



FAST FACTS

REPORT FOR 2020

OUR ANIMALS

- Intake: 1,270 (598 dogs and 1,868 cats)
- Place rate overall: 84%
- Before adoption, all animals have age-appropriate vaccines, are spayed or neutered and microchipped

OUR CENTERS

MaryAnn Wright Animal Adoption and Education Center

16121 Reckinger Rd., Dearborn, Opened in September 2018

- 10,000 square feet, utilizing best practices in animal sheltering
- Double compartment housing for all animals/separate areas for dogs and cats/natural light
- Meet and greet rooms
- Sophisticated air-handling systems
- Durable and hygienic surfaces

Animal Services Center

2661 Greenfield, Dearborn

- 4,000 square feet (main building)
- 4 trailers for cat/isolation housing
- 1 administrative office trailer
- 1 conference trailer

OUR PARTNERS

- Cat adoptions at the following locations during normal business hours:
 - » Pet Supplies Plus, Dearborn
 - » PetSmart, Dearborn and Taylor

OUR STAFF

- 15 full-time
- 12 part-time

CITY OF DEARBORN*

- Human population: 94,701
- Est. pet ownership:
 - » 15,298 dogs
 - » 10,402 cats
- Out of 30,596 households, an estimated 17,378 own pets

*Source: US Census, AVMA.org Statistics on Pet Ownership

NATIONAL STATISTICS*

- Estimated national annual spending on pets: \$75 billion
 - Households owning pets: 68%
 - Number of owned cats: 94 million
 - Number of owned dogs: 90 million
 - Shelter statistics for cats and dogs (annual):
 - » Intake: 6.5 million
 - » Intake of purebred dogs: 25%
 - Approximately 19% of dogs and 26% of cats are adopted from shelters
- *Source: ASPCA, APPA, HSUS

VOLUNTEERS

- 375 registered volunteers
- 12,738 hours donated (equivalent value of over \$346,473 in wages)
- 1,075 foster animals cared for with over 14,723 hours
- 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

- Training and resource site for community groups, including:
 - » Mixer School
 - » Read to Rover children's program
 - » Veteran adoption programs — Blue Star Service Dogs and Pets for Patriots



Roll over the page for more fast facts!

FAST FACTS (CONT.)

REPORT FOR 2020

SUPPORTER DEMOGRAPHICS

- 51% of volunteers, 65% of donors, and 81% of adopters are from outside of Dearborn
- Shelter visitors: 3,957* people visited our shelter in 2020
- * Severely Impacted by COVID-19

PUBLIC RELATIONS

- Friends has 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 80 media outlets
 - » Weekly adoptables in electronic portals
 - » Monthly segment on WJBK Fox 2 (second Monday of each month) - Paused due to COVID-19
 - » Hallmark Channel (periodically)
 - » 105.1 The Bounce Doggy Dogg Thursday
 - » On Facebook: www.facebook.com/MetroDetroitAnimals
 - » On Twitter: www.twitter.com/MetroDetAnimals
 - » On Instagram: [MetroDetroitAnimals](https://www.instagram.com/MetroDetroitAnimals)
 - » On YouTube: <https://www.youtube.com/user/DearbornAnimals1/>
 - » Official Friends website: www.MetroDetroitAnimals.org
 - » Biweekly eNews
 - » Consistent face-to-face interactivity

FINANCIAL* - OPERATIONS

- Sources of funds
 - » Donations: 54%
 - » Events: 23%
 - » Programs: 9%
 - » Other: 4%
 - » City subsidy: 10%
 - Expenses
 - » Programs: 82%
 - » Management & General: 15%
 - » Fundraising: 3%
- *Estimated pre-audit numbers

COMMUNITY SERVICE

- 37 low-cost spay/neuter vouchers and 11 low-cost microchip ID vouchers distributed
- *Severely Impacted by COVID-19
- Operation Feed Fido: A food supplement program that provided 7,516 pounds of food

EVENTS

- Fundraising events include:
 - » Artists for Animals (2/14/21)
 - » Auction for Animals (3/19-3/29/21)
 - » Mutt Strut - (9/25/21)
 - » Golf outing (7/19/21)
 - » Paws & Pajamas TBD
 - » Black Tie and Tails (10/22/21)
 - » More than 90 third-party events, such as Fur Ball (September), Bowl-4-Animal Rescue (August) and Pat's Pasta Dinner (October)
 - » City of Dearborn: Memorial Day Parade, Homecoming, Farmers Market

