gives more time to focus on realising the potential of the organisation through various fundraising streams.

In our ultimate quest to one day raise enough funds for Assistance Dogs Australia to build a new National Training Centre, which will enable clients to come and stay and be introduced to their new Assistance Dog and receive specialist training. We have started the process of seeing if our goal can be realised by working with Xponential Fundraising consultants who have interviewed stakeholder groups to gauge if the organisation has enough support and is ready to move on to this ambitious project to raise \$15 million. We hope in the near future that we can take steps to bring this dream in to reality. To all of our valued individual donors, Sponsor a Puppy regular donors, corporate supporters and grant providers we truly appreciate all you have done for our organisation in helping it to grow from an 'Underdog' organisation in to a 'Top Dog' one this year!

Alberto Alvarez-Campos

Kerin Welford

FUNDRAISING REVENUE 2014

Appeals	35%
Sponsor a Puppy Program	28 %
Bequests	15%
General Donations	9 %
Telemarketing	
(single gift donations)	5 %
Workplace Giving	3%
Grants	3%
Sponsorship	1%
Merchandise	1%



FROM THE NEWS HOUND

Ssistance Dogs Australia

A has again seen an increase in media coverage in 2014 with TV appearances on Weekend Today, The Project, Totally Wild and Channel Nine on the Gold Coast. There have also been numerous radio interviews including 6PR Perth for Dogtober and Awareness Week, various ABC radio stations as well as local community radio stations across the country.

Social media has proven to provide a strong following of supporters with an increase in Facebook, Twitter and Instagram engagement. These social media platforms provide ample opportunities to raise awareness about Assistance Dogs Australia and to promote annual fundraising events such as Hogs for Dogs, Dogtober and Awareness Week. Our staff, clients and volunteers have attended over 100 events and community demonstrations with our Ambassador Dogs where we have been able to show firsthand the skills our dogs are trained into assist people with disabilities. These events include visits to our corporate sponsors such as Discount Drug Stores, Suncorp, Westfield and the Commonwealth Bank.

Assistance Dogs Australia continues to go from strength to strength and will continue to increase and leverage media coverage, grow and intensify social media engagement, speak to community groups and promote the remarkable work that is carried out by staff and volunteers at Assistance Dogs Australia.

Amanda Hope



ASSISTANCE DOGS AUSTRALIA LIMITED STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2014

	NLaLa	2014	2013
REVENUE	Note 2	\$ 4,701,564	\$ 4,036,736
	3		
Operating Expenses	3	(3,484,620)	(3,935,168)
Profit/(loss) before income tax		1,216,944	101,568
Income tax expense	1(i)	-	-
Profit/(loss) after income tax		1,216,944	101,568
Other comprehensive income		-	-
Total comprehensive income		1,216,944	101,568
		2014	2013
	Note	\$	\$
ASSETS			
Cash at bank and on deposit	5(a)	2,902,197	1,579,279
Trade and other receivables		91,738	132,163
Stock on hand (at cost)		19,654	34,511
Property and equipment (at depreciated value)		191,039	163,448
Total assets		3,204,628	1,909,401
LIABILITIES			
Trade creditors and other liabilities		127,360	60,138
Provision for employee entitlements		123,485	112,424
Total liabilities		250,845	172,562
Net Assets		2,953,783	1,736,839
MEMBERS' FUNDS			
Contributed equity		1,196,387	1,196,387
Members' building fund		1,767,831	1,002,000
Accumulated earnings/(losses)		(10,435)	(461,548)
Total members' funds		2,953,783	1,736,839

The statement of comprehensive income should be read in conjunction with the accompanying notes.

