

THE SEEING EYE[®]

GUIDE

A MAGAZINE FOR FRIENDS OF THE SEEING EYE



Meet Glenn Hoagland

The Seeing Eye's
New President & CEO



A Seeing Eye Perspective

My predecessor, Jim Kutsch, gave me a challenging mandate: Make the world's best guide dog school even better.

It won't be easy, but with the staff, volunteers, puppy raisers, donors, graduates, and most importantly, the

Seeing Eye® dogs I've met since I've taken over, I am confident we can meet that challenge.

A lot of people have asked me what I'm going to do first. And here's the answer: I'm going to listen and learn. As a legacy organization, The Seeing Eye has well-established and leading-edge breeding and veterinary research programs, and time-tested training and instruction techniques. We have a long history of working to ensure access and safe streets for people who are blind and to teach them to advocate for themselves. As The Seeing Eye evolves, we will hone and advance these programs to ensure they are always at the leading edge, as well as sustainable for the long-run.

We are approaching 17,500 Seeing Eye teams made since our founding, and each year, one of our volunteers – Bernie Schoenfeld, who as you'll learn later in this issue was named our 2019 Volunteer of the Year – reaches out to graduates a year or two after they leave here to ask them about the program. What are we doing right? What are we doing wrong? What aren't we doing at all?

Overwhelmingly, Bernie says, our graduates' responses are positive. Indeed, almost every graduate of our program says they would enthusiastically recommend The Seeing Eye as the best place to get

a guide dog. And when I talk to our students as they graduate our program with their new dogs, I am encouraged and inspired by hearing such feedback as "I feel like I have gotten my wings" and "This dog is a game-changer for me."

Wow... with feedback like that, why change anything?

And yet... we keep asking, and we keep listening, and we keep innovating in our breeding, applied veterinary research, training and instruction, and access advocacy, because as Jim Kutsch said – what makes you the best today may not keep you the best tomorrow.

The mission of The Seeing Eye is to enhance the independence, dignity, and self-confidence of people who are blind through the use of Seeing Eye dogs. That clarity of purpose drives our organization. Every person I've met here, regardless of their job title, is here to help someone live the better life a Seeing Eye dog can provide.

This is an incredible organization and I am so honored to have become a part of it. Thank you for your generosity, for your advice, and your encouragement.

As we celebrate the end of our 90th anniversary, I hope all of you will join me in fulfilling that mandate of making the pioneering and best guide dog school even better for the next 90 years and beyond.

Sincerely,
Glenn Hoagland
President & CEO

CONTENTS

THE SEEING EYE GUIDE | Winter 2020 | Volume 86, Number 1

- 1 Letters to the Editor
- 2 Cover Story: Meet Glenn Hoagland
- 5 Community Events: Gran Fondo and Doggy Dash
- 6 Family Day
- 7 Volunteer of the Year: Bernie Schoenfeld
- 8 News Highlights

ON THE COVER: Glenn Hoagland was named President & CEO of The Seeing Eye on September 30. Photo by Jacqui Wyatt.



LETTERS TO THE EDITOR

Dear Seeing Eye,

I grew up puppy raising and helped raise 10 Seeing Eye puppies over the last 10 years, and it has helped my personal development in many ways. I learned that you have to be very patient with a puppy, they will learn when they are ready to learn and not when you want them to. You have to be persistent and stick to the training rules that you have for the puppy, and apply them consistently, or else the puppy won't know what the rules are. Most of all, you always have to be aware of where the puppy is, what it's doing, when it needs to be fed, whether it has fresh water, and so on. Responsibility, in other words.

So far, six of our puppies are guiding people who are blind. It is astonishing to witness the transformation of the 7-week-old puppy through one year of its life and observe them at the town walk in Morristown as a young adult about to be sent off to guide someone in the United States or Canada.

Raising a puppy is a remarkable opportunity to help shape a young life, and to see the results of your efforts in the young adult dog that leaves for training at The Seeing Eye. I think that some of the things I learned in raising puppies will help when it comes to working with people in adult life. Just like with puppies, you have to be patient with people and sometimes you have to be quite persistent too. You may have to set rules and boundaries, then stick to them just as you would with a puppy. I hope that when I start my own family, I will remember what I learned by raising puppies.

