

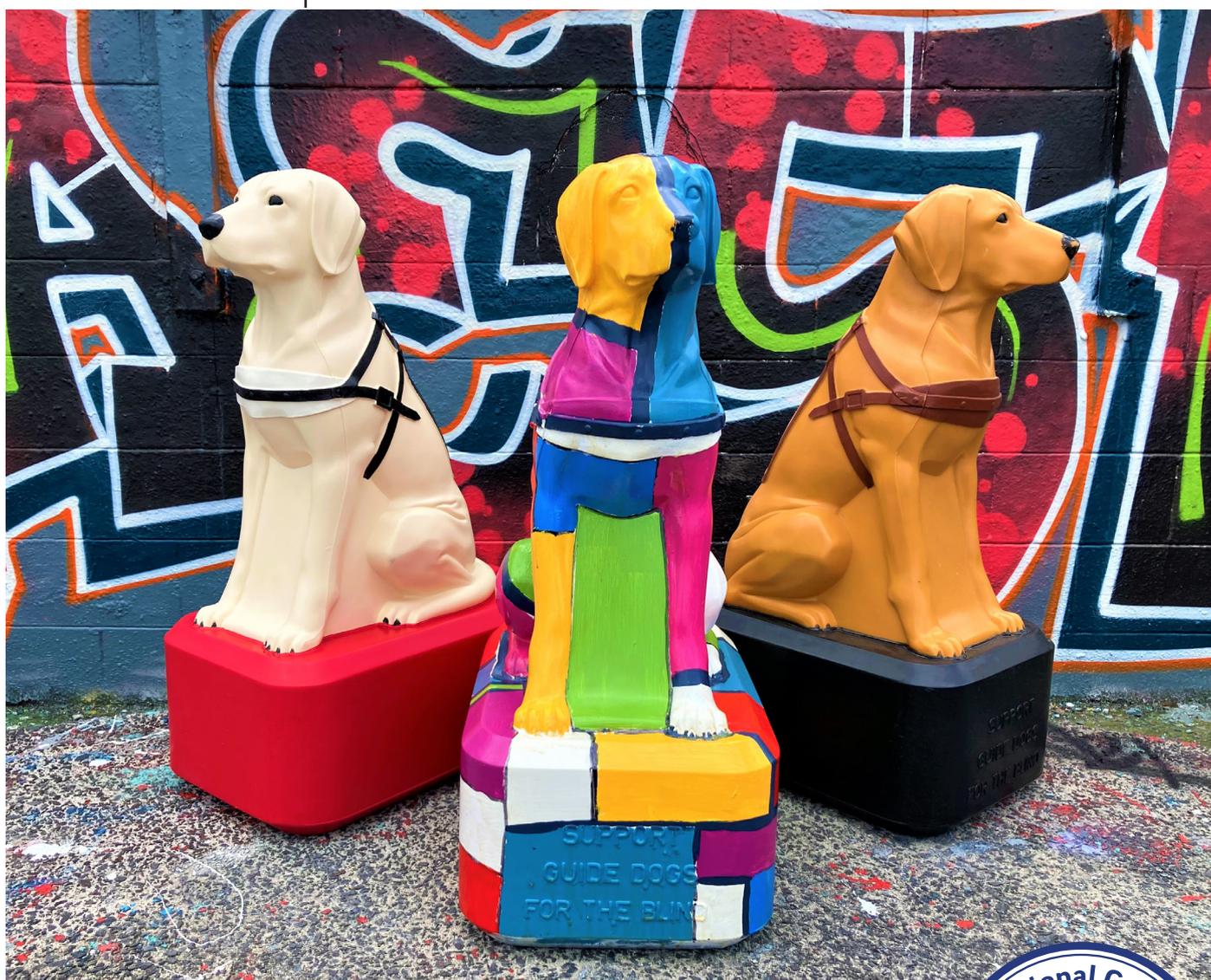
vi•sion•ar•y (vizh'n-eri || -erri) adj. 1. Characterised by vision or foresight

Visionary

Edition **50**
March
2023

**Building Trust
Based Philanthropy**
To combat times
of distress

**KNGF Guide Dogs
books success with
'Ode to the Retiring
Dog' Campaign**



International Guide Dog Federation
Hillfields, Burghfield Common, Reading
Berkshire RG7 3YG United Kingdom
www.igdf.org.uk



First and foremost, membership of the IGDF enables Guide Dog Schools around the world to join a community dedicated to serving the visually impaired. That community needs and wants to share its knowledge and the IGDF facilitates that.

The map below outlines the contributing countries for this edition of Visionary –

Australia, France, Japan, Netherlands, New Zealand, South Africa, UK, USA



Cover Photo

Upcycled 'Trudy Dogs' by Blind Low Vision New Zealand

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Contents

- 3 Message From The Chair**
- 5 Launch of IGDF Social Media**
- 6 IGDF Assessments**
- 7 Insights from Remote Assessments**
Chris Muldoon and David Grice
- 8 Keys to Fundraising – The Japan Guide Dog Association Way**
Yoshiyuki Yamaguchi
- 10 International White Cane Awareness Day in South Africa**
Nadia Sands
- 12 Building Trust-based Philanthropy to Combat Times of Distress**
Melissa Weisse
- 13 A Culture of Philanthropy**
Larry Meisner
- 15 How to Upcycle What is redundant!**
Bernadette Murphy
- 16 KNGF Books Success with 'Ode to the Retiring Dog' Campaign**
Ingrid Oosterveen
- 18 Finding the Fun in Fundraising**
Matt Collins and Ainsleigh Sheridan
- 20 Guide Dogs Western Australia's Inaugural Breeding Program**
Renaë Warne
- 22 In Love with a Shared Guide Dog**
The French Federation (FFAC)
- 23 GDUK Say a Sad Goodbye to Matthew Bottomley, Head of Breeding**
Tim Stafford
- 24 Committee Updates**
- 26 Knowledge Sharing Webinars**

Message From The Chair

Bill Thornton | Chief Executive Officer
BC & Alberta Guide Dogs, Canada

The last few months have been busy ones for all of us at IGDF. Not only is the 2023 Conference in Vancouver drawing near, but there's been a flurry of activity on accreditations as our 2022 remote assessments were completed and at last our in-person assessments resume.