ASSISTANCE DOGS AUSTRALIA LIMITED STATEMENT OF CHANGES IN MEMBERS' FUNDS FOR THE YEAR ENDED 30 JUNE 2014

	NL-L-	2014	2013
CONTRIBUTED EQUITY	Note	\$	\$
Opening balance		1,196,387	1,196,387
Less transfer to building fund		-	
Closing balance		1,196,387	1,196,387
			, ,
MEMBERS' BUILDING FUND			
Opening balance		1,002,000	1,002,000
Transfer from current year's profit		765,831	-
Closing balance		1,767,831	1,002,000
ACCUMULATED EARNINGS/(LOSSES)			
Opening balance		(461,548)	(563,116)
Profit for the year		1,216,944	101,568
Transfer to Members' building fund out of profit		(765,831)	
Closing balance		(10,435)	(461,548)
Total Members' funds		2,953,783	1,736,839
CASH FLOWS FROM OPERATING ACTIVITIES			
Receipts from donors, clients and fundraising		4,744,003	3,978,058
Payments to suppliers and employees		(3,415,165)	(3,998,257)
Interest		56,876	61,469
Net cash provided by operating activities	5(b)	1,385,714	41,270
CASH FLOWS FROM INVESTING ACTIVITIES			
Payments for property, plant and equipment		(62,796)	(16,305)
Net (decrease)/increase in cash held		1,322,918	24,965
Cash on hand (2012 transferred from trust) at the beginning of the financial year		1,579,279	1,554,314
Cash held at the end of the financial year	5(a)	2,902,197	1,579,279

ASSISTANCE DOGS AUSTRALIA LIMITED NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2014

1 SIGNIFICANT ACCOUNTING POLICIES

(a) Reporting entity

Assistance Dogs Australia Limited is not considered to be a reporting entity under Australian Accounting Concepts. The financial report of the Company was authorised for issue by the Directors on 14 October 2014.

(b) Basis of preparation

(i) Statement of compliance

The financial report is a special purpose financial report which has been prepared in accordance with Australian Accounting Standards ("AASBs") adopted by the Australian Accounting Standards Board ("AASB") (with the exceptions of the disclosure provisions of AASB7 Financial Instruments: Disclosure, AASB 108 Accounting Policies, Changes in Accounting Estimates and Errors and AASB 124 Related Party Disclosures), the Charitable Fundraising Act 1991 and other requirements of the law as they are applicable to a charitable fundraising organisation.

(ii) Basis of measurement
The financial report has been prepared on the basis of historical cost.
(iii) Presentation currency
The financial report is presented in

The financial report is presented in Australian dollars.

(c) Cash

Cash represents amounts held in bank accounts and on deposit.

(d) Trade receivables

Trade receivables represent sundry amounts owed to the Company.

(e) Investments

The amounts shown in the balance sheet include accrued interest to balance date.

(f) Trade creditors and other liabilities

Trade creditors represent amounts owing to suppliers for services provided but not yet paid. The amounts disclosed are usually paid within 30 days of recognition.



(g) Revenue

Donations Donations are recorded as revenue on the date they are received.

Fundraising activities Revenue from fundraising activities is recognised once the activity has been held.

Interest income Interest income on cash and investments are recognised on an accruals basis.

(h) Expenses

Expenses are recognised when the underlying service has been incurred.

(i) Income Tax

The Company is a Public Benevolent Institution and is exempt from income tax in accordance with Subdivision 50-B of the Income Tax Assessment Act 1997.

(j) Comparatives

Where necessary, comparative information has been reclassified to achieve consistency in disclosure with current financial year amounts, and other disclosures.

		2014	2013
	Note	\$	\$
2 REVENUE			
FUNDRAISING ACTIVITIES			
Bequests		678,173	87,658
Donations (including appeals), grants & sponsorship		3,914,643	3,799,337
Fundraising events & merchandise		38,787	85,843
Total income from fundraising activities		4,631,603	3,972,838
OTHER INCOME			
Interest income		69.416	63.898

Total revenue	4,701,564	4,036,736
Total other income	69,961	63,898
Grant for connection of utilities	545	_
	09,410	03,090



ABOVE: Parker and Lucky enjoying time out. Photography by The Wanderers and the Wolves.

