

GoodDog!
SERVICE CANINES

Funding & Fundraising





APPLY

FR/PAY

WAIT

MATCH

FETCH

TT & GRAD

TRANSITION
SUPPORT

FOLLOW-UP

Today's Agenda

- Good Dog! Fundraising FAQs
- Funding Options and Description of Terms
- Funding Options
- Important Info & Policies about Fundraising
- Next Steps: How to Set-Up Your Fundraising Webpage
- Questions

PS: I will send you a copy of these slides after today's meeting.

Good Dog! Fundraising FAQs

- How much do service dogs cost?
 - Does the program cost cover travel expenses?
 - What is Good Dog's fundraising process?
 - What is the Good Dog! Family Scholarship Fund?
 - When will my family receive our service dog?
 - What fundraising tools does Good Dog! provide?
-

How much do service dogs cost?

It costs Good Dog! an average of \$32,000 to raise, care for, and train each dog as well as educate and support each family throughout the life of the service dog.



Good Dog! Program Costs for Each Family/Dog

Does the program cost cover our travel expenses?

Travel expenses are separate from the amount raised for your service dog program cost. It is your responsibility to cover travel and accommodation expenses for Team Training Week, which may be held as group training in Southern California or 1:1 in your home area.

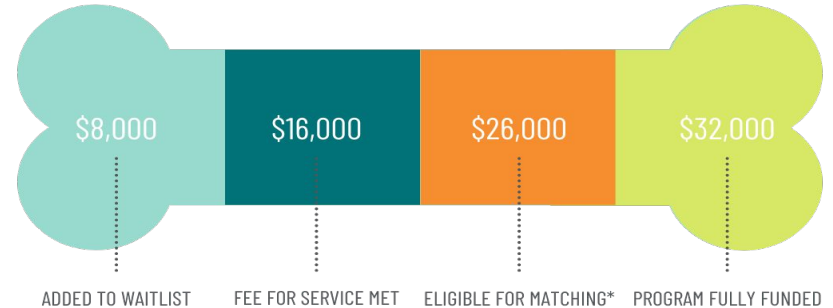


What is Good Dog's fundraising process?

Fundraising for Good Dog! is never required but doing so speeds up your wait time and allows you to get your service dog at little or no cost to your family.

We will notify you by email when your fundraising efforts reach certain milestones during your fundraising process along with any additional information you'll need to know for your next step in the process.

The 4 Milestones of Good Dog's Fundraising Process



**Child must be at least 5 1/2 years old to be eligible for matching.*



What is the Good Dog! Family Scholarship Fund?



\$32K

Total Program Cost Per Family

\$26k

\$6K in Annual Giving Granted to Each Family

-\$10K

Family Scholarship Fund Option

\$16K

Family Fee-for-Service

What is the Good Dog! Family Scholarship Fund?

The Good Dog! Family Scholarship Fund program is optional. When you've met your \$16k fee-for-service requirement, Good Dog! creates a scholarship page for your family to help fundraise your remaining program costs.

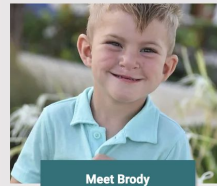
We apply funds to your scholarship at the end of each quarter. The amount applied varies depending on the success of that quarter's fundraising efforts and the number of families in need of scholarship funding.

Help a Family

Your gift helps provide a family with much more than a service dog; your help provides a bridge for a child and their family to live a better life.

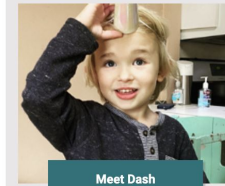


Help a Family in Need Today!



Meet Brody

Brody's radiant smile lights up the hearts of everyone he comes across. He has a rare chromosomal disorder and needs a service dog to help him with his daily living skills.



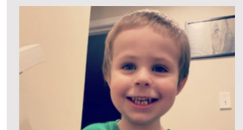
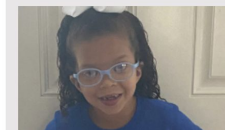
Meet Dash

Dash is a kind, creative, and quite simply an incredible little boy who loves spending time with his family. He needs a service dog to help him engage with the world around him.



Meet Emery

Emery is a silly, caring, and fun-loving kid who is full of determination. He needs a service dog to help him mitigate challenges with Down syndrome.



What is the Good Dog! Family Scholarship Fund?

You are under no obligation to fundraise for your scholarship fund; however, families who continue to be involved with fundraising typically reach the financial goals sooner, thus shortening their wait time.

