



Friends for Animals of Metro Detroit

Fast Facts 2018 (Reported for 2017)

Our Animals

- Intake: 2,588 (987 dogs & 1,601 cats) plus 114 other domestic animals and 224 wildlife
- Place rate overall: 89.9%
- Before adoption, all animals have age appropriate vaccines, are spayed or neutered, and micro-chipped.
- Save rate: For the 17th straight year, 100% of all adoptable (healthy & treatable) 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

- 16 full-time
- 12 part-time

City of Dearborn

- Human population: 94,444
- Est. pet ownership:
 - 21,214 dogs
 - 23,175 cats
- Estimated national annual spending on pets: \$69,360,000
- With over 31,279 households, an est. 17,516 own pets

National Statistics

- Households owning pets: 68%
- Number of owned cats: 94.2m
- Number of owned dog: 89.7m (Source: APPA-HSUS)
- Shelter statistics for cats and dogs (annual):
 - Intake: 6.5M
 - Intake of purebred dogs: 25%
- Approx 23% of dogs and 31% of cats are adopted from shelters. (Source: ASPCA)

Volunteers

- 522 Registered Volunteers
- 13, 807: Hours Donated (equivalent value of over \$315, 639)
- 670+ Foster Animals Cared for with over 18,200 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

We are a training site for community groups, including:

- Mixer School
- Services to Enhance Potential
- Jewish Vocational Services

Supporter Demographics

- 62% of volunteers, 68% of donors, and 79% of adopters are from outside of Dearborn.
- Shelter visitors: 11,458 people visited our shelter in 2017.

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)
- On Facebook
www.facebook.com/MetroDetroitAnimals
- On Twitter
www.twitter.com/MetroDetAnimals
- On YouTube
www.YouTube.com/user/DearbornAnimals1
- Friends' platforms:
www.MetroDetroitAnimals.org
- Bimonthly Enews
- Constant face-to-face interactivity
- Monthly segment on the Hallmark Channel

Financial

- Sources of Funds
 - Donations: 61%
 - Events: 17%
 - Adoption & Shelter Fees: 11%
 - Other: 6%
 - City Subsidy: 5%
- Use of Funds
 - Animal Care: 83%
 - Administrative: 9%
 - Fundraising: 8%

Community Services

- 355: Number of low-cost spay/neuter vouchers distributed
- 103: Number of low-cost microchip ID vouchers distributed
- Operation Feed Fido: A food supplement program that provided 1,901 pounds of food.

Satellite Cat Adoption Centers

- Off-site adoption partners provide necessary supplies and loving care for the cats in the store while offering a convenient location for adoptions.
 - Pet Supplies Plus, Dearborn
 - PetSmart, Dearborn
 - PetSmart, Taylor

Events

- Fundraising Events include:
 - Mutt Strut & 5k (May 12th)
 - Golf Outing (June 18th)
 - Black Tie & Tails dinner, dance, and auction (October 26th)
 - More than 90 third-party-sponsored events, such as Fur Ball (April 28th), Bowl- 4-Animal Rescue (August 11th), and Pat's Pasta Dinner (October 8th)
- City of Dearborn:
 - Homecoming
 - Memorial Day Parade
 - Farmers & Artisans Market