



## FAST FACTS

### Report for 2022

#### OUR ANIMALS

- Intake: 2,340: 780 dogs/1442 cats/118 domestic animals and wildlife
- Overall placement rate: 88%
- Before adoption, all animals have age-appropriate vaccines, are spayed, or neutered, and microchipped

#### OUR CENTERS

##### MaryAnn Wright Animal Adoption and Education Center (MAW AAEC)

16121 Reckinger Rd., Dearborn - Opened 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 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 and Taylor
  - » PetSmart, Woodhaven and Taylor

#### OUR STAFF

- 17 full-time
- 14 part-time
- All staff certified Fear Free
- Over 31,797 households, an estimated 22,257 own pets

#### NATIONAL STATISTICS

- Estimated national annual spending on pets: \$123 billion
- Households owning pets: 70% (Source: APPA)
  - Households with cats: 45.3 million
  - Households with dogs: 69 million
- Annual shelter statistics for cats and dogs (Source: ASPCA):
  - Intake: 6.3 million
  - Intake of purebred dogs: 25%
- Approximately 23% of dogs and 31% of cats are adopted from shelters

#### VOLUNTEERS

- 337 registered volunteers
- 18,755 hours donated (equivalent value of over \$561,712.00 in wages)
- 683 foster animals cared for with over 27,656 hours
- Student volunteer program: One of the few sheltering organizations to accept kids under age 16
- Internships: Ongoing opportunities for local partnering schools.

#### SPECIAL PROGRAMS

- We are a training and resource site for community groups, including:
  - Read to Rover - children's reading support program
  - Mixter School
  - Community service opportunities for court and school requirements.
  - Provide practical experience for veterinary technician students through V.I.P.
  - Veteran Adoption programs — Blue Star Service Dogs, Pets for Patriots, and discounted adoptions.



Roll over the page for more fast facts!

# FAST FACTS (CONT.)

## SUPPORTER DEMOGRAPHICS

- 57% of volunteers, 68% of donors, and 73% of adopters are from outside of Dearborn
- 5,469 people visited our shelter in 2022

## 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 80 media outlets
  - Weekly adoptable animals on social media and website
  - Hallmark Channel (periodically)
  - Facebook:  
[www.facebook.com/MetroDetroitAnimals](http://www.facebook.com/MetroDetroitAnimals)
  - Twitter: [www.twitter.com/MetroDetAnimals](http://www.twitter.com/MetroDetAnimals)
  - Instagram: MetroDetroitAnimals
  - YouTube: <https://www.youtube.com/user/DearbornAnimals1/>
  - Official Friends website:  
[www.MetroDetroitAnimals.org](http://www.MetroDetroitAnimals.org)
  - Biweekly e-News

## FINANCIAL - OPERATIONS

- Sources of funds\*:
  - Donations: 44%
  - Events: 26%
  - Adoption and shelter fees: 11%
  - Other: 4%
  - City fees: 15%
- Expenses\*
  - Animal Care: 78%
  - Administrative: 13%
  - Fundraising: 9%

\*Estimated pre-audited numbers

## COMMUNITY SERVICE

- Operation Feed Fido: A food supplement program that provided 9987 pounds of food distributed to feed 155 dogs and 86 cats.
- Free vaccine/microchip clinics- vaccinated 530 dogs and 79 cats and microchipped 307 pets.

## EVENTS – 2023 Schedule

Fundraising and Friend-Raising events include:

- Buddies' Brunch (3/4/23) – Park Place Catering
- Spring Concert (4/29/23) – Detroit Design Center
- Golf outing (6/19/23) – Dearborn Country Club
- Mutt Strut and Adoption Center 5-year anniversary (9/23/23) – MAW Adoption and Education Center
- Black Tie and Tails (10/27/23) - TBD
- Third-party events: Chicken dinner (Sept), and Pat's Pasta Dinner (October)
- City of Dearborn: Memorial Day Parade, Homecoming, Farmers Market