Daniel Amos

Dear Seeing Eye,

My parents were given a German shepherd puppy in Honolulu for a wedding present in 1939 and our family's love of German shepherd dogs became a lifelong endeavor.

My husband and I lost one of our German shepherds last spring so we only have one very spoiled all-black German shepherd girl who is the light of our lives. She is a certified therapy dog, as most of our dogs have been, and she helps children face their abusers in the court system, from attorney interviews through trial. Thank you for doing what you do, for the dogs as well as those you match them with. I have never known a blind person and my family is blessed in that we have no need of a service dog, but it seems more than reasonable to support entities that make such furry helpers available to those who do.

Eileen Fitzgerald



The Seeing Eye's new President & CEO has been leading nonprofits for more than 30 years.

Meet

Glenn Hoagland, The Seeing Eye's new President & CEO, in front of the fireplace in the Ranger Dining Room at The Seeing Eye with Seeing Eye dogs in training. *Photo by Jacqui Wyatt.*

Glenn Hoagland

While Glenn Hoagland's previous position was in New York, his family has deep roots in the Garden State... literally!

His Dutch ancestors arrived in the mid-1600s and first settled in Warren County to farm. Glenn's father, Ken, grew up on his father's dairy and vegetable farm in Burlington County, then served in the U.S. Army Air Corps during World War II. After the war, he graduated from Rutgers University, then became an estate manager for famed baseball executive Branch Rickey. Following that, he worked as a farm manager for various state institutions in New Jersey, including Greystone Park, Rahway State Prison, and the predecessor to what is today known as the New Lisbon Development Center in the New

Jersey Pinelands. In 1962, he joined the Campbell's Soup Company as an agriculturalist, but soon became a food chemist for Campbell's specializing in food safety and quality controls, as well as flavors and spicing. For much of Glenn's childhood they resided in Basking Ridge, New Jersey.

Glenn's mother's parents were both born in Switzerland – as was The Seeing Eye! His mother's father, a textile engineer from Zurich, arrived in the United States soon after World War I to run silk and textile mills, and a few years later met Glenn's grandmother, a fellow Swiss immigrant, in New York City. They married and had Glenn's mother, Frances, eventually moving to New Jersey.

In 1938, when she was 13 years old, Frances was hit in the head by a door at her school, and soon developed severe headaches. Doctors determined the source of the headaches wasn't the injury from the door, but a brain tumor. During the operation to remove the tumor, the surgeon accidentally severed her optic nerves.

She attended Overbrook School for the Blind in Philadelphia and, with the help of friends, Frances continued to attend school, taking a train about five miles every day. After a brief career as a switchboard operator, using a Braille switchboard, she married Ken in 1956, and later had two sons – Glenn and his brother, Paul.

"My mother knew our house very well, and if she went outside, she went with my father, or her mother, or us, or with friends," he said. "She never used a cane, never used a Seeing Eye dog, but did rely frequently on our family's smart and loyal collie-shepherd mix. But she knew about The Seeing Eye, and always spoke about the organization in very reverent terms.

"People often ask me what it was like to grow up with a mother who was blind. But for me, it was perfectly normal. That's who she was. She cooked the meals and kept house, played the piano, volunteered at our school, ice skated, swam, sailed, water skied, rode the tandem bike, and played chess with my father. She did all the things mothers do," he said. "I have a lot of memories of her using Braille to read to us."

Glenn graduated summa cum laude from the State University of New York-New Paltz with a bachelor's degree in geography, then from the University of Guelph in Ontario with a master's degree in rural planning and development. For the next 35 years, he would lead various non-profit organizations dedicated to conserving farmland and open space and connecting people to nature, including 26

years as President & CEO of the Mohonk Preserve in New York's Hudson River Valley.

"After 25 wonderful years leading that organization making nature accessible to people of all abilities, I thought it was time to see if there was something else on the horizon, but not just anything," he said. "It would have to be a nonprofit that was at least as high-functioning and dedicated to its mission. My first thought – and this was a year before the position opened up – was 'I would ideally love to lead The Seeing Eye.' For the next chapter, I wanted to work on something that was even more directly impacting people's lives, beyond land conservation, and given my mother and her deep respect for the organization, I thought this would be an ideal job. But at that time I was just dreaming and it wasn't available!"

