



2011 Fast Facts (reported for 2010)

Nationally

- Households owning pets – 63%
- Number of owned cats – 85 million, dogs – 75 million
- Shelter statistics for cats and dogs (each year):
 - Intake: 5 – 7 million
 - Reclaimed by owners: 20% of cats, under 20% of dogs
 - Purebred dogs turned in: 25%
 - Under 20% of companion dogs & cats are adopted from shelters
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City of Dearborn

- Population of approximately 89,000
- With just over 34,000 households, 21,500 are estimated to own pets
- Estimated pet population: dogs 13,600 and cats 15,400
- Estimated annual spending on pets: \$25,375,000

Animals:

- Intake 2,353 (940 dogs, 1,413 cats, 51 domestic & 46 wildlife other species)
- Adoption rates:
 - For the 10th straight year, 100% of all adoptable animals were saved. Approximately 64% of the animals who found their way to the Dearborn animal shelter were able to be saved. On a national average, 65% of homeless animals are euthanized.

Shelter:

- Size 4,000 square feet main building, 4 Cat Community Center Trailers, 1 Administrative Office Trailer, 3 storage pods
- Staff 11 full-time, 9 part-time

Volunteers:

- Active 505 (385 adults; 120 students)
- Hours donated 64,070
- Special Programs One of the few organizations to accept youth under the age of 16. One of the training sites for the ARKAY program for mentally and developmentally challenged adults. One of the employment sites for AARP.

Events:

- Community and Education Over 100 including Low Cost Sterilization, Puppy and Dog Training Classes, Bully Splash Bash and more
- Offsite Adoptions 41 at several different locations (including the Detroit Boat Show and Dearborn Women's Expo)
- Fundraising Over 40 including:
 - Black Tie and Tails Dinner, Dance, and Auction
 - Mutt Strut & Pet Expo
 - Cool Cat Casino Night, No Beast Feast, and others
 - 3rd party sponsored events such as Aleta Sill's Bowling, Hogs 4 Dogs, & many others
- City of Dearborn Homecoming, Memorial Day Parade and Farmer's Market
- Volunteer Over 50 including orientation sessions and volunteer meetings
- Administrative Approximately 80 including Board, Leadership, and special meetings

Public Relations

The Friends have strong ties to media throughout metro Detroit, affording the organization opportunities to showcase adoptable animals, education, animal tips, events and address animal advocacy with a wide audience. As part of this visibility, the Friends have a segment on WJBK Fox 2 News the second Monday of each month. Closer to home, the Friends have regular features in print and electronic media, including weekly adoptables, consistent coverage for Friends events and sharing news and important human-animal discussions with the community. This expanse is highlighted in a monthly Friends show called PawPrints TV on City of Dearborn television. Our own outreach tools include the Friends website, twice monthly Enews, Facebook and Twitter communities and constant face-to-face interactivity.

Financial

- Sources of Funds Donations 37%, Events 33%, Adoption and Shelter Fees 15%, City Subsidy 9%, Other 6%
- Use of Funds Animal Care 83%, Fundraising 8% and Administrative 9%

Supporter Demographics

During 2010, 57% of volunteers, 66% of donors, and a total of 65% of the 25,691 records in our database came from outside Dearborn.