

Fast Facts 2017 (Reported for 2016)

Our Animals

- Intake: 2,374 (970 dogs & 1,404 cats) plus 181 other species
- Place rate overall: 86%
- National average place rate: approximately 64%
- Before adoption, all animals are fully vaccinated, spayed or neutered, and micro-chipped.
- Save rate: For the 16th straight year, 100% of all adoptable animals were saved.

Our Shelter

- Size: 4,000 sq. feet (main building)
- 4 Cat Community Center Trailers
- 1 Administrative Office Trailer
- 1 Conference Trailer
- 4 storage pods

Our Staff

- 14 full-time
- 11 part-time

City of Dearborn

- Human population: 95,171
- Est. pet ownership:
 - 13,361 dogs
 - 11,128 cats
- Est. annual spending on pets: \$13,360,940
- With over 31,502 households, an est. 17,641 own pets

National Statistics

- Households owning pets: 65%
- Number of owned cats: 42.9m
- Number of owned dog: 54.4m (Source: APPA-HSUS)
- Shelter statistics for cats and dogs (annual):
 - Intake: 7.6M
 - Intake of purebred dogs: 25%
- Approx 29% of dogs and cats are adopted from shelters. (Source: ASPCA)

Volunteers

- 458 registered volunteers
- 18,397: Hours Donated (equivalent value of over \$ 433,065 or 2,300 staff days)
- 89: Foster families who provided care for 679 animals.
- Student Volunteers: One of the few sheltering organizations to accept youth under age 16.
- Internships: Ongoing opportunities for local partnering schools, including University of Michigan-Dearborn.

Special Programs

We are a training site for community groups, including:

- Howe School
- Mixer School
- Services to Enhance Potential
- Jewish Vocational Services

Supporter Demographics

- 64% of volunteers, 70% of donors, and 79% of adopters are from outside of Dearborn.
- Shelter visitors: 13,513 families visited our shelter in 2016.

Public Relations

The Friends have deep media relationships throughout the metro Detroit community. This affords the organization opportunities to feature adoptable animals, provide education and animal tips, promote events, and address animal advocacy to a wide audience.

Public relations efforts include communications in the following platforms:

- Regular news distribution through 55 media outlets
- Weekly adoptables in electronic portals
- Monthly segment on WJBK Fox 2 (second Tuesday of each month)
- PawPrints 30-minute cable program every other month
- On Facebook www.facebook.com/MetroDetroitAnimals
- On Twitter www.twitter.com/MetroDetAnimals
- On YouTube www.YouTube.com/user/DearbornAnimals1
- Friends' platforms: www.MetroDetroitAnimals.org
- Bimonthly Enews
- Constant face-to-face interactivity
- PR Agency: Robar PR, 313-207-5960, crobar@robarpr.com

Financial

- Sources of Funds
 - Donations: 44%
 - Events: 27%
 - Adoption & Shelter Fees: 14%
 - City Subsidy: 8%
 - Other: 7%
- Use of Funds
 - Animal Care: 82%
 - Administrative: 8%
 - Fundraising: 10%

Community Services

Helping 1,000 companion pets annually.

- 601: Number of low-cost spay/neuter vouchers distributed
- 68: Puppy and Dog Training Classes
- 129: Number of low-cost microchip ID vouchers distributed
- Operation Feed Fido: A food supplement program.
- Cat Helpline: Leave a message with current cat concerns and best way to reach you. 313-355-7553 or helpmycat@dearbornanimals.org.

Events

- New cat adoption centers:
 - Pet Supplies Plus, Dearborn
 - Pet Smart, Taylor
 - Petco, Detroit
 - PetSmart, Dearborn
- Fundraising Events include:
 - Fur Ball (April) Mutt Strut & Pet Expo (May)
 - Black Tie & Tails dinner, dance, and auction (October)
 - More than 90, third-party-sponsored events, such as Dog Days of Summer-Dearborn Brewery, (throughout the year), Bowl- 4-Animal Rescue (August), and Pat's Pasta Dinner (October).
- City of Dearborn:
 - Homecoming
 - Memorial Day Parade
 - Farmers & Artisans Market