



FAST FACTS

Report for 2023

OUR ANIMALS

- Intake: 2671:815 dogs/1738 cats/118 domestic animals and wildlife
- Live release rate: 84%
- 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

(February 2, 2024, the Friends closed Greenfield location and moved all operations to MAW AAEC)

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
- 19 part-time
- All permanent staff certified Fear Free

Dearborn Community

- 35,968 households, an estimated 23,739 own pets.

NATIONAL STATISTICS

- Estimated national annual spending on pets: \$143.6 billion.
- Households owning pets: 66% (Source: APPA)
 - Households with cats: 46.5 million
 - Households with dogs: 65.1 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

- 370 registered volunteers
- 20,749 hours donated (equivalent value of over \$659,722.00 in wages)
- 707 animals in foster care totaling over 27,737 volunteer hours.
- Student volunteer program: One of the few sheltering organizations to accept kids under the 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.
 - Mixer School
 - Community service opportunities for court, school, business and scouting 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

- 64% of volunteers, 68% of donors, and 79% of adopters are from outside of Dearborn
- 7,702 people visited our shelter in 2023

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:
 - News distribution of over 135 media outlets
 - Weekly adoptable animals on social media and website
 - Facebook: www.facebook.com/MetroDetroitAnimals
 - Instagram: [@MetroDetroitAnimals](https://www.instagram.com/MetroDetroitAnimals)
 - YouTube: [youtube.com/@DearbornAnimals1](https://www.youtube.com/@DearbornAnimals1)
 - Official Friends website: www.MetroDetroitAnimals.org
 - Monthly e-News

FINANCIAL - OPERATIONS

- Sources of funds*:
 - Donations: 51%
 - Events: 24%
 - Adoption 5%
 - Animal services: 2%
 - Other: 1%
 - City fees: 17%
- Expenses*
 - Animal Care: 78%
 - Administrative: 9%
 - Fundraising: 13%

*Estimated pre-audited numbers

COMMUNITY SERVICE

- Operation Feed Fido: A food supplement program that provided 13010 pounds of kibble and 1237 cans of food distributed to feed 256 dogs, 143 cats and 4 ferrets..
- Assisted in free vaccine/microchip clinics- vaccinated 540 dogs and 9 cats and chipped 167 pets.

EVENTS – 2024 Schedule

Fundraising and Friend-Raising events include:

- Best Buddies' Brunch (3/23/24) – Park Place Catering
- PAWCHELLA festival-MAW AAEC
 - Concert (6/21/24)
 - Street fair (6/22/24)
 - Adoptathon (6/23/24)
- Phyllis Moore Memorial Golf outing (7/20/24) – Dearborn Hills
- Friends Bar Crawl (8/10/24) downtown Detroit
- Black Tie and Tails (10/25/24) – The Henry
- Third-party events: PAWCHELLA paper sales (June) and Pat's Pasta Dinner (October)
- City of Dearborn: Memorial Day Parade, Homecoming,