The recent accreditations are the first to be completed since early 2020. It is always wonderful to welcome new member organizations to our IGDF family. So, we all say a big "welcome" to our three new members, the first in nearly 3 years due to the pandemic.

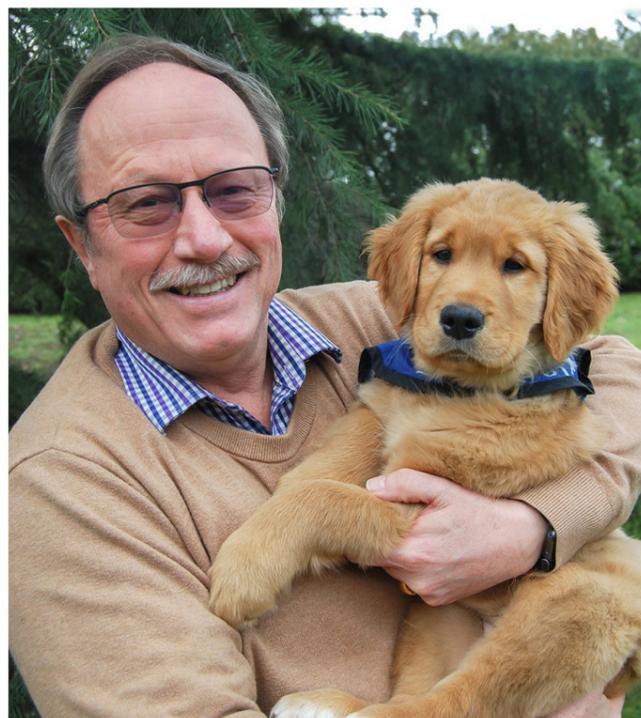
Welcome and congratulations go to the Canadian National Institute for the Blind, the Danish Association of the Blind, and Fondation I See (Belgium). Our thanks to the IGDF Accreditation Committee, the participating assessors, and the Development Committee for all their hard work.

The Vancouver Conference, April 27th to 30th will be our first since Sydney in 2018, and of course, we had to regrettably cancel the Prague conference kindly hosted by Mathilda Guide Dogs.

On this note, I would like to, once again thank everyone involved at Mathilda Guide Dogs for their hard work in preparation and even more so for their good will and cooperation when the conference had to be cancelled due to circumstance beyond everyone's control.

continued

Message From The Chair



I do understand that AGM's are not the most exciting of meetings to attend but I do at the same time encourage you to participate and support your Board.

This year, International Guide Dog Day falls on the day before the Conference begins, Wednesday 26th April. This is a great opportunity to celebrate and raise awareness of our work. IGDF will be producing a press release with the latest guide dog statistics for organisations to use in their own media and promotional activities. We will also be producing a special International Guide Dog Day podcast, hosted by Communications Committee member John Welsman which will be released through the IGDF website.

The theme for this issue of Visionary is the impact of global economics on guide dog organisations, and it has prompted an excellent selection of articles. Many of these focus on fundraising, and it is quite inspirational to read about the innovative solutions that IGDF members have developed in response to the global pandemic and increased economic uncertainty. This demonstrates the resilience and resourcefulness of our sector. This ability to find opportunities in challenging situations is a cause for celebration and optimism for the future.

Good luck to you all for 2023.

Bill

I look forward to welcoming our delegates to Vancouver in April. The Conference Programme Committee has put together an excellent line-up of interesting content, covering the whole spectrum of specialisations involved in running a guide dog organisation.

We have put together a podcast to give you an overview of what to expect at the conference. You can listen to this on our website or using this [Soundcloud link](#).

Over 250 delegates have now registered for the Conference, with a further 50 guests joining us for the Gala Dinner. We will be holding the 2023 AGM on Saturday, immediately followed by a Board Update session. This is your opportunity to hear the Board report on progress against our current strategy "Strengthening Connections" and ask questions.

Launch of IGDF Social Media



As of April, the IGDF is launching a social media presence across [Facebook](#), [Instagram](#) and [LinkedIn](#).

We will be sharing stories from IGDF members, general interest pieces, international news and developments

within the Guide Dog world, IGDF facts and figures, and highlighting the resources available to IGDF members.

We hope you will follow along on your preferred social media platform and join our IGDF social media community!

2023 IGDF Conference, Vancouver



Fairmont Hotel Vancouver, 900 W Georgia St, Vancouver, British Columbia, Canada



2023 IGDF Conference
Host IGDF member
BC & Alberta Guide Dogs



Congratulations to the following organisation which has become an IGDF Applicant Organisation:

- Fundacja Vis Maior, Poland

Congratulations to the following organisations which have become full IGDF Members:

- The Danish Association of the Blind, Denmark
- Fondation I See, Belgium

Congratulations to the following organisations which have passed their accreditation assessments:

- The Belgian Centre for Guide Dogs
- Blindengeleidehondenschool Genk, Belgium
- Stiftung Ostschweizerische Blindenführhundeschool, Switzerland
- Norges Blindeforbunds Forerhundskole, Norway
- Leader Dogs for the Blind, USA
- Huikuang Guide Dog Centre, Taiwan
- The Seeing Dogs Alliance, United Kingdom
- Guide Dog for the Blind, Inc. USA
- Fidelco Guide Dog Foundation, USA
- Guide and Assistance Dog Training School, Slovakia

Our best wishes go to the following organisations whose AO status has now ended:

- Lara Guide Dogs, Greece
- Stichting HERO, Netherlands

The International Guide Dog Federation (IGDF) accreditation assessment is a regular but not frequent event carried out by the IGDF assessors in partnership with organisations wishing to remain or become accredited members of the IGDF.

