



Friends For the Dearborn Animal Shelter

Fast Facts 2016 (Reported for 2015)

Our Animals

- Intake: 2,341 (921 dogs & 1,420 cats) plus 128 other species
- Place rate overall: 83%
- National average place rate: approximately 64%
- Before adoption, all animals are fully vaccinated, spayed or neutered, and micro-chipped.
- Save rate: For the 15th 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
- 3 storage pods

Our Staff

- 15 full-time
- 12 part-time

City of Dearborn

- Human population: 95,535
- Est. pet ownership:
 - 13,375 dogs
 - 10,508 cats
- Est. annual spending on pets: \$14,7600,000
- With over 29,844 households, an est. 19,399 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: 6M to 8M
 - Intake of purebred dogs: 25%
- Approx 29% of dogs and cats are adopted from shelters. (Source: ASPCA)

Volunteers

- 78: Active Volunteers (those who donated 50 or more hours in 2015)
- 17,314: Hours Donated (equivalent value of over \$399,433 or 2,164 staff days)
- 75: Foster families who provided care for 569 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:

- Michael Berry Center
- Mixter School
- Services to Enhance Potential
- Jewish Vocational Services

Supporter Demographics

- 57% of volunteers, 65% of donors, and 79% of adopters are from outside of Dearborn.
- Shelter visitors: 15,158 families visited our shelter in 2015.

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 Monday of each month)
- PawPrints 30-minute cable program every other month
- On Facebook www.Facebook.com/DearbornAnimals
- On Twitter <https://twitter.com/FFDAS>
- On YouTube www.YouTube.com/DearbornAnimals1
- Friends' platforms: www.DearbornAnimals.org
- Bimonthly Enews
- Constant face-to-face interactivity

Financial

- Sources of Funds
 - Donations: 64%
 - Events: 17%
 - Adoption & Shelter Fees: 7%
 - City Subsidy: 6%
 - Other: 6%
- Use of Funds
 - Animal Care: 83%
 - Administrative: 7%
 - Fundraising: 10%

Community Services

- 582: Number of low-cost spay/neuter vouchers distributed
- 52: Puppy and Dog Training Classes
- 198: Number of low-cost microchip ID vouchers distributed
- Operation Feed Fido: A food supplement program.

Events

- Off-site Adoptions: Held each weekend at various locations, with primary sites at:
 - Pet Supplies Plus, Dearborn
 - Pet Supplies Plus, Taylor
 - Petco, Detroit
 - Petco, Westland
 - PetSmart, Dearborn
- Fundraising Events include:
 - Cool Cat Casino Night (February)
 - Mutt Strut & Pet Expo (May)
 - Black Tie & Tails dinner, dance, and auction (October)
 - More than 90 third-party-sponsored events, such as Megan's Dreams Golf Outing (June) and Bowl- 4-Animal Rescue (August)
- City of Dearborn:
 - Homecoming
 - Memorial Day Parade
 - Farmers & Artisans Market