Once your Family's Scholarship Fund reaches \$26k, your child will be eligible to participate in matching week (typically held 1-2 times a year) as long as all other matching criteria are met.



A Buddy for Brody

by Team Brody

Supporting: Good Dog! Family Scholarship Fund for Good Dog! Service Canines



★ \$18,245.00 Raised of \$32,000.00 Goal (57%)

[Make a Donation](#)

Make it Pawsible for Brody To Have Special Helper!

Brody is an amazing 4-year-old with a contagious smile.

He lives in Nebraska and loves his BIG extended family, school, balls rolling down ramps, Groot swimming, going down the playground slide, horses, music, and ice cream.



When will my family receive our service dog?

Wait times vary due to Good Dog's custom matching process, dogs available, waitlist placement, and the amount of time it takes to fund your service dog program cost. Currently, the average wait time is 36 months.

For example, if your family reached your \$8k waitlist milestone today, your "shoot for" date would be three years from today.



Wait



Families understand ...

- Wait starts when \$8K received
- They will be in all matching groups once \$26K is reached
- Priority is given to successor dogs
- Best match takes priority over waitlist order
- Life changes may delay your match - new pets, new kids, a move

FAMILY Wait time vs. GD! Official Wait

APPLICATION ACCEPTED

This is the date your family is accepted into the GD! program. Your family's wait starts now BUT your official GD! wait has not begun.

Jan 1 2022

Oct 1 2023

\$8K RAISED - GD! WAIT BEGINS

Once you reach \$8K in funding towards your dog, your official GD! wait begins. It is from THIS POINT that your wait time is calculated.

MATCHING GROUP

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. Donec facilisis lacus eget mauris.

Oct 1, 2026

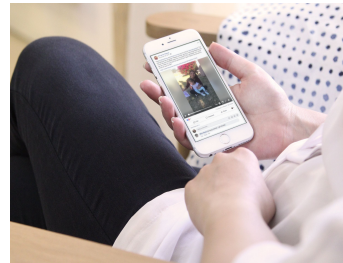
Approx Oct 2026

HOME COMING

We strive to get you your dog no later than your shoot for date, however all timing is dependent on finding the best match.

What fundraising tools does Good Dog! provide?

- **Good Dog! fundraising webpage** through our fundraising platform for family and scholarship fundraising.
- A **subdomain link** connected to your Good Dog! fundraising page.
- **Branded templates** that you can customize for your fundraiser. *You will need a free Canva.com account to access the templates.*
- **Good Dog! Fundraising Support Center**, to easily access additional resources and links for your fundraising campaign.
- **1:1 fundraising coaching sessions**



Funding Options





Funding Options

Method	Self Fund	Combo	Scholarship
Funds	26K Fee for Service (FfS)	16K FfS + 10K scholarship + FR	16K FR + 10K scholarship + FR
Sites	None*	Scholarship Page only	FR page + Scholarship Page
Timing	Match eligible at 26K	Match eligible at 26K	Match eligible at 26K

*If funds are provided in more than 3 installments, a private FR page must be created to track funds.



Definition of Terms

FAMILIES PART ONE

Fundraising Family:

A family that is currently fundraising but has not yet reached Milestone Two.

Self Funding Family:

A family that elects to pay the fee for service, \$26K.

Scholarship Family:

A family that has achieved Milestone Two and has elected to be in the Family Scholarship Fund.



Definition of Terms

FUNDING

Funding Milestones:

Milestone One - \$8,000

Milestone Two - \$16,000

Milestone Three - \$26,000

Fully Funded - \$32,000



Self Funding



Self Funding Recommended Payment Schedule

\$8K

Milestone ONE

Once you pay \$8K you will be assigned a "Matching Group".

April '23

2026 Matching
Group 2

\$16K

Milestone TWO

To stay on track you must pay an additional \$8K no later than 12 months from your initial payment.

April '24

\$26K

Milestone THREE

Pay your final \$10K to be eligible to be matched. To stay on track you must pay the final \$10K no later than 12 months after your last payment.

April '25

Whether you are matched depends on:

Your place on the list
AND
if there is a dog that is a good match

\$32K

Fully Funded

Final funds come from Good Dog! Annual Donors.

We ask families to participate in our annual Thank-a-thon to share their gratitude with these donors.



Fundraising

[FR SUPPORT PAGE](#)



Family Scholarship Route

\$8K

Milestone ONE

Once you reach \$8K you will be assigned a "Matching Group".