“

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And then last year suddenly... it was. After 13 years as President & CEO, James A. Kutsch, Jr., announced in December 2018 he would retire, and Glenn applied for the position.

"I know a lot of people may question, after more than 30 years in land conservation, why me, why here," Glenn said. "Aside from perhaps a little bit of serendipity, what I had going for me was more than 30 years' experience in leading nonprofit organizations. And a lot of it really does translate. Both at Mohonk Preserve and at The Seeing Eye, the common thread are really dedicated people committed to nonprofit work for the betterment of society, who are experts in what they do. You need to be able to support them, energize them, and help them work together strategically and collaboratively. You have to work with a volunteer governing Board of Trustees, with many enthusiastic and selfless service volunteers, with thoughtful donors, and a broad array of constituents and community leaders. It's about



Glenn in his office with a Seeing Eye dog in training.
Photo by Jacqui Wyatt.

moving the organization forward in fulfilling a really amazing mission. I have always valued organizations that are focused on their impact, have a strong legacy, and successful trajectory, but are not afraid to evolve toward the challenges of the future. At The Seeing Eye, what you see is all of these elements and a real clarity of mission and purpose. We all are specialists in many different areas, but we have one purpose: to create the world's best guide dog teams."

Glenn's wife Melissa and daughter Erin, as well as his dogs Zen (Volpino), Zach (a poodle/cocker spaniel cross), and Bauer (German shepherd), are all glad he is leading The Seeing Eye.

“
We all are specialists in many different areas, but we have one purpose: to create the world's best guide dog teams.
”



Glenn on the front lawn of The Seeing Eye's Washington Valley campus with Seeing Eye dogs in training. *Photo by Jacqui Wyatt.*

A WOOF-DERFUL WEEKEND!

The Seeing Eye Celebrates Doggy Dash and Garden State Fondo

It was a busy weekend of The Seeing Eye as we held the Doggy Dash 5K run/mile walk on Saturday, September 7, and the following day we staffed a rest stop for the Garden State Fondo bicycle tour.

The 5K was held at Lidgerwood Park and the one-mile fun walk was held at Vail Mansion, both in Morristown. Nearly 200 runners participated in the 5K run on a USATF-certified course, and 147 walkers – and many dogs – participated in the one-mile walk through downtown Morristown. The event was sponsored by the Falcon Financial Group, United Fire Protection Corporation, CocoLuxe Fine Pastries, NJM Insurance, and Morris Animal Inn.

On September 8, The Seeing Eye once again hosted the biggest and most well-attended rest stop as part of the Garden State Fondo, an annual cycling endurance challenge held in New Jersey's picturesque Highlands. The longest route is the 105-mile "Gran," with four timed hill climbs; the "Migrane," a 73-mile route with three timed hill climbs; the 60-mile "Medio" with two timed hill climbs; the 42-mile "Piccolo" with one timed hill climb; the 18-mile "Breve"; and, new this year, the grueling "Estremo," a 200-kilometer ride with six timed climbs totaling 9,500 feet.

More than 2,200 cyclists participated this year, and almost all of them visited The Seeing Eye's rest stop in Gladstone. The Seeing Eye's staff, volunteers, and puppy raisers handed out – in addition to the usual water, sports drinks, peanut butter sandwiches, and bananas – potato salad, cheesecake, chocolate-dipped cannoli, and even espresso!



Riders with a puppy raiser and a Seeing Eye golden retriever puppy. Photo by Victoria Alfonzo.



A rider takes a break to take a photo in our "kissing booth" with a Seeing Eye puppy, a black Labrador retriever. Photo by Victoria Alfonzo.



Senior Specialist for Advocacy & Government Relations Melissa Allman and her Seeing Eye dog, a yellow Labrador/golden retriever cross named Luna, leads the walkers at the Doggy Dash.

Photo by Ron Wyatt.