Usually carried out every 5 years, these assessments were recently carried out remotely, as a result of the global pandemic. This involved utilising digital technology and internet applications such as 'Zoom' and 'Teams' and of course the willing participation of organisations and assessors alike.

We appreciate remote assessments have been significantly different to face-to-face assessments. The good news is that, as the world recovers and adjusts, in-person assessments are returning. However, we recognise that some aspects of the remote assessments are valuable, therefore we will be retaining these going forward in a 'hybrid' model of assessment.

With this news we thought it would be worthwhile giving some insights as to what we learned from the remote assessment process, and why in general, assessments remain so valuable.

In an average year, IGDF conducts at least 20 assessments, it was therefore essential for IGDF to conduct remote assessments in order to prevent an unmanageable backlog developing. This also allowed us to continue to monitor compliance with the IGDF standards and the quality of the services delivered by our members. It also ended the delay which new organisations faced in achieving full membership.

One of the elements developed when carrying out remote assessments was the request for more specific pre-assessment documentation before the assessment. This was incredibly useful for assessors and helped them to understand the processes and procedures within an organisation. In addition, it was noted that this also created a good opportunity for organisations to reflect on the importance of the assessment documentation itself; it's worth to their organisation and its value as a tool in their service provision. Therefore, the requests for pre-assessment documentation will remain one of the 'keeps' from the remote assessment to the now hybrid version.

Another 'keep' to be used at the discretion of the organisation and the assessor, will be the use of virtual meetings. These have proved their worth over the last few years and as such will continue to be used:

1. To discuss the upcoming assessment and support the setting of timetables. This can provide a real time opportunity for the assessor to present the plan for the assessment and to field any questions or deal with any concerns this might raise.
2. To view or take part in any events or processes which the assessor and organisation have been unable to arrange during an in-person visit. For example, the viewing of a client working when domiciliary training, or a puppy class or matching visit which was not scheduled in the original assessment. Having flexibility to support the workings of our organisations will of course reduce inconvenience and improve rigour of assessments.

This hybrid assessment, which incorporates elements of the remote assessment such as pre or post-visit Zoom meetings and pre-assessment documentation checks, enables more flexible scheduling to reduce strain on the organisation and assessor, but also allows showcasing any successes which could not be seen during the visit.

The hybrid assessment also allows assessors to better use the valuable time offered by the member organisation to observe all the required aspects of the organisation and assist in carrying out a more robust assessment. The robustness of IGDF standards and assessment processes is a key factor in the value of IGDF membership.

We would like to encourage all new and existing guide dog organisations to utilise the benefits offered through the IGDF accreditation process. IGDF assessors have a wide range of experiences. This breadth of perspective can help the organisation being assessed to develop and compare, new concepts and plans.

The accreditation process is an opportunity for organisations to learn from IGDF as much as it is about IGDF learning about them. IGDF is a community that enables organisations to participate in broader forums, share knowledge and opportunities and to collaborate in areas such as breeding, fundraising, marketing and puppy development.

We would like to thank all those assessors and organisations that worked with us through the pandemic to deliver our remote assessments.

Keys to Fundraising – The Japan Guide Dog Association Way

Yoshiyuki Yamaguchi
Japan GDA



Charity Golf Tournament for Guide Dogs

We have 120 employees at Japan Guide Dog Association (JGDA), raising about 35 guide dog teams annually, and five of us work in the External Affairs Department, specialising in fundraising. There are numerous ways to raise funds, including individual donations, donation boxes, corporate tie-ups such as donating a percentage of product sales, and bequests. The total income target for all donation items is 1.4 billion JPY (approx. £9 million) per year (FY2022).

Two main ideas have remained consistent in our External Affairs Department:

First, all donation categories should have an equal amount of income. This is to ensure that if any category collapses, it can be supported elsewhere.

It is difficult to obtain regular donations: the Lehman Brothers collapse in 2008 caused many corporate donors to

pull out of giving because of the economic downturn, and corporate donations dropped. In 2011, the Great East Japan Earthquake struck, a disaster of unprecedented scale, and Japan Guide Dog Association experienced an across-the-board decline in individual donations and several other donation categories, which affected the following year and

beyond, including voluntary restraint on street fundraising activities. In recent years, the spread of COVID-19 has resulted in implementing state-wide measures to combat infectious diseases, making face-to-face activities impossible. As a result, street fundraising activities dropped to approximately 10%. However, because of the difficult situations we faced, we came up with some new projects out of a spirit of trial and error.

A typical example is the 'Purpose-specific pamphlet' produced in 2015. Until then, we had only used a general pamphlet that mainly promoted our projects, but we produced pamphlets for various purposes and designed the contents to target the right people. The pamphlet clarified how people could support us, which increased satisfaction for those considering support, and enabled us to meet a wide range of needs.

Other projects include the Wan (= means 'woof' in Japanese) Coin Piggy Bank, which we produced in 2021. This piggy bank took about ten years from conception to production. Our strong desire to "make guide dogs more familiar in people's daily lives" took shape. The piggy bank has been well received both inside and outside our school.

Thanks to the effectiveness of such measures, the total of all donation categories stayed within 90% of the previous year's level. It is because we have continued to focus on all donation categories equally.

Secondly, we always remember to express our gratitude. We are always thinking about how we can repay the support we have received and express our gratitude in any way we can, bearing in mind that it is thanks to our supporters that we can run our activities.

One memorable event that made me realise this again was a fundraising event on the street. At the time, a girl in her early primary school years took money out of her purse and gave it to us, saying, "Please use this for guide dog training". At first, I refused, saying that I wanted her to use the money for herself, but she insisted on supporting the project, so I received the money. The pure feelings of the girl and my gratitude for her at that time still motivate me at work.

As one of the measures to show our "gratitude", we organise a "Charity Golf Tournament for Guide Dogs". This golf tournament creates a valuable opportunity for us to meet our supporters and express our gratitude yearly. Because it is a sporting event, some supporters

sponsor it, which is a perfect way to connect new relationships.

