

Kadence Legacy Fund

One Dog, One Life

Supporting Veterans with PTSD through Service Dogs



Mission

Our Mission is to provide trained service dogs to veterans and community members in need.

Vision

Our Vision is to improve mental health and community support through service dog programs.



Kadence
Legacy Fund

A woman with a shaved head and sunglasses is smiling and hugging a white dog, likely a Golden Retriever, on a grassy lawn. The dog is lying down with its tongue out. The background shows a residential area with houses and trees under a cloudy sky.

Who We Are

- Canadian nonprofit dedicated to transforming lives through service dogs
- Small, passionate team committed to excellence and compassion
- One Dog, One Life: each dog makes a measurable impact



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Problems/Needs

- 1 in 5 Canadian veterans experience PTSD
- Mental health worsened by isolation
- \$20–25k to train a service dog; often unaffordable for veterans



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Legacy Fund



Training Program

- Fully trained service dogs provided at no cost to veterans
- Twice-weekly training with Holdfast K9 (Alberta-certified)
- Pilot program: veterans join early, lowering training cost (~\$15k per dog)
- Includes food, veterinary care, vaccinations



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Legacy Fund

K9 Morgan - First Dog in Program



- First service dog secured
- Soon to be matched with a veteran handler at 6 months

Overview Non Profit Model Canvas

My Non-Profit Model Canvas		Organization Description:	
Kadence Legacy Fund		Kadence's Legacy Fund is a not-for-profit dedicated to supporting individuals affected by PTSD by providing professionally trained service dogs, fostering independence, healing, and emotional well-being — honoring Kadence's legacy, one dog, one life at a time.	
Key Partners	Key Activities	Value Proposition	Customer Relationships
<p>Canadian Legacy Project – potential donor/partner – applied to Paws That Protect.</p> <p>Local small businesses – sponsorships and collaborations (e.g., Kady Krush Beer with Surgeon Brewery in Morinville, aiming to host an annual event in Kadence's hometown).</p> <p>Service dog trainers & Alberta Certified Trainers – Holdfast K9.</p> <p>Veterinarians & pet care providers – Morinville Vet.</p> <p>PTSD support organizations & mental health professionals – e.g., Calmpx.</p> <p>Donors & community supporters – via Christmas market setups, educational</p>	<p>Recruiting, training, and placing service dogs for individuals with PTSD.</p> <p>Fundraising and grant applications.</p> <p>Community outreach and awareness campaigns.</p> <p>Partnership and collaboration development with small businesses (e.g., Christmas Charity, comedy nights, flash tattoo events).</p> <p>Hosting educational and promotional events (e.g., Golf Tournament hole sponsorships, donation stations at events, marketing tools to explain programs).</p> <p>Managing donation and service dog application processes through WIX.</p>	<p>Provides professionally trained PTSD service dogs at no cost.</p> <p>Enhances independence, emotional support, and healing for recipients.</p> <p>Honors Kadence's legacy through impactful community programs.</p> <p>Offers businesses and donors a meaningful way to make a lasting difference (corporate donor program with tiered recognition).</p>	<p>Those served (veterans, individuals with PTSD)</p> <p>Personalized support, application guidance, ongoing updates about their service dog.</p> <p>Donors</p> <p>Regular updates on program impact, recognition on website/social media, opportunities to engage in events or campaigns.</p>

events, golf tournaments, and other local campaigns.	including newsletters and corporate donor communications.	Funders / Partners
		<ul style="list-style-type: none"> Clear reporting, visibility in program promotions, collaborative opportunities corporate donor program brochure, event table tents, annual fundraising campaigns.
	Key Resources	Channels
	<p>Trained service dogs and training facilities (Mail, Grocery store, and Hospital)</p> <p>Knowledgeable trainers and volunteers</p> <p>Funding and donations</p> <p>Partnerships with local businesses and veteran organizations</p> <p>Marketing and fundraising channels</p> <p>Administrative and operational infrastructure</p>	<p>Website and donation pages (WIX)</p> <p>Social media (Facebook, Instagram, X/Twitter) Also tracked in WIX</p> <p>Community events and awareness campaigns</p> <p>Partnerships with local businesses</p> <p>Email newsletters and donor communications</p> <p>Press and media coverage (CTV, CBC, and Global)</p>