Seeing Eye Day

Our next event will be March 29 at the Prudential Center in Newark, New Jersey, when the New Jersey Devils will host Seeing Eye Day! There will be Seeing Eye dogs and puppies on the concourse to greet fans prior to the 3 p.m. hockey game between the Devils and the Carolina Hurricanes. A portion of every ticket sold through this promotion will benefit The Seeing Eye. For more information, go to our website at www.SeeingEye.org or call the New Jersey Devils at 973-757-6404 and ask about Seeing Eye Day.



Thank You, Puppy Raisers!

The Seeing Eye introduced a new award at Family Day this year, recognizing those who have raised 50 or more puppies. The inaugural winners were, from left, Kathy Creveling, Janet Keeler, Carmella Passaro, and Virginia Knoll. On the right is Seeing Eye Director of Canine Development Peggy Gibbon. *Photo by Michelle Barlak.*

In 2019, 567 puppy raisers dedicated their time, energy, and love to raising our puppies. Our puppy raisers, ranging in age from 9-year-olds to senior citizens, welcome these 7-week-old puppies into their homes, raise them for the next 14 to 16 months, teach them good house manners, basic obedience, and socialization, and then return them to The Seeing Eye for four months of training as Seeing Eye dogs.

Every summer, the puppy raiser families are invited to come to our campus in Morristown for Family Day, where they get a chance to meet each other, tour the campus, attend presentations from staff, and hear from Seeing Eye graduates whose lives have been changed by these amazing dogs. This year, 1,259 people attended Family Day on August 17, 2019.

Debra Brodhecker, Dawn Larsen, Loreli Stochaj, and Bknorr Throckmorton were presented with crystal biscuit jars for serving as leaders of Seeing Eye puppy clubs for 20 years, and welcomed as new members of the 21 Club – those who have raised at least 21 Seeing Eye puppies – were the Bennett family, Val Guenther, the Huie family, the Swope family, the Yingst family, the Emer family, and the Krajewski family. This year, the 50 Club – recognizing those who have raised 50 or more puppies – was created, and its inaugural members are Kathy Creveling, Janet Keeler, Virginia Knoll, and Carmella Passaro.

In addition, 50 students were recognized with Puppy Raiser Scholarships: Nicole Alexakos, Natalie Alheidt, Emily Alter, Daniel Amos, Brylin Barnes, Tess Boland, Hannah Burke, Alexa Calder, Emory Chiappa, Isabelle Chirls, Sarah Clarke, Jenna Crilley, Heather

Daly, Emily DiMarino, Mia G. Estevez, Erin Flannery, Sela Anne Fusco, Kathryn Groff, Hannah Grunder, Christopher Hausheer, Julie Karlsson, Elizabeth Kaufmann, Devin Krass, Abby Kuelker, Gregory Lion, Eric Love, Grace Mahoney, Justin Manne, Alexis Mathis, Christian Meyers, Grace Montgomery, Ryan Nagler, Athena Marie Nazzaro, Elinor Newgent, James O'Connor, Christine Pak, Eric Perry, Rachel Lee Plunkett, Julia Rathsam, Brooke Riefenstahl, Kiele Riefenstahl, Amanda Ring, Julia Romano, Kyle Saul, Zachary Sedlacek, Tal Slon, Marley Swartz, Bradley Tallo, Katherine Urbano, and Nathaniel Young.

The scholarship were provided by or given in honor of E. Regan and Bruce Adams, Josephine Aresty, Bernice Barbour Foundation, Anton and Augusta Birkel Foundation, Edward A. Bragaline, Emma Kate Brunskill, David M. Crowley Foundation, Bernice Delmont, Katherine Ann Engleking, Fludzinski Foundation, William Heady, Bruce J. Heim Foundation, Hermione Foundation, Sandy Hill Foundation, Sally A. Jumper, Michael J. Kosloski Foundation, Aaron & Rachel Meyer Foundation, PETCO Foundation, the Radcliff family, and the Eleanor Twomey Charitable Trust.

The Seeing Eye thanks Allergan Foundation and Helen Skiba-Powell for sponsoring Family Day 2019. Also making donations were Judy and Rich Dolinko, Demarest Farms, Best Provisions, Herr's Foods, Pechter's, Sysco, Performance, Kayser's Dairy, and Bella Faccia Painting LLC.

If you're interested in raising a puppy for The Seeing Eye, go to our website at <http://www.SeeingEye.org/raise> or call us at (800) 539-4425 and ask for Puppy Development.