We carry out more than 1,000 guide dog promotion activities a year. These regular and ongoing activities are undoubtedly also behind our daily donations. To promote understanding of guide dogs, we have been involved in fundraising on the streets, organising events at commercial facilities and holding seminars with companies. Guide dog training in towns and the active outings of guide dog users also help promote understanding of guide dogs and visual impairment among the public and appeals for donations by allowing people to see guide dogs walking.

The COVID-19 pandemic has reminded us of the importance of doing everything right in front of our eyes and working steadily. Even in difficult times, the large number of donations we continue to receive from society reflects the high regard held for our association's work. To keep living up to these expectations, our staff will continue to work as one in our guide dog training and welfare projects for the visually impaired.

Wan Coin Piggy Bank – made of cardboard



International White Cane Awareness Day in South Africa

Nadia Sands
South African
Guide-Dogs



SA Guide-Dogs celebrating White Cane Awareness Day in Thembisa, South Africa

On 12 October, the Orientation and Mobility Department of the South African Guide-Dogs Association for the Blind, hosted a successful White Cane Awareness Day event celebrating the white cane as an essential tool that gives the visually impaired community the ability to achieve a full and independent life. Visually impaired white cane users from across the community attended the event in Thembisa, South Africa, as well as other relevant stakeholders.

Ophthalmic nurse Thuli Leso, highlighted the importance of regular eye examinations and compliance when prescribed medication for eye conditions. The best way to prevent further loss of

sight, if some still remains, is to manage conditions correctly and approach the correct services at municipal clinic level.

A key message from the City of Ekurhuleni Municipality department of Social Services was not to let disability disable you. Social worker Josephine Madiba provided details of the services offered at public libraries, learnerships which become available and training provided on assistive technologies such as screen readers, braille displays, and speech recognition software.

Ms Madiba encouraged people living with visually impairment not to isolate themselves but to go out and meet with other people.

Care-givers who service the local community provided basic testing of blood pressure and blood sugar screening to the guests who were there.

During the event guests were entertained by the singing of Joseph Maruma, who is living with blindness, and for a little fun and excitement, we had a Lucky Draw where guests won prizes of caps, water bottles or pill organisers.

Nthombi Khumalo one of our visually impaired clients gave a moving testimony about how Nape Mashiane, the Orientation and Mobility Practitioner at S A Guide-Dogs Association had helped her. She told of her journey with vision loss from the time she was in matric and how it has been a long road to acceptance for her. **“GDA has taught me valuable cane techniques and skills to keep myself safe when I am**

walking about outside on my own. Their classes have boosted my confidence and allowed me to feel empowered as I can travel to work on my own now. I now realise the benefits of using the white cane and have not regretted it.”

The purpose of the event was to celebrate the white cane as a friend, recognizing that using it enables visually impaired people to travel safely and independently. Our clients were very positive about the event and enjoyed the opportunity to be entertained, education and to engage with others who shared similar experiences.

Thank you to our sponsors Helen and Simon Burn for sponsoring this event, without you it would not have been possible. Another huge thanks goes to Public Safety who provided guards and medics for the event.

Nthombi Khumalo speaking about the work of SA Guide-Dogs Association



Building Trust-based Philanthropy to Combat Times of Distress

Melissa Weisse
Leader Dogs, USA



Melissa Weisse

Fundraising is a challenging endeavor in the best of times but most especially during periods of economic downturn and global destabilization and insecurity.

Since the pandemic, the world has been in a protracted period of instability both geopolitically and economically. The compound effects of these forces have no doubt impacted fundraising and programs and services for people who are blind or have low vision around the globe. The International Monetary Fund has predicted that one-third of the world economy will likely contract this year with shrinking real incomes and rising prices and has lowered its forecast for global growth to 2.7%.

Throughout the globe, inflation, the rising cost of living, and soaring costs of food and energy are placing pressures on household incomes. In the nonprofit and NGO space these constraints will manifest in the form of diminished ability for donors

to give, increased cost for service provision and a persistent tight labor market.

Pragmatism and realistic fundraising forecasts are of paramount importance in the current environment. All this external complexity aside there are ways in which our organizations can focus efforts to mitigate the effects of the downturn.

Around the world, missions serving and advocating for people who are blind have a long history of weathering economic and political challenges and can position themselves to navigate these turbulent times. It is critical to focus on four key areas: communication, engagement, appreciation and building trust.

First, communication with key stakeholders should be a core strategy. Clients, donors, volunteers and team members should be kept abreast of how the organization is navigating this challenge. Regular updates on the impact of the economy on fundraising and service provision should be provided. In person meetings, e-mail and video updates and newsletters should all be leveraged to build stakeholder understanding of the current environment and to maintain good communication channels with constituents.

Strong engagement strategies should be deployed across your organization. This will be especially important for your donor base. Though donors may not have a strong appetite to give as they have less discretionary income, relationships can and should be cultivated and stewarded. At Leader Dogs for the Blind, during the economic downturn of 2008, we invited

donors to regular breakfast meetings and low-cost open houses. At the breakfast sessions we invited internal experts to present to donors, we offered tours of the facility and engaged donors in the mission. We provided supporters with a check list of multiple ways in which to engage with the mission outside of fundraising, encouraging them to volunteer or host educational and fun community events on behalf of the organization. This is an engaging way to learn about the mission and develop relationships.

Furthermore, though donors may not be able to give at prior levels, now can be a time to have conversations about future and planned gifts such as estate and bequest giving. This is a time to celebrate and appreciate donor loyalty. Consider creating a loyalty society and acknowledging donors for their years of support. Plan to host a loyalty society event. Research shows that current donors are 60% more likely to stay with the organization for the long term. Acquiring new donors is costly and increasingly difficult. The current environment is the ideal time to increase

your communication with loyal long time donors and to express appreciation for their commitment to your mission. Personalized outreach should be a priority. Write personal notes, call donors and supporters, bring donors closer into the mission to show the urgency of the need for services.

