



Friends of Greater Lansing Dog Parks

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2004 Year in Review

2004 has been a banner year for our all-volunteer, non-profit organization established to create a public, off-leash dog park for the greater Lansing area. Let's look at the year and our accomplishments in retrospect –

January 2004 – At our January 26th General Membership Meeting we elected officers for the coming year including: Janet (Geissler) Holoweiko, President; Ellen Sullivan, Vice President; Dusty DeHaven, Secretary and Linda VanBuskirk, Treasurer.

February 2004 – At our first annual Strategic Planning Session on February 28th, we created robust fundraising, membership and activity goals for our organization for the 2004 year. Goals for 2004 included: a) increase membership to 150 individuals and b) raise \$25,000 for the year. We also developed a month by month plan to achieve our organizational goals. February also saw our first Pet First Aid Class conducted by Linda VanBuskirk.

March 2004 – We were awarded a Charitable License from the State of Michigan Attorney General's office. Licenses are needed to provide information to the general public regarding non-profit organizations as well as applying for certain grants. We submitted our application to the Capital Area United Way Community Campaign and the Combined Federal and State Campaign to receive donations. Unfortunately, we learned after applying that the Federal Campaign and Capital Area United Way Community Campaign limit their campaigns to charitable organizations that focus on human welfare. But our hard work paid off by being accepted by the State Employees Combined Campaign for the United Way. We also applied for a Capital Region Community Foundation grant for the dog park. We attended the March 22nd meeting of the Ingham County Parks Board and received their unqualified support for our future dog park. The Ingham County Commissioners also had earlier passed a resolution in support of the future site adjacent to Hawk Island County Park and issued a \$5000 challenge grant to the City of Lansing to fund the park.

April 2004 - We attended the April 21st meeting of the City of Lansing Parks and Recreation Board and received their support for officially designating a portion of Scott Woods for the future site of the off-leash dog park. At our April General Membership Meeting we had an unusual but very interesting demonstration on canine massage. Friday, April 30th was the first of two Dog Paddle Swim Parties, a very successful fundraiser held at Hawk Island County Park.

May 2004 – On May 1st we were invited to set up an informational table at Petco in Frandor. We applied to the Petco Foundation for funds in support of the dog park and were ultimately awarded a \$1000 grant. Lansing's Parks and Recreation Dept., with leadership from Foster Community Center, held a successful Dog Walk and Fundraiser for our organization on May 8th.

June 2004 – June 1st saw us at the Mayor's Riverwalk Event generating community support and contributions. Also in June, we attended a number of meetings of the Lansing City Council's Public Service Committee to advance our request for officially designating a portion of Scott Woods as the future dog park site as well as obtaining a City Council resolution acknowledging us as a recognized nonprofit operating in the community in order to apply for a Charitable Gaming License from the Michigan Lottery Bureau. A Charitable Gaming License is needed to conduct the Quilt Raffle – the

quilt was being created by Julie Larson along with other FGLDP members with the strong support of the Capital City Quilt Guild.

July 2004 – Our dogs and their owners marched in Lansing’s July 4th Parade and added a canine flavor to the festivities. Our July General Membership Meeting was held at Janet (Geissler) Holoweiko’s house and included a fun Agility Demonstration Event.

August 2004 – We rested to get ready for an event-packed fall! Whew!

September 2004 – Friday, September 17th we held our second Dog Paddle Swim at Hawk Island County Park and approximately 100 dogs were on the beach. September also saw us at three separate Lansing City Council meetings (not counting the Committee of the Whole meetings) answering questions and generating support for the city resolution. On September 22nd the Lansing City Council officially designated 17+ acres of Scott Woods as the future site of our off-leash dog park and directed the Lansing Parks and Recreation Department to match the Ingham County challenge grant with \$5000 in City of Lansing funds.

October 2004 – We had a booth and made new friends at the Capital Area Humane Society’s Walk for the Animals at Fitzgerald Park. October also saw the launch of our monthly e-Newsletter to FGLDP members and supporters and a follow-up to our February Strategic Planning Session to check in on our progress toward meeting the organizational goals. We started selling Quilt Raffle tickets at our General Membership Meeting on October 25th as well as enjoying a wonderful presentation by Officer Matt Ramsey and Pluto of Lansing Police Department’s Canine Unit. It was a rainy but fun morning at our booth at WMMQ/Celebration Cinema’s annual Halloween Dog Costume Contest on October 29th.

November, 2004 – We added enhancements to our website including the ability to accept online donations and memberships, setting the stage for our major fundraising efforts in 2005.

December 2004 – We set up shop at the inaugural Holiday Pet Portrait event sponsored by the MSU Pre-Vet Students. In a fitting end to our productive year, we mailed a wonderfully witty Year End Appeal letter to all our members and supporters.

Friends of Greater Lansing Dog Parks 2004 Organizational Goals Plan vs. Actual

GOALS

PLAN/ACTUAL

Membership

150/100 Memberships & 132 Individuals

Events Conducted

6/6

PR/Promotional Events

12/11

Fundraising

\$25,000/\$22,900