Cost Structure	Revenue Streams
<p>Service dog training and equipment.</p> <p>Purchase of dogs.</p> <p>Veterinary care, food, and supplies.</p> <p>Marketing and outreach costs.</p> <p>Administrative costs (staffing, website, software, legal).</p> <p>Event and partnership costs.</p> <p>Insurance and compliance.</p>	<p>Individual donations (one-time and recurring).</p> <p>Grants from organizations (e.g., Canadian Legacy Project).</p> <p>Corporate sponsorships and small business partnerships.</p> <p>Fundraising events (Comedy Night, Christmas Charity, Pups on the Patio).</p> <p>Merchandise (patches, hats, hoodies with mental health messages; collaborate with veteran-owned businesses or donate a portion of proceeds).</p>
<p>Your WHY To honor Kadence's legacy by providing hope, independence, and healing to individuals affected by PTSD through service dogs.</p> <p>Non-Profit WHY To create a sustainable, impactful program that trains and places service dogs for those in need, while fostering community partnerships and donor engagement.</p> <p>Customers WHY</p> <ul style="list-style-type: none"> Individuals with PTSD: to gain support, independence, and emotional healing Donors: to make a tangible, meaningful impact in someone's life Partners: to contribute to a community-driven, life-changing program 	



Non Profit Model Canvas

My Non-Profit Model Canvas			
Kadence Legacy Fund			
Key Partners: Canadian Legacy Project – potential donor/partner: applied to Paws That Project. Local small businesses – sponsorships and collaborations (e.g., Katy Krush Beer with Surgeon Brewery in Morinville, aiming to host an annual event in Kadence's hometown). Service dog trainers & Alberta Certified Trainers – Holdfast K9. Veterinarians & pet care providers – Morinville Vet. PTSD support organizations & mental health professionals – e.g., Camper. Donors & community supporters – via Christmas market, escape, educational	Key Activities: Recruiting, training, and placing service dogs for individuals with PTSD. Fundraising and grant applications. Community outreach and awareness campaigns. Partnership and collaboration development with small businesses (e.g., Christmas Charity, comedy nights, flash tattoo events). Hosting educational and promotional events (e.g., Golf Tournament held sponsorships, donation stations at events, marketing tools to explain programs). Managing donation and service dog application processes through WIX.	Value Proposition: Provides professionally trained PTSD service dogs at no cost. Enhances independence, emotional support, and healing for recipients. Honors Kadence's legacy through impactful community programs. Offers businesses and donors a meaningful way to make a lasting difference (corporate donor program with listed recognition).	Organization Description: Kadence's Legacy Fund is a not-for-profit dedicated to supporting individuals affected by PTSD by providing professionally trained service dogs, fostering independence, healing, and emotional well-being – honoring Kadence's legacy, one dog, one life at a time.
Customer Relationships: Those served (veterans, individuals with PTSD). Personalized support, application guidance, ongoing updates about their service dog. Donors: Regular updates on program impact, recognition on website/social media, opportunities to engage in events or campaigns.		Customer Segments: (those served, donors, funders) Segments: Individuals with PTSD seeking service dogs: • Veterans and first responders seeking mental health support. Donors seeking to support PTSD service dog programs. Grant-making organizations and funding partners. Local small businesses interested in charitable collaboration.	

- **Partners:** Holdfast K9, local businesses, donors
- **Activities:** training, matching, community engagement
- **Resources:** staff, volunteers, dogs, facilities
- **Revenue:** events, donations, corporate support
- **Impact:** every dog placed = measurable life change



Events & Engagements

Events strengthen community relationships, increase visibility for our mission, and create opportunities for donors and partners to actively participate.