Communication, consistent engagement and appreciation build trust. The importance of humanitarian work continues and through IGDF you have colleagues that form a community of support. Reach out, collaborate and share.

All of this equates to trust-based philanthropy. During times of distress and challenge, stakeholders can become more risk adverse. Building relationships, talking, and most importantly listening to donors and key organizational stakeholders are the hallmark of strong organizational culture and will help in weathering economic challenges.

If you would like to discuss this further, feel free to contact Melissa Weisse at mweisse@leaderdog.org

A Culture of Philanthropy

Larry Meisner
Guide Dogs for
the Blind, USA

At Guide Dogs for the Blind (GDB) a “Culture of Philanthropy” is woven throughout the many intersecting parts of our mission-centric work. Regardless of job focus, or the manner in which individuals connect to the mission, everyone plays a part in raising resources for the organization – staff, volunteers, clients, and the Board of Directors.

While individual influence may vary, the value of everyone’s combined efforts is important. It is this mindfulness around a “Culture of Philanthropy” and its collective impact that holds greater influence on fundraising efforts and outcomes than the impact of global economics alone.

Continued...

A Culture of Philanthropy

This is not to discount the economic effects on fundraising. Every nonprofit that depends on private donations experiences shifts due to economic conditions. The magnitude of those shifts differs dramatically between organizations supporting a deep and rich “Culture of Philanthropy” and those that do not.

A successful “Culture of Philanthropy” takes intentional planning and execution and must be endorsed and encouraged by the CEO. It involves ongoing sharing and communication of organizational work, successes, and outcomes to the various stakeholder groups in order to reinforce and nurture the importance of and appreciation for everyone’s different, yet equally significant contributions to the mission. It also requires education around how and why everyone’s role plays a critical part in fundraising.

A successful “Culture of Philanthropy” also requires a genuine approach. Bringing people along on the journey caringly and enthusiastically creates a widespread movement in support of the mission, attracting and retaining donors, even in the toughest of economic times.

This takes work. A “Culture of Philanthropy” is an ongoing process, not a desired endpoint. Therefore, it requires constant attention to ensure that everyone feels included, empowered, informed, and celebrated.

If you are looking at the Development Department as the only source of fundraising, you may be missing an

opportunity to avoid some devastating economic conditions. Empowering your entire network keeps your organization top of mind with donors – even when they may be giving a little less during certain economic times.

At GDB our Development Community is comprised of 300 staff, approximately 2000 clients, and more than 3000 volunteers, all of whom are dedicated to sharing their pride, passion, and personal stories, around why they believe in supporting the mission and vision of GDB. Though no fundraising organization looks forward to economic uncertainty, through the creation of a “Culture of Philanthropy” among our staff, clients and volunteers, Guide Dogs for the Blind can be certain that we are doing all we can to be in the best possible position in both good economic times and bad.

GDB trainer, Sharmese



How to Upcycle What is redundant!

Bernadette Murphy
Blind Low Vision
New Zealand



BLVNZ Trudy Dogs

Here in Aotearoa (New Zealand), we have historically relied on our successful street-based fundraising for acquiring regular donors to our Puppy Sponsorship Programme. This has been complimented by our annual appeal collections in malls and retail spaces. Both highly effective ways to drive donations and raise awareness of Blind Low Vision New Zealand’s cause. However, due to Covid 19, we have seen a drastic drop in fundraising income across these giving channels, primarily due to the lack of door-to-door fundraisers, who are predominately international travellers (border closures) and lengthy lockdowns.

As an agile response, we quickly had to transition to a more digital approach and pivot fundraising efforts in this direction. At Blind Low Vision New Zealand, we have moved to include an Always On Digital campaign, digital integration across direct mail campaigns and email direct mailers (EDMs), supported by the creation of personalised landing pages (PURLS). To compliment this, we are also exploring

new fundraising campaigns, whilst minimising street collections.

It has been a fast pivot, for want of a better word, however one that is necessary. Most important to this was optimising on our ‘cash cow’ per say – Guide Dogs.

People love puppies! Hence, Paws For Purpose™ was created.

Paws for Purpose was an interactive art trail and auction, raising funds for Blind Low Vision New Zealand Guide Dogs. All funds raised go towards the much-anticipated build of our new Guide Dog Kennels, for which we need to raise \$10million.

Many New Zealanders are familiar with our life-sized dog coin collection boxes (also known as Trudy Dogs). However, as a result of our increasingly cashless society, and with retail space at a premium, many of our coin collection sites prefer smaller

BLVNZ Trudy Dogs



Continued...

How to Upcycle What is Redundant!

counter-top boxes (which now also include QR codes). Therefore, our Trudy Dogs have now sadly become obsolete. However, we believe they are each a genuine piece of Kiwiana, a collector's item, and with the support of artists from across New Zealand they were upcycled and turned into unique pieces of art.

Once painted, our dogs were displayed in venues around central Auckland throughout March 2023. A plaque, with the name of the artist, sponsor (where applicable) and a QR code accompanied each dog. The QR code linked through to our Paws for Purpose™ online portal where members of the public could find out more about each dog, artist and sponsor. Members of the public were able to follow the full 'Puppy Dogs Trail' seeking out all dogs and sharing via social media to raise awareness and win prizes.

We worked to ensure as many dogs as possible were sponsored before the event, with those that weren't, included in an online auction throughout the month of March.

On Thursday 23rd March, we held a celebration event at an exclusive hotel in Auckland, where a small number of dogs from well-known New Zealand artists were reserved for a live in-person auction.

We view Paws for Purposes™ as a great upcycling initiative as well as an awareness raising exercise. Our priority was to raise funds for our new kennels as part of our holistic approach to breeding, training, and graduating successful guide dogs. Watch this space!