3 OPERATING EXPENSES	Note	2014 \$	2013 \$
(Includes purchasing, training and maintaining dogs, servicing clients and administration)			
Advertising and promotion		11,185	2,873
Bank charges and credit card expenses		36,372	35,176
Computer, database and website expenses		47,621	29,312
Depreciation and amortisation		35,750	33,250
Insurances		4,324	3,883
Miscellaneous expenses		41,534	35,339
Motor vehicle expenses		7,507	2,024
Other employment expenses		44,781	38,345
Pet transport		7,652	6,292
Printing, postage and stationery		23,649	34,322
Puppy raising program		27,017	24,523
Rent		53,070	20,800
Subscriptions, licences and legal fees		15,298	8,661
Superannuation		76,372	76,046
Telephone, fax and internet		21,929	28,414
Training and veterinary expenses		53,711	59,018
Travel		53,140	55,009
Wages		893,262	1,000,127
Total other expenses		1,454,174	1,493,414
FUNDRAISING ACTIVITIES			
Cost of fundraising and promotional items		2,030,446	2,441,754
Total operating expenses		3,484,620	3,935,168

In 2014 and 2013, KPMG provided audit services to the Company on a pro bono basis.



We continue to improve, developing from a small organisation punching well above its weight to a professional organisation which can now diversify and develop programs to meet the needs of people with disabilities in our community.

We thank our wonderful volunteers who give their time and skills to help us with our work and we rely on them to help in so many ways. We would not be able to do all that we do for the community without them. Thank you. "We thank our wonderful volunteers who give their time and skills to help us with our work and we rely on them to help in so many ways."

Our committed supporters, donors and Sponsor a Puppy regular donors keep our organisation going and enable us to provide freedom and independence to people with disabilities all over Australia through their kindness and generosity. We are truly indebted to you and are lucky to have you as part of our family.

Our corporate partners and grant providers continue to get behind our work and we are grateful for the commitment of staff volunteer time, funding and pro bono services to help keep the wheels in motion and believe in our work. Their support enables us to raise and train puppies in to fully fledged Assistance Dogs who go on to change the lives of Australians in need - one dog at a time.

We do not receive any government funding and are totally reliant on the generosity of our individual donors, corporate partners and grant providers to enable our organisation to carry out its vital work in the community throughout Australia.

We are truly blessed to have such a wonderful and committed family of supporters continuing to help Assistance Dogs Australia. Thank you.

LEAVE A GIFT IN YOUR WILL TO ASSISTANCE DOGS AUSTRALIA® AND LEAVE A LASTING LEGACY

DOGS AUSTRALIA® GIVING FREEDOM AND INDEPENDENCE TO PEOPLE WITH DISABILITIES

ASSISTANCE



By leaving a gift in your Will to Assistance Dogs Australia you can help improve the lives of people living with severe disabilities. Making a bequest is a simple way you can help Assistance Dogs.

Every Assistance Dog costs over \$27,000 and takes around two years to train. This covers all puppy training, food, veterinary care, kennelling, placement and follow up care. Assistance Dogs are placed free of charge to their new disabled owner.

Assistance Dogs Australia is a nationwide charity and we rely on the generosity of Australians through donations and bequests to carry out our vital work for the community. We do not receive government funding.

Bequests can be made to 'Assistance Dogs Australia Limited'. For a copy of our bequest booklet or to discuss leaving a gift in your Will, please contact the Fundraising Manager:



ASSISTANCE DOGS AUSTRALIA®

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ABN 90 074 746 160

THANK YOU TO OUR GENEROUS SUPPORTERS



BEQUESTS Assistance Dogs Australia acknowledges and extends our sincere appreciation to the following benefactors who have chosen to support our organisation by leaving a gift in their Will to help secure the future of our work in the community.

B Snow, M Ivanoff, L Blyth, K Proctor, G Purnell, M Sayers, R Scott, M Daniell



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