Family Day 2019
Service Scholarship Recipients



Seeing Eye graduate Decosta Lewis, center, attended Family Day with his family and his Seeing Eye dog, a yellow Labrador/golden retriever cross named Jesse. *Photo by Michelle Barlak.*

*The Seeing Eye
is a great place to work...
or to volunteer!*

Volunteers do a variety of duties at The Seeing Eye, including helping out in the kennels, driving vans, office work, and welcoming guests to campus. More than 160 people volunteer at The Seeing Eye's Washington Valley campus, Downtown Training Center in Morristown, and our breeding station in Chester; that doesn't include our hundreds of puppy raisers (but many of them do volunteer as well!). Our Board of Trustees also is made of volunteers.

The Seeing Eye thanked those volunteers at a Sept. 24 reception held at the Washington Valley campus. In particular, The Seeing Eye recognized volunteers celebrating one year, five years, 10 years, or 15 years of service, and also Bernie Schoenfeld, The Seeing Eye's 2019 Volunteer of the Year.

"I live about nine miles from The Seeing Eye, and I'm in Morristown a lot, but I didn't even think about volunteering for The Seeing Eye until I was about 3,000 miles away," Bernie said. "Around 2008, I was on a flight to a family reunion in Bend, Oregon, on this little 12-seater plane, and on the plane is a young man with a German shepherd. And during the flight, we ran into a tremendous thunderstorm, and the plane is moving up and down and every which way and the dog was so calm and so well-behaved, it was just amazing. After we landed, I said, 'Excuse me, where in the world did you get such a great dog?' And he said, 'He's a Seeing Eye dog! He's my eyes, he's my independence, he's my best friend.' And I turned to my wife and said, 'When we get home, I have to check this place out.' And I've been volunteering ever since."

Bernie has walked dogs as well as led public visits, but his primary role has been calling graduates for feedback about the program. "The Seeing Eye does exit interviews with students before they graduate, but this is an opportunity to talk to them again after they've been working with their dog for a year or two and reflect on the training they received and any suggestions they have about improving the program. We get some really good feedback," Bernie said.

Every year, Bernie interviews close to 250 people. "I ask every person, would you recommend The Seeing Eye to others? And almost every single person – I'm talking 98 or 99 percent – says absolutely yes."

TOP RIGHT: The Seeing Eye's 2019 Volunteer of the Year, holding up a print of "Fortunate Fields," depicting a German shepherd in a grass field. A plaque below the illustration commemorates Bernie's years of service to The Seeing Eye. *Photo by Linda Delukey.*

BERNIE SCHOENFELD

The Seeing Eye's 2019
Volunteer of the Year



ONE YEAR OF VOLUNTEER SERVICE

Brian Bodnar, Christina Carswell, Monica Cullen, Lynda Cyprus, Lauren Del Plato, Marge Dukes, James Evans, Joyce Everett, Drew Gibbon, Dana Hamwee, Knut Holzer, Susan Jay, Bob Kallas, Lauren Kobel, Marina Kontos, Jane Manzione, Sharon Matschke, Noreen Mazurek, Marge Moore, Terri Moore, Michael Moran, Debbie Nash, Robyn Oplinger, Kerrie Page, Don Post, Dawn Riley, Robyn Roebuck, Beverly Schindler, MaryAnn Southard

FIVE YEARS OF VOLUNTEER SERVICE

Carolyn Armbruster, Leonard Borowski, Lorraine Dacko, Jeri-Ann Frankel, Debbie Goetchius, Christine Hasenbein, Susan Liegner, Thomas Moke, Mary Peter, Christina Piscitelli, Deb Sirvidio, Marge Sirvidio, Kathy Sonner, Pamela Wilson

TEN YEARS OF VOLUNTEER SERVICE

Trisha Ebel, Bob Frederick, Bob Hensen, Kathy Liptak, Kathy Lopes, Ginny Mahood, Lewis Ostar, Ellen Ringle, Elise Ross, Dale Smith

FIFTEEN YEARS OF VOLUNTEER SERVICE

Gayll Fisher, R. Bruce Johnson, Barbara Landmann, Pat Swanson

Two years after our founding in 1929, The Seeing Eye moved to New Jersey, and we've made the Garden State our home ever since. Every Seeing Eye dog is born at our breeding station in Chester, and every Seeing Eye dog is trained on the streets of Morristown.

