



## Governance, Policies, and Strategy

**Mission:** Provide loving care and sanctuary to animals, encourage adoptions and reunions, and promote respect, responsibility, and compassion for all animals.

**Slogan:** Take Us to Heart

### Organization:

The *Friends For the Dearborn Animal Shelter (Friends)* is a not for profit 501(c)(3) volunteer organization that was organized and incorporated in 1993. The management of the *Friends* is vested in a Board of Directors and Leadership Team who are guided by the *Friends* Mission, Bylaws, and Policies. There are over 20,000 families on the *Friends* supporter database.

### Shelter:

The Dearborn Animal Shelter is owned by the City of Dearborn and is the responsibility of the Police Department. It was constructed in 1978 and is located at 2661 Greenfield. The *Friends* have operated the Shelter under a contractual agreement with the City since 1996. Staff are employed and managed by the *Friends* to operate the Shelter. The Shelter Executive Director is a Licensed Veterinary Technician.

### Animals:

- All adoptable animals are listed online through the *Friends* web site in partnership with Petfinder, an internet-based, searchable database of adoptable animals. Of all the people coming to the Shelter to adopt, over 70% have first viewed the animal they are looking for through our web site.
- All animals adopted from the Shelter are tested, vaccinated, sterilized (in cooperation with local area veterinarians), and microchipped. In addition, all adoptors are offered ShelterCare pet insurance. All adoptions are thoroughly screened and post adoption follow-ups are done.
- Cats:
  - Our adoption contract requires that cats be kept indoors at all times.
  - It is our policy to discourage cat declawing, but not to deny an adoption to a quality home if they plan to have the cat declawed.
- Dogs:
  - Our adoption contract requires that the dog be a part of the family (not an outside-only dog).
  - Cosmetic surgery (tail docking and ear cropping) is prohibited in the adoption contract.
- Even though the *Friends* strive to find every adoptable animal a quality home, on occasion, animals may have to be euthanized when there is no other alternative, such as severe injury or illness, exceedingly aggressive temperament, unsound mental health, or cage space limitations.

### New Shelter Facility:

The *Friends For the Dearborn Animal Shelter* have an active new shelter campaign to construct or acquire a new shelter facility through sponsorships, donations, and special events revenue. There are numerous compelling reasons for a new facility. The major concerns are that the current facility is:

- Inadequate to provide a healthy environment for the animals (poor air exchange, poor sewage disposal, porous housing materials)
- Insufficient to provide a positive experience for visiting members of the community (unappealing location, crowded conditions, high noise and odor levels, no get-acquainted or counseling areas)
- Very difficult for the staff and volunteers to work in (constrained and difficult work areas and little storage space)
- Over 30 years old and in need of major and most probably increasingly expensive repairs

Advantages of a new facility include:

- Employ innovative and sustainable ecological design (“Green Building”) and state-of-the-art animal care housing, equipment, and practices
- Provide the opportunity for robust community involvement, education, and enrichment
- Significantly improve the level of City service
- Be conveniently located to fully integrate with other public services

### 2009 Statistics:

Current statistics and operational information are included in our Fast Facts sheet on the reverse side.

### 2010 Strategic Objectives:

1. Animal Strategy: Provide loving and healthy care to ensure that 100% of adoptable animals are saved.
2. Development Strategy: Grow funding to cover the operation of the existing Shelter facility with an expanded income goal to cover anticipated increased requirements of a larger facility (\$1,100,000)
3. Community Strategy: Continue and enhance aggressive community outreach programs.
4. New Shelter Strategy: Secure capital funds, pledges, and in-kind donations (approximately \$4 million) necessary to design and initiate retrofit construction of a new shelter facility

**For Additional Information:** Web site, [www.DearbornAnimals.org](http://www.DearbornAnimals.org), or contact the Shelter, 313-943-2697.