KNGF Guide Dogs Books Success with its 'Ode to the Retiring Dog' Campaign

Ingrid Oosterveen
KNGF, Netherlands

At the end of last year, the Dutch guide dog school KNGF Geleidehonden launched its 'Ode to the Retiring Dog' campaign. In a triple video production, three clients address their old service dog, as it is about to retire. The goal of the campaign was to create awareness. At the same time, we linked the campaign to fundraising as well.

We shared the videos through a DM and on social media, through YouTube, LinkedIn, Facebook and Instagram. In addition, we shared it as a first timer on TikTok, a medium that KNGF recently started using. Ingrid Oosterveen, head of Communications and Fundraising says: 'The retirement of an assistance dog can be a tense and emotional event to people that make use of its services. However, it is also a good time to look back with gratitude to the years they worked together with their dog. That emotion we wanted to capture in the three short videos. We chose a guide dog, an assistance dog that works with someone who uses a wheelchair, and a buddy dog that assists a person suffering from PTSD.



Sylvana and Arlan



Sandra and Babbe

In the videos, the owners speak in a loving manner to their retiring dog and they express how much its company has meant to them. This also fits in well with our overarching theme 'KNGF opens up worlds', where we combine all the stories that we share with the public. With each narrative we illustrate how our assistance dogs make their owners' worlds grow larger.'

'The initial goal of the 'Ode to the Retiring Dog' campaign was to generate KNGF-awareness. At the same time, we wanted to encourage people, after watching the video, to visit our website and ask them for a one-off donation. We can report this was a successful campaign. The videos reached almost 900,000 people, which is a lot on a population of 17 million. They have had over 2 million views, and we received many heartwarming responses. They also yielded several thousand Euros. The videos can of course still be watched online, so we expect both the viewing and

donation figures to increase even further', says Oosterveen.

You can watch the videos here on our website (in Dutch): [KNGF: Ode to the assistance dog](#)

Any questions? You are welcome to mail Ingrid Oosterveen at i.oosterveen@geleidehond.nl

Han and Gustar



Vision Australia: Finding the Fun in Fundraising

Matt Collins and
Ainsleigh Sheridan
Vision Australia



Trainers Brit, David, Paige and Claire and their pups Yaris, Meadows, Norris and Unique

In a time where rates of pet ownership leapt from 61 to 69 percent of homes, you'd be forgiven for thinking that the pandemic was a walk in the park when fundraising for Seeing Eye Dogs.

Particularly as, by 2021, nearly one in two Australian households had a dog, compared with one in three for cats, one in eight for fish or birds, and one in 20 for rodents or reptiles.

Vision Australia's fundraising had often fared well by promoting its 'fluffy factor' of puppies in training, so could the popularity of the pooch now lead to an even more generous charitable yield?

Many businesses and people had to rethink and reduce discretionary spending and support, making it more challenging for non-profit organisations to secure funding and volunteers.

At the same time, the pandemic exposed the health and safety needs of vulnerable communities, leading to a rise in online activities as authorities limited or locked down social contact.

The pandemic's significant impact on global economics had trickled all the way down to the grassroots of communities, necessarily effecting a change to fundraising strategies and efforts.

Like many for-purpose organisations, Vision Australia had to adapt to this 'new normal' of remote engagement and digital reach to find new supporters and encourage its loyal donor base.

In the midst of doom and gloom from news sources, 24/7, Vision Australia wanted to provide some semblance of hope, an escape from endless data, a better tomorrow, the prospect of success.

What if we hosted an online event that simultaneously entertained while exhibiting the skills of our dogs, showing the continuing viability of our work while garnering support for it?

The situation became a silver lining. As the pandemic postponed the 2020 Olympics in Japan, we overlaid the idea on our own little athletes. It cherry-blossomed, you could say and so began The Puppy Games.

The 2020 Games comprised three events – a distraction course, a food patience challenge, and an agility time trial – for the pick of the litters, handled by Vision Australia puppy trainers.

It kept up the multi-year momentum of the Petbarn Foundation's annual Seeing Eye Dogs Appeal, established in 2014, towards the costs of puppy breeding, caring, training and client-matching.

It also highlighted our sustained success in these four operational activities while avoiding pandemic risks by using online facilities to stream and receive donations.

Our approach to fundraising up to this point had largely relied on sharing client stories, showing our audience how their contribution could help us deliver these results to more clients.

This approach not only took full advantage of the aforementioned 'fluffy factor', but also showed our audience how their contribution HAD helped us deliver these results to more clients.

Over the next two years, The Puppy Games returned in larger and longer formats. Another is scheduled for 2023. The number of events has increased to include: showcasing Seeing Eye Dogs finding a seat and ignoring diversions in our model train carriage; testing a dog's recall with words other than their name; and our on-site, four-legged, 'Distracto-Cat' challenge.

The success of The Puppy Games as a public-facing opportunity taught us as an organisation that it's okay – that it's more than okay – to have that sense of fun in your fundraising.

We learned that, even at a time of global vulnerability, a show of strength and a showcase of success can help and give hope to an even greater community than the one you seek to serve.

And that, in an industry that is otherwise always focused on the serious and important work needed to provide clients with a dog guide, there is always time for a walk in the park.

THE PUPPY GAMES: Showcasing the Seeing Eye Dogs of Vision Australia

2020

Petbarn Dogstacle Distraction Course

Royal Canin Puppy Food Bowl Challenge
Time Trial Challenge

Amount raised: \$75,355

2021

Petbarn Dogstacle Distraction Course

Royal Canin Puppy Patience Food
Challenge

Dog Ninja Warrior Time Trial

All-Aboard Model Metro Train Test

Listen Up Puppy Ping Pong (testing recall with words other than their name)

Amount raised: \$100,770

2022

Petbarn Dogstacle Course

Royal Canin Temptation Trail

Puppy Ninja Warrior (agility Test)

All-Aboard Model Metro Train Test

Distracto-Cat Challenge

Amount raised: \$81,267

Guide Dogs Western Australia's Inaugural Breeding Program

Renaë Warne
Guide Dogs
Western Australia



Litter B

After many years in the making, Guide Dogs Western Australia launched their inaugural Breeding Program and welcomed their first litter of puppies in July 2022 and two subsequent litters in November.