April '23

2026 Matching
Group 2

\$16K

Milestone TWO

When you reach \$16K your minimum fundraising requirement is met.

\$26K

Milestone THREE

This \$10K comes from the Family Scholarship Fund and the family's continued fundraising efforts. Once \$26K is reached you are eligible to be matched.

Whether you are matched depends on:

Your place on the list

AND

if there is a dog that is a good match

April '25

\$32K

Fully Funded

Final funds come from Good Dog! Annual Donors.

We ask families to participate in our annual Thank-a-thon to share their gratitude with these donors.

Important Info & Policies

- Fundraising Help and Responsibilities
 - Good Dog's Fundraising Platform
 - Social Media Donation Platforms
 - Social Media Policies
 - Online Donations
 - Check Donations
 - Corporate Matching Programs
 - Donor Advised Funds
 - Good Dog! Tax Information Policies
-

Fundraising Help

GD! will provide ...

- A Fundraising Coach* to help with strategy, coaching, tools, and encouragement, if desired
- A personal fundraising webpage
- A family scholarship webpage, if desired
- Transparency

Please note: Good Dog! does NOT promote Family Fundraisers

Families understand ...

- They are not required to fundraise for Good Dog! but are required to pay a fee for service of \$16K/\$26K
- They must provide Kimberly with assets and information in order to fundraise
- Identifying, Cultivating, Asking, Stewarding, Promoting, and Recognizing Donors – **is UP TO THEM**
- They must follow-up on matching funds, offline donations etc.

GD! COMMITMENTS

FAMILIES RESPONSIBILITIES

Why Use Good Dog's Fundraising Platform?

- **Good Dog's Fundraising Platform (Givebutter)**
 - Donors will see you are legitimately connected with Good Dog!
 - Progress trackable by Good Dog and you
 - We set it up for you and provide website copywriting assistance, if needed
- **Fundraising platforms like GoFundMe**
 - You could get taxed on the donations
 - We can not accept check donations
 - MYTH - charitable donors give to strangers they find on platforms like Go Fund Me

The screenshot shows a fundraising page on the Good Dog! platform. The page title is "Mason's Marvelous Pup Mate" and it is categorized as a "Good Dog! Family Service Dog Fundraiser". The page features a "Donate" button, a "Share Fundraiser" link, and a "New Campaign Update" section. The campaign is organized by "GOOD DOG AUTISM COMPANIONS" and is verified. The current amount raised is \$1,860, which is 5% of a \$32,000 goal, with 26 supporters. The page also displays two donation updates: one from an anonymous donor for \$50 and another from Lindsay for \$50. A comment from Lindsay is also visible, expressing gratitude. The page is powered by Givebutter.

Good Dog! SERVICE CANINES

Kimberly Bordonaro

Mason's Marvelous Pup Mate

Good Dog! Family Service Dog Fundraiser

MASON'S MARVELOUS PUP MATE
SERVICE DOG FUNDRAISER

Organized by **GOOD DOG AUTISM COMPANIONS** →

Live Display Verified

\$1,860 5% of \$32,000 goal
26 Supporters

Team Members

Lindsay

Donate

Share Fundraiser

New Campaign Update

Lindsay received a donation from **Anonymous**
15 days ago

Love Comment Share

Lindsay received a \$50 donation from [REDACTED]
22 days ago

Love Comment Share

Junior Thank y'all SO so so much! We're forever grateful!
5 days ago

Powered by Givebutter



Social Media Policies

Please feel free to share public content from official Good Dog! Service Canines social media accounts.

DO NOT share:

- Private posts or information from other Good Dog! Families
- Posts from the private Good Dog! Family facebook group.

If there is something you'd like to share and you are not sure if you can, please ask permission first.

Social Media Policies

Please send your donors directly to your online fundraising page when promoting your fundraiser on social media.

DO NOT use social media fundraising platforms.

Facebook, Instagram, TikTok, etc. don't send us the information we need to correctly credit funds family fundraisers.





Online Donations

When donations are made to your fundraising webpage through our donation platform:

- Online donations will show up in real-time on your fundraising page.
- Givebutter charges 3% platform fee + 2.9% & 30¢ payment processing fee per donation for their fundraising pages and 5% platform fee + 2.9% & 30¢ payment processing fee for their event pages.
- Donors have the option when donating to pay the fee so you get 100% of their donation.
- Online donors receive an automatic transaction donation receipt via email.
- You will receive email notifications when someone donates online so you can send personal thank you notes if you wish.



Check Donations

Feel free to offer your donors the option to send a check to avoid the service fee.

