

Introducing dogs inc

*Southeastern Guide Dogs Inc
is doing business as
Dogs Inc!*



Shorter Name, Bigger Impact!



message from the CEO

Dear Friend,

At this very moment, over 500 people are eagerly hoping to meet their match in one of our magnificent dogs—and over 700 graduates are counting on us for ongoing support and guidance.

But we can't expand our reach and kindle more hope with the name "Southeastern Guide Dogs Inc."

That's why we're adopting a new moniker—a name that will resonate powerfully with benefactors ready to bolster our cause and amplify our impact.

More than just a title, our current name has inadvertently become a barrier, limiting potential partnerships with national organizations and stifling donations outside of the southeastern United States.

"Southeastern Guide Dogs Inc"—which suggests regional limitations and a singular focus on guide dogs—has hindered our ability to raise the funds needed to help more people.

Forty-two years ago, the dream of Southeastern Guide Dogs Inc began with a vision: offering guide dogs to people with visual impairments in Florida and a select few states in the Southeast.

Today, our reach extends beyond those early aspirations, touching lives across all fifty states.

We now offer guide dogs, service dogs, and skilled companion dogs to people with vision loss, veterans with disabilities, and children struggling with loss.

Considering our big dreams, we have reached a transformative decision—it's time to unleash a new name—a name that stands shoulder-to-shoulder with the branding galaxy and exhibits the same traits as the best brand names around.

Beginning on May 1, we will officially operate under the DBA (Doing Business As), Dogs Inc.

Taking a cue from well-known brands like Dunkin' Donuts, who streamlined its name to Dunkin' to reflect a broader array of offerings, we've embraced brevity as we align with our broadened mission. Because in simplicity, we find strength.

We deliberately selected a name that is short, generic, and memorable—echoing the hallmarks of globally dominant brands. Think Best Buy, Apple, Fed Ex, Visa, and Girls Inc.—each a symbol of simplicity and success.

As Dogs Inc, our mission, vision, values, and brand remain steadfast, reflecting our history and the integrity that defines us. Our abbreviated name declares our broadened mission—a testament to our expansive reach and a beacon for our future ambitions.

Our iconic logomark and colors remain the same, preserving the distinctive elements associated with our brand.

Starting May 1, find us at www.dogsinc.org, and look for the Dogs Inc name in all our communications.

I am grateful for your ongoing support and invite you to celebrate with us in this next chapter of our story.

Together—same mission, bigger impact—we will continue to light the way for those we serve.

Warm regards,

Titus Herman
Chief Executive Officer



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Why Dogs Inc?

We offer more than guide dogs in more locations than the southeastern United States.

The name Dogs Inc has the power to adapt as opportunities evolve, while an overly descriptive name can stifle expansion.

Simple, generic names transcend categorization—they embody ambition and potential.

Short,
simple,
memorable.

The best brand names are short, simple, and memorable. Apple, Best Buy, and Fed Ex—these

Like me!

global brands have generic names that engage and spark curiosity.

The top brand names comprise only two syllables and an average of seven characters.

A name tethered too tightly to a service or product can prevent growth and innovation.

In branding, a name is more than a label or descriptor of products and services—it's the essence of an identity.

Context tells the story of a brand. People will always see and hear Dogs Inc within the context of our

mission and the stories that create our magic.



Unleashing Potential: Why Dogs Inc?

A Video Message from the CEO

Embark on a journey with CEO Titus Herman as he shares the facts, logic, and reasons behind Dogs Inc. Discover the power of simplicity, inclusivity, and limitless potential as we venture into this exciting new chapter together.



Watch now at guidedogs.org/whydogsinc



FAQS

Why Dogs Inc?

Extraordinary Dogs, Transforming Lives

1 The name is generic and doesn't hint at our service dog organization.

What if this shorter name seems too generic or implies a for-profit business?

Our name will always be seen and heard within the context of our stories and mission and will be linked with our dogsinc.org domain, affirming our nonprofit status. Many successful for-profit and nonprofit U.S. brands have names unrelated to their products or services, such as Google, United Way, and Girls Inc.

2 If Southeastern Guide Dogs Inc is mentioned in my will or trust, should I update it to Dogs Inc?

Our legal name stays Southeastern Guide Dogs Inc, doing business as Dogs Inc. Rest assured, all contributions directed to Southeastern Guide Dogs will reach us with no adjustments required.

3 Is the organization rebranding?

No, we're keeping the core of our brand with an updated name. Our iconic

logo and colors aren't going anywhere—they're still the recognizable elements you love.

4 How will your digital footprint be impacted?

On May 1, our website will transition to www.dogsinc.org, with automatic redirection from our former address. Our email addresses will switch to first.last@dogsinc.org, with automatic forwarding from our previous addresses. Additionally, our social media accounts will also reflect our shorter name.

5 How do you know no other service dog organization already uses Dogs Inc?

We conducted a national and state-by-state search to ensure other organizations in our industry do not currently use Dogs Inc.



Guide Dogs

freedom and confidence for those with vision loss.



Service Dogs

help, healing, and hope for veterans.



Skilled Companion Dogs

comfort and companionship for those in need.

When we grow up, we can be...



CHECK OUT THE REST OF OUR FAQS HERE!
guidedogs.org/namefaqs



Same mission. Updated name.

*Our extraordinary dogs transform lives throughout the United States—
at no cost to the recipients—thanks to the generosity of our donors
and volunteers.*

EXTRAORDINARY DOGS

What makes our dogs so special? Top-notch pedigrees, perfected over decades of selective breeding. And thousands of hours of training, care, and love. The heartwarming results? Highly skilled four-legged friends who shine as true examples of loyalty.

TRANSFORMING LIVES

Our dogs form unbreakable bonds with their human partners. Guide dogs turn darkness into light for people with vision loss. Service dogs restore freedom for veterans who have sacrificed for ours. And skilled companion dogs heal the broken hearts of those struggling with loss.

AT NO COST TO RECIPIENTS

And here's the best part. Our dogs offer an invaluable service and give their love unconditionally, never asking for anything in return—and we follow their lead. We offer our clients their loyal friends, expert instruction, and lifetime support completely free of charge.

*Thanks for
helping me reach
my destiny!*