In the past, Guide Dogs Western Australia sourced its puppies from accredited Guide and Assistance Dog schools within Australia and overseas, and the



Litter A

puppies would arrive into Perth from 8-10 weeks of age. This meant that often puppy supply was limited and transport to Western Australia was unpredictable. This was especially impacted with border restrictions from the Covid pandemic.

Importantly Guide Dogs Western Australia was also not getting the opportunity to provide the puppies with vital socialisation which is critical during early puppy development and a significant factor in producing life-changing Guide and Assistance Dogs. As a result, Guide Dogs Western Australia responded to the changing and evolving needs of Western Australia by developing a world class, local Breeding Program.

Guide Dogs Western Australia is the original home of Guide Dogs in Australia – and began training the first Guide Dogs in the Southern Hemisphere back in 1951.

The organisation was established by Dr Arnold Cook who was diagnosed with Retinitis Pigmentosa. By the age of 18, he was legally blind. Dr Cook was raised in Western Australia before furthering his studies in London, where he was matched with a Guide Dog named Dreena.

When Dr Cook and Dreena returned to Perth in 1950, Dreena's presence created enormous interest. Dr Cook was determined to establish a Guide Dog school in Western Australia so that others could enjoy the benefits of a Guide Dog. The following year, newly established Guide Dogs Western Australia began training the first Guide Dogs in the Southern Hemisphere.

In honour of Dr Cook's legacy, Guide Dogs Western Australia named one of the puppies in the first litter after Arnold. The other puppies have been named Ellen, Rico, Perron and Anna. Perron has been named in honour of the late Stan Perron and the Perron family, who for many years have supported Guide Dogs Western Australia and its sister brand VisAbility.

The new local Breeding Program will assist Guide Dogs Western Australia to meet the growing need for Guide, Autism Assistance, Therapy, Companion and Facility Dogs for Western Australians living with low vision, disability or illness. It will also allow for new service offerings to be developed by Guide Dogs Western Australia, including Dementia and Post Traumatic Stress Disorder Dogs.

Litter A: On Thursday 14 July 2022, the first Western Australian born litter of Guide and Assistance Dog puppies were born to brood Janet. The 5 puppies were named Arnold, Perron, Ellen, Rico and Anna.

Litter B: Guide Dogs Western Australia welcomed its second litter of Guide and Assistance Dog puppies on Thursday 3 November 2022. The puppies, born to brood Anika were named Bill, Joe and Frank.

Litter C: A third litter of eight puppies were born on Wednesday 16 November 2022. Born to brood Rio, this is the largest litter born at Guide Dogs Western Australia to date and were named Teddy, Kaya, Thia, Walter, Louie, Andrew, Cadence and Clara.



Litter C

In Love with a Shared Guide Dog

French Federation of Guide Dog Associations

Lise and Pierre-Marie, have been living together for 5 years in Lyon. They are both guided by Lyrics, their guide dog trained by Chiens Guides de Lyon et du Centre-Est.

Pierre-Marie was 25 years old when he lost sight during a work accident: "I was a roofer and I fell from a roof, I had both optic nerves severed". After several months of rehabilitation to learn how to walk again and perform all the daily tasks that had become difficult for him, Pierre-Marie felt as though he was surrounded by invisible bars.

Lise was visually impaired from birth due to degenerative retinitis pigmentosa. "I grew up in the Hautes-Alpes and had the chance to travel a lot during my studies. I settled in Lyon 20 years ago." Lise works there as an accessibility expert, herself being concerned by this subject daily.

When Guide Dog, Lyrics entered Pierre-Marie's life in 2018, everything changed. "Lyrics gave me the freedom and social connection I needed," he explains, "I could experience the pleasure of walking and even running again." Around the same time, he met Lise during a group association meeting. **"Without Lyrics, I would never have been able to play Romeo below Lise's balcony. To get there, I had a long journey with three metro changes and a funicular, because she lived on another hill in Lyon."**

A few months after their relationship began, Lise proposed she be trained with Lyrics as well. "I had never considered getting a guide dog before, but I had

quickly become attached to Lyrics too. He played a very important role at the beginning of our relationship in facilitating our meetings."

Ever since, Lyrics has been guiding them both and allowing them to spice up their daily lives! Lise and Pierre-Marie remember very well an anecdote that made a deep impression on them. During an All Saints' Day weekend, they had decided to visit Annecy, just the two of them with Lyrics, without the help of a sighted guide. "We dropped off our luggage at the hotel in the early afternoon and had a large city-tour with the tourist office before ending up at the restaurant." When they left the restaurant in the evening, everything was very quiet and all their sound landmarks of day-time (people, traffic, etc.) had disappeared. "We let Lyrics go in the direction where we thought we would find our hotel. Lyrics got started with a very determined gait and, after crossing a roundabout, he stopped right in front of the door." Since then, the couple have been relying on Lyrics for the discovery of the cities they visit, which allows them to fully enjoy them.

Lise, Pierre-Marie and Lyrics



GDUK Say a Sad Goodbye to Matthew Bottomley, Head of Breeding Operations

Tim Stafford
Guide Dogs for the Blind, UK

After a long and successful career, Matthew Bottomley, Head of Breeding Operations, has decided that the time is right to leave Guide Dogs UK.

Matt has been a highly valued member of our Guide Dogs family for many years. He started his career over 34 years ago as a 'Kennel Maid' at our original breeding centre at Tollgate House in Leamington Spa, before becoming an apprentice guide dog mobility instructor (GDMI) and then developing his career through a succession of different management roles.