## 2010 Fast Facts (reported for 2009)

### Nationally

- Households owning pets – 62%
- Number of owned cats – 77.6 million, dogs – 65 million
- Shelter statistics for cats and dogs (each year):
  - Intake: 6 – 8 million, Adopted: 3 – 4 million
  - Reclaimed by owners: 600,000 – 750,000
  - Purebred dogs turned in: 25%
  - Source for pets: Dogs – 18%, Cats – 16%

### City of Dearborn

- Population of approximately 95,000
- With nearly 37,000 households, 22,000 are estimated to own pets
- Estimated pet population: Dogs 19,700, Cats 22,100, and Birds 4,700
- Estimated annual spending on pets: \$21,351,208

### Animals:

- Intake Over 2,595 (948 dogs up 17%, 1,507 cats up 14%, other 140) up by 15.2% in 2009 and up 26.1% since 2007
- Adoption rates:
  - The significant increases in animal intake are attributable to 3 hoarding situations and 2 cat colony rescues (207 additional animals) and animal surrenders from a poor economy.
  - The end-of-year population in the shelter is 306 or double what it was at the end of 2008.
  - For the 8th straight year, 100% of all adoptable animals were saved. Approximately 65% of the animals who find their way to the shelter were able to be saved. On a national average, shelters euthanize 70% of the animals they receive.

### Shelter:

- Size 4,000 square feet main building, 4 Cat Community Center Trailers, 1 Administrative Offices Trailer, 2 storage pods
- Staff 10 full-time, 8 part-time, 4 temp (Michigan Humane Society employs over 130 people)
- Visitors A total of 33,835 families visited the shelter, up 22% from 2008

### Volunteers:

- On roster 859 (approximately 407 adults; 452 students)
- Hours donated Equivalent of 51 employees
- Value of hours \$2,090,286;
- Special Programs One of the few organizations to accept youth under the age of 16. One of the training sites for the ARKAY and Step training program for mentally and developmentally challenged adults. One of the employment sites for AARP.

### Events:

- Community and Education Over 200 including Low Cost Sterilization and Microchip Clinics, Puppy and Dog Training Classes, Bully Splash Bash, and more
- Offsite Adoptions 22 at several different locations (including Detroit Lions and Red Wings games)
- Fundraising Over 25 including:
  - Black Tie and Tails Dinner, Dance, and Auction
  - Critter Invitational Golf Outing
  - Mutt Strut Dog Walk
  - Cool Cat Casino Night, Pet Photos, and others
  - 3<sup>rd</sup> party sponsored events from Bailey's Grille and Pub, Aleta Sill's Bowling World in Farmington, and many others
- City of Dearborn Homecoming and Memorial Day Parade
- Volunteer Over 50 including orientation sessions and volunteer meetings
- Administrative Over 100 including Board, Committee, and special meetings

### Public Relations

- News about the Friends appeared in at least 10 international publications from Taiwan to Australia, 30 national publications from USA Today to the New York Times, 12 statewide publications from Detroit Free Press to Lansing State Journal and Grand Rapids Press. Stories were carried on all major television networks including ABC News, CBS News, Fox News to MSNBC as well as 13 out of state network affiliates from Seattle to Orlando and over 70 web portals including MSNBC.com, UPI.com, AOL.com/news, YahooNews, and blogs on Twitter and Facebook.
- The Friends now appear regularly on Fox 2 (monthly), CDTV (30 minute monthly program airing repeatedly), and in a column in the monthly publication School Life.

### Financial (preliminary numbers)

- Sources of Funds Donations 42%, Events 29%, Adoption and Shelter Fees 15%, City Subsidy 9%, Other 5%
- Use of Funds Animal Care 83%, Rainy Day Reserve 6%, Fundraising and Administrative 4%

### Supporter Demographics

During 2009, (within 5%) 68% of adoptive families, 60% of volunteers, 68% of donors, and a total of 56% of the 33,835 records on our database came from outside of Dearborn.