

LEADER DOGS FOR THE BLIND

STRATEGIC PLAN 2015-2018

Vision

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

Mission

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

Values

Do what is right

Respect and compassion

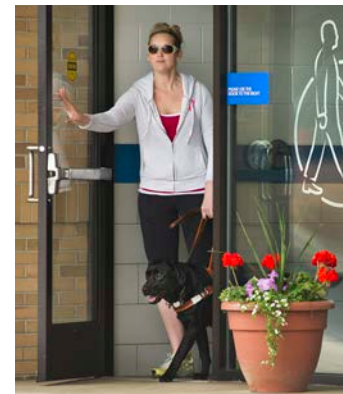
Passion for the work

Superior experience

Teamwork

Innovation

Safety



Client Programs and Services *(provided free to all clients)*



Guide Dog Training pairs a person who is blind or Deaf-Blind with a Leader Dog and teaches them how to work together as a team in a wide variety of environments. **200+ clients per year**



Accelerated Orientation & Mobility (O&M) Training teaches techniques to maintain orientation while traveling including how to utilize a white cane as the first step to becoming an independent traveler. **80+ clients per year**



GPS Technology training is incorporated into Guide Dog Training to allow clients to travel further and explore new destinations. U.S. and Canadian clients receive a free GPS device.



Summer Experience Camp allows teenagers to have fun while learning about guide dogs, learning to use GPS technology and developing leadership skills. **20+ campers per year**



Key Strategies 2015-2018

1. Increase financial sustainability by creating new strategies for current and prospective donor groups as well as alternative revenue sources.
2. Identify areas for potential geographic growth within the U.S. and internationally.
3. Expand client program and service offerings to address identified needs for Deaf-Blind, older adults and follow-up for O&M; research the potential for low vision services.
4. Expand marketing and outreach to attract new clients.
5. Utilize technology to increase client travel abilities and employee effectiveness.

LEADER DOGS FOR THE BLIND **STRATEGIC PLAN 2015–2018 (CONTINUED)**

Professional and University Student Programs

Leader Dogs for the Blind offers unique internship/externship opportunities to university students in the fields of veterinary, veterinary technician, and Orientation & Mobility (O&M). Also offered are seminars for O&M professionals on the use of guide dogs and GPS technology, and for future O&M professionals on foundational techniques and instruction strategies.



Envisioned Future

In the year 2025, we envision for Leader Dogs for the Blind:

- A national reputation for high quality
- Growth in the number of clients served in all areas
- A diversified revenue base
- Serving Central and South American countries by collaborating with local providers for follow-up services
- A culture that attracts and retains high quality team members (both paid and volunteer)
- Pioneering advancements in technology