His time as a GDMI and thorough knowledge of the special qualities required to create a successful guide dog partnership, proved invaluable when he became Breeding Manager in 2006. Under his leadership, our breeding programme moved from Tollgate House to our state-of-the-art National Centre. In that time, Matt's team of staff, volunteers and breeding dogs has produced an incredible 20,468 puppies, who have gone on to change the lives of people with sight loss.

Matt has been a huge supporter of the International Guide Dog Federation, not only helping establish many reciprocal breeding programmes and exchanges but also in his role as an assessor. Under his stewardship Guide Dogs UK has contributed to and benefited from many breeding collaborations which help provide the best possible dogs for people with sight loss all around the world. Just recently we were delighted to hear that three of our exported stud dogs had sired litters in Japan.



Throughout Matt's career, he has been an immensely valued and respected colleague, mentor, and friend. His passionate enthusiasm for producing healthy, happy puppies to start their journey to become guide dogs has always been coupled with genuine empathy and sensitivity towards people. He has provided invaluable support and mentorship to many both at home and abroad. Here in the UK, we would call Matt a "thoroughly good bloke!"

Thanks to Matt's leadership over the last decade, he has built a talented and knowledgeable team at the breeding centre, including recruiting a new role of Head of Canine Genetics in 2019. As we say goodbye to Matt, we are confident that his legacy will continue.

Matthew will be hugely missed by all of us at Guide Dogs and I'm sure, by many colleagues from across the world. Thank you, Matt, for your service – and we all wish you well as you enter the next phase of your life.

Committee Updates

Welcome Tamer Mourad

The IGDF welcome Tamer (Tommy) Mourad to the Accreditation Committee.

Tommy is the Vice-President of Guide Dogs Training Operations at Fidelco Guide Dogs in the USA where he oversees the Pup house and early puppy development, the puppy raiser department, and the Training and Client Services departments.

Prior to joining Fidelco 18 years ago, Tommy worked in international law enforcement, specialising in canine explosive detection.

He currently lives in Connecticut with his wife, 2 daughters, 4 cats and 2 rescue dogs.



Welcome Daisy Holt



The IGDF also welcomes Daisy Holt to the Accreditation Committee.

Daisy is the Lead Guide Dog Mobility

Instructor at the Royal Society for the Blind in Australia. She started in the Guide Dog

industry after completing her university in Animal Science. She commenced in the puppy department in 2010, qualified as a GDMI in 2016 and became the lead of the Guide Dog department in 2021.

Daisy was originally born in Milan, Italy and moved to Adelaide, Australia at the age of 17. She is fluent in both Italian and English.

Thank you Yvonne Martin

The IGDF would like to say a huge thank you to Yvonne Martin who has stepped down as an IGDF assessor.

Yvonne was appointed an IGDF assessor in 2015 and her experience has been a great asset to the Accreditation Committee during that time. Yvonne described being an IGDF assessor as "one of the

most rewarding responsibilities [she has] had."

After 25 years at Guide Dogs of America, Yvonne is moving on to newer pastures and we wish her all the best and thank her for her time and contribution.



IMC18
International Mobility Conference
Warsaw 2023



INVITATION TO THE INTERNATIONAL MOBILITY CONFERENCE

THE 18th EDITION OF THE CONFERENCE
UNDER THE THEME 'INFORMATION RESULTING IN MOBILITY AND ABILITY'

22-25 May, 2023

Copernicus Science Centre

Address: Wybrzeże Kościuszkowskie 20, Warsaw

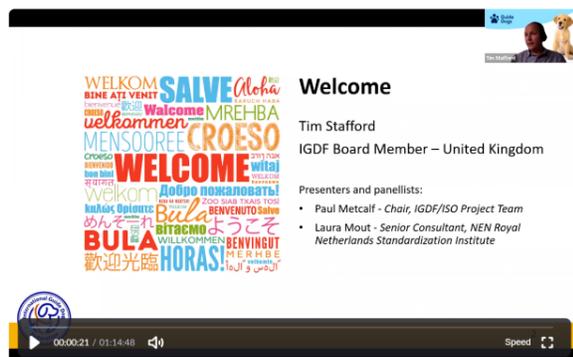
Under the Honorary Patronage of the Marshal of the Sejm of the Republic of Poland Elżbieta Witek

[For further information, please visit the IMC18 Website](#)



Knowledge Sharing Webinars

Stay in touch with news, research, and best practice from around the world by attending our regular webinars. Webinars are open to all IGDF Members, Affiliates, Applicant Organisations and Enquiring Organisations. Registration details are circulated by the IGDF Office and are available on the IGDF website.



2023 Webinars

What is LIMA, if it isn't a bean?

Led by: Assistance Dogs International (ADI)

Date: 24 May 2023

Time: 16:00 EDT/21:00 BST/22:00 CEST/06:00 AEST*

Description: LIMA dog training principles. is an acronym for "Least Intrusive, Minimally Aversive". This Webinar is hosted by ADI and can be accessed by IGDF members through the [IGDF webinars page](#)

2023 IGDF Conference Presentations

For those unable to attend the 2023 IGDF conference, recordings of all the presentations will be placed on the members section of our website following the conference. These will be available to all Enquiring, Applicant and Member Organisations with logins.

Webinar Volunteers

We are looking for volunteers interested in sharing their knowledge with the IGDF community. This could include a tour of your facilities, an introduction to a new programme or project your organisation has been working on, or an in-house presentation you think the wider IGDF community would be interested in. We welcome pre-recorded presentations, including presentations not in English – although adding English subtitles would be desirable.

If you are interested, or know of a colleague who is, please send your suggestions to the IGDF office at enquiries@igdf.org.uk

Visionary

Next Issue

The deadline for articles for the next issue of Visionary is: **1st June 2023**.

Special Feature

Training guide dogs in challenging climatic conditions. Share your organisation's stories and experiences.

Please send articles on this or any other topic to the IGDF Office by the above deadline.

Please supply your articles as a Word file with original images attached as separate jpeg images along with their captions.

Further information can be found on our website at <https://www.igdf.org.uk/visionary/>



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