Community Events

*"Kady Krush" Beer event with
Sturgeon Brewery*

Educational Awareness

*"Hole Sponsorship"
Golf Tournaments*

Fundraising Engagement

"Name that Dog Contest"

Impact / Success Stories

Step 1

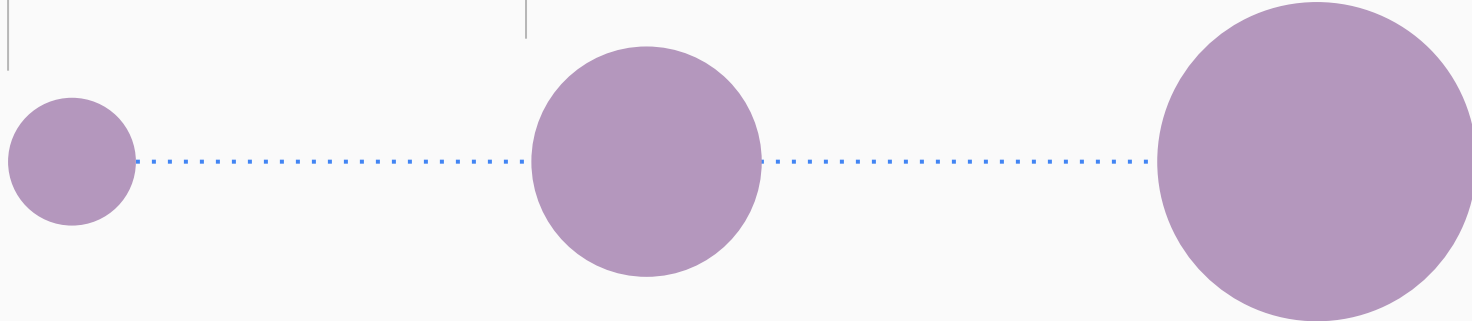
Veterans matched with service dogs

Step 2

Improve mental health outcome

Step 3

Community engagement and support



Corporate Donor Program



Corporate Annual Donor Program – Partnering to Support Veterans & Service Dogs

At Kadence Legacy Fund, we partner with businesses that share our commitment to supporting veterans and providing life-changing service dogs. Our Corporate Annual Donor Program offers structured opportunities for companies to contribute, engage, and gain visibility while making a meaningful impact.

Tiered Contribution Levels & Benefits

Community Supporter

- \$500 - \$2,500/year
- Logo recognition on newsletters, feature in our donor communications.

Veteran Partner

- \$2,500 - \$5,000/year
- Website and event recognition, social media shoutouts highlighting support, inclusion in press release on co-campaign events.

Legacy Sponsor

- \$10,000/year
- Recognition on our Annual Donor page as a Legacy Sponsor
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- Featured coverage on social media and in co-branded campaigns

Impact Promise: Every corporate donation directly supports training and placement of high-performance service dogs for veterans, first responders, and civilians in need. Our partnership with Holdfast K9, Alberta-certified service dog experts, ensures that your investment delivers measurable, high-quality outcomes.

Partnering with the Kadence Legacy Fund gives your company the opportunity to make a tangible difference in the lives of veterans, first responders, and the service dogs that support them. Corporate donors receive recognition on our website and social media channels, showcasing your commitment to our community while helping us continue training and placing life-changing service dogs.

Please click on our brochure for more information on how to join our team today.

Tiered Contribution Levels:

- Community Supporter (\$500–\$2,500)
- Veteran Partner (\$2,500–\$5,000)
- Legacy Sponsor (\$10,000)

Benefits: recognition, event visibility, social media, co-branded campaigns

Impact: every donation goes directly to training & placement



Corporate Donor Sponsorship Brochure

Kadence Legacy Fund

Become a Corporate Donor

Every year, our organization works tirelessly to train and place service dogs with veterans who live with PTSD, anxiety, or other operational stress injuries. These incredible animals change lives—offering independence, emotional support, and renewed hope.