Checks should be made out and sent to:

Good Dog! Service Canines
RE: [Your Child/Family Name]
855 South Main Avenue, Suite K-162
Fallbrook, California, 92028

IMPORTANT: Please remind your donors to put your family or fund name on the check so we can properly assign their donation to your fundraising requirement.



Check Donations

Check donations will be deposited and recorded to your online website once a month, typically at the end of the month. Checks received after the month's deposit has been made will be recorded/deposited with the following month's checks.

You will receive an email notification when checks have been deposited and recorded to your fundraising webpage.

- **For check donations over \$250**, Good Dog! sends receipts/donation letters directly to the donor.
- **For check donations under \$250**, it is your responsibility to send the donor a copy of the email receipt notification (via email or mail).



Corporate Matching Programs

Remind your donors to get their company support as their donation applies to many corporate matching programs.

- These programs maximize the impact of their donation.
- Different companies have different matching ratios, deadlines, and criteria for their matching programs.
- Donors should check with their human resources department for their company's specific information.

IMPORTANT: It is your responsibility to make sure we are aware that a match is expected for your child. When we are notified of the corporate match donation, it will not include the family or child name.



Donor Advised Funds

A Donor Advised Fund (DAF) is like a personal charitable savings account. A donor creates an account with their sponsoring organization and makes a contribution of cash, stock, or other assets and can take an immediate tax deduction for the gift.

Let donors know that you can accept gifts from their donor advised fund.

IMPORTANT: It is your responsibility to make sure we are aware that a DAF contribution is expected for your child. When we are notified of the DAF contribution, it will not include the family or child name.



Tax Information

Good Dog! Autism Companions (DBA: Good Dog! Service Canines) is a 501(3)c non-profit organization, EIN: 45-2627922.

- It is our understanding that earmarked donations for a specific child's fundraiser are not tax-deductible. However, we have had donor advised funds indicate that they are.
- Please consult with your tax professional and also advise your donors to do so if they have questions as we can not give tax advice.

Next Steps: Setting Up Your Fundraising Webpage

Fundraising Orientation Follow-Up Email

You will receive an email with your next steps for getting started with fundraising and setting up your webpage, including:

- A Service Dog to the Rescue Worksheet
- How to Write Your Fundraising Story (Website Copy Questionnaire)
- Fundraising Website Photos Request
- Fundraising Orientation Slides
- Fundraising Support Center



Dear Kyle,

Thank you for attending the Good Dog! Fundraising Orientation.

I'm excited to work with you on your fundraising efforts for your child's service dog.

As discussed, here are your next steps to start your fundraising campaign:

- 1. A Service Dog to the Rescue Worksheet** - Please complete only the left-hand column of the worksheet and upload it to our [worksheet portal](#). Once returned, I will complete the right-hand column with specific ways a service dog may assist your child and family. This will help you develop talking points for your fundraising efforts when asked why your child needs a service dog.
- 2. How to Write Your Fundraising Story/Website Copy Questionnaire** - Use this resource to develop your family's story for your fundraising webpage. For examples and ideas of how to write your story, visit our [current family fundraisers](#).
 - Once you've written your website story, please upload it to the [worksheet portal](#).
 - If you would like help writing your story, complete the worksheet and upload it to the portal. Please note, it takes approximately 10 business days for me to write your story and get it back to you for approval.
 - Once you've uploaded your worksheets to the portal, I will be in touch to confirm receipt and let you know I've begun working on your fundraising website.
- 3. Fundraising Website Photos** - Send 5-10 high resolution photos of your child and family to kimberly@gooddogadoption.org.
- 4. Fundraising Orientation Slides** - The fundraising orientation slides from today's presentation are attached for your reference. Please note, there is proprietary information included in this presentation that should not be shared with the public without prior permission. If there is something you would like to share, please email your request to me and I'll let you know if it's okay.
- 5. Fundraising Support Center** - Visit the [Good Dog! Family Fundraising Support Center](#) to access a variety of resources to help you with your fundraising needs. You'll want to bookmark this page on your browser. I am continuously updating the site with valuable resources and current information on fundraising.

IMPORTANT:

- I am always happy to support you with your fundraising needs. If you ever feel stuck or need help with goal planning, brainstorming ideas, event planning, creating marketing materials, or if you just simply need some moral support, I am here for you! I have been through the process when fundraising for my son's service dog and I work part-time with Good Dog! Service Canines to help families like yours with their fundraising efforts. To schedule a fundraising