So it makes sense that the official dog of New Jersey would be... the Seeing Eye dog!

"As The Seeing Eye wraps up its 90th anniversary year, we are so honored that the great state of New Jersey has recognized the important role that Seeing Eye® dogs have in the lives of the people who raise, train and own them," said Seeing Eye President & CEO Glenn Hoagland. "When our non-profit was founded, few people believed dogs could contribute to the health and wellness of humankind in the myriad of ways they do today. The work of our founders paved the way for acceptance of assistance animals in society, eventually leading to their incorporation into the Americans with Disabilities Act."

The bill was introduced by Senator Anthony R. Bucco; after his death, it was shepherded by his son, Senator Anthony M. Bucco, and passed the New Jersey Senate and Assembly with unanimous bipartisan support, and signed into law by Governor Phil Murphy on January 21.

"My father and I shared a passion for the work of The Seeing Eye organization and its mission to increase the independence of those who are blind and visually impaired," said Senator Anthony M. Bucco. "This was one of the last bills that we worked on together prior to his passing. I couldn't think of a more fitting tribute to my father than the signing of this legislation which encapsulates his deeply held belief that everyone deserves the opportunity to live with dignity and respect."

New Jersey becomes the 16th state to designate a state dog.

THE SEEING EYE DOG is the OFFICIAL DOG of NEW JERSEY!



From left, Donor & Public Relations Assistant Mary Manwaring with her Seeing Eye dog, a black Labrador retriever named Oriole; Director of Instruction & Training David Johnson; Director of Canine Development Peggy Gibbon; retired President & CEO Jim Kutsch with his Seeing Eye dog, a yellow Labrador retriever named Easton; New Jersey Senator Anthony M. Bucco with a retired Seeing Eye dog, a German shepherd named Balto; President & CEO Glenn Hoagland with a Seeing Eye puppy, a golden retriever named Chance; Senior Manager of Instruction & Training Walt Sutton with a Seeing Eye dog in training, a German shepherd named Butch; and Senior Specialist for Advocacy & Government Relations Melissa Allman with her Seeing Eye dog, a yellow Labrador/golden retriever cross named Luna.

Photo by Michelle Barlak.



Seeing Eye Instructor Kristen DeMarco trains a Seeing Eye dog in Morristown.

Photo by Cole Beckerman.

THE SEEING EYE IN THE NEWS

Seeing Eye Instructor Kristen DeMarco was interviewed for The New York Post's web series, "Professional Confessional." Kristen answered questions such as "How long is the training process?", "What happens to the dogs that don't pass the training?", "Do you reward good behavior with treats?", and many more!

To see the video, go to www.SeeingEye.org/demarco.

And Seeing Eye Instructor Kristen Oplinger, Seeing Eye graduate and Trustee Susan Pomerantz, and Seeing Eye President & CEO Glenn Hoagland were interviewed by ABC News for their web series, "Localish."

To see that video, go to www.abc7ny.com/localish.

The Seeing Eye thanks its corporate partners



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Benjamin Moore® is proud to support The Seeing Eye® in its efforts to enhance the lives of people who are blind.



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If your company would like to get involved, please visit SeeingEye.org/Partner for more information.

www.SeeingEye.org



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It's official...
The Seeing Eye® dog
is now the
state dog
of New Jersey!
See story on Page 8!



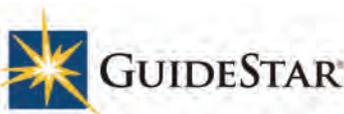
The Seeing Eye

President & CEO Glenn Hoagland
Editor Craig Garretson

Visit our Website www.SeeingEye.org
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The Seeing Eye follows the guidelines recommended by the Council of U.S. Dog Guide Schools for the humane care and training of dogs to be guides, and the instruction and graduate services offered to people who are blind or visually impaired.

The Seeing Eye is an accredited member of the International Guide Dog Federation. The mission of The Seeing Eye is to enhance the independence, dignity and self-confidence of people who are blind, through the use of specially trained Seeing Eye dogs.