Become a Corporate Donor
Supporting Veterans and Their Service Dogs

kadencelegacyfund.ca

Message from the Founders

As founders, we created Kadence Legacy Fund because we saw firsthand the challenges veterans face living with PTSD and Trauma. David and Tina are both retired veterans who served on combat tours in Afghanistan—Tina is a Surface Medical Responder, David is a retired Combat Engineer, and Tina is a retired Infantry Medic. We know that every veteran's struggle is unique, often without the support they deserve.

Our request is simple but powerful: to train and provide service dogs to the other 20% of veterans, confidence, and a chance to those who have given so much for our country.

Every service dog we place represents hope, independence,

and a second chance at life. We do this because veterans deserve our unwavering support, and because the bond between a veteran and their service dog can be truly life-changing.

With the help of corporate partners, we can expand our reach, train more dogs, and ensure that every veteran who needs a service dog receives one. Together, we can create a lasting legacy of care, support, and gratitude for those who have served.

The Impact of Trauma and PTSD
Trauma and Post-Traumatic Stress Disorder (PTSD) affect thousands of veterans across Canada. Symptoms can include

anxiety, depression, sleep disturbances, and difficulty reintegrating into civilian life. Unresolved PTSD can tragically lead to self-harm or suicide.

Female veterans face unique challenges; studies show their suicide rate is twice that of their male counterparts. They often experience additional barriers, such as military sexual trauma and under-recognition of their service-related mental health needs.

Service Dogs Provide Crucial, Life-changing Support:



Corporate Funding Supports:

- Reducing anxiety and panic attacks
- Providing a calming presence during triggers
- Supporting independence and reintroduction
- Helping female veterans reintegrate smoothly into civilian life
- Supporting military and

The Cost of a Service Dog
Training a single service dog is an

investment of \$15,000 and \$20,000.

This investment covers every stage of the dog's development, including

breeding and puppy care, early socialization and foundation training, advanced service dog training, and

placement with a veteran. As well as ongoing support and follow-up after placement, many other

expenses that a veteran must bear as a

companion who may require ongoing

medical care, safety and security

of life.

How Corporate Donors Make a Difference

Corporate partnerships are essential to

successfully and sustainably our program.

By providing resources, time, and

expertise, we are able to support the

training of service dogs and make veterans

receptive to PTSD and ensure that

support and training resources are

available to every veteran in our

community and through our

programs, while ensuring that the

donor's vision of the support they

desperately need. With your help, we

can provide more veterans with the

hope that a service dog offers.

As a small nonprofit organization,

Kadence Legacy Fund is grateful to our

donors, volunteers, and supporters for

their ongoing support and for making

the difference in the lives of veterans.

Corporate Partnership

Join Us

Becoming a corporate donor gives your company the opportunity to make a tangible difference in the lives of veterans. Your support directly impacts the training and placement of life-changing service dogs, helping veterans regain independence, confidence, and hope.

Recognition & Rewards
As a corporate partner, your company will receive:

• Logo placement on our website and materials

• Social media shoutouts highlighting our support and the difference you make

• Event opportunities, including

seminars, dog demonstrations, and

prize opportunities

• A report upon request and other

valuable outcomes your support

enables

Partnership Impact
A single service dog costs

\$15,000-\$20,000 to train. Your annual

donation can fund 10 or more

dogs, giving them the support

and training they need to thrive.

Your support doesn't just fund a service

dog—it saves lives, restores hope, and

creates lasting legacies of gratitude for

those who have served.

Our Values Define Our Partnership
with Kadence Legacy

Kadence Legacy Fund is proud to

partner with our corporate partners

because we share the same values.

Our values define our partnership

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Strategic Planning & Future Growth

Strategic Planning & Future Growth



1 Year

- Launch toolkit
- Strengthen partnerships
- Host 3-5 signature events



2-5 Years

- Expand program capacity
- Develop merchandise
- Grow recurring donors



5+ Years

- Scale up
- Measure impact
- Sustain growth



Kadence
Legacy Fund

How can you support?

- Donate online or in person
- Volunteer or Host an Event
- Attend Fundraising Event
- Spread awareness of our mission



Closing & Questions?

No question is too small—if it's on your mind, it's worth asking!

kadencelegacyfund.ca

