



## Friends of Greater Lansing Dog Parks

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### 2005 Year in Review

2005 has been a year of highs and lows for our all-volunteer, non-profit organization established to create a public, off-leash dog park for the greater Lansing area. Our accomplishments in retrospect are:

**January 2005** – Our year started with a bang when at our January 24<sup>th</sup> General Membership Meeting we elected officers for the coming year including: Ellen Sullivan, President; Cindy Ballard, Vice President; Laura Harwin, Secretary and Linda VanBuskirk, Treasurer. Kendra Tycocki, PhD, Dog Behavioral Therapist, presented a special program on training for good behavior at the dog park. We also concluded our very successful Quilt Raffle, raising almost \$4000 towards opening the dog park. The quilts were made by a team of talented individuals led by Julie Larson, Ruth Dukelow, Daisy DeHaven and other FGLDP members along with the strong support of the Capital City Quilt Guild. Steve Stober was the lucky winner of the queen-sized and companion-sized quilts.

**February 2005** – We met at our Treasurer's mother's house in DeWitt for a fun ornament-making session, creating doggie items for a planned March crafts sale. On Feb. 12<sup>th</sup> we were one of six pet-related organizations to participate in the Have A Heart Fundraiser at Gone 2 the Dogs – thanks to Jana for all her help. At our second annual Strategic Planning Session on February 26<sup>th</sup>, we again created robust fundraising, membership and activity goals for our organization for the 2005 year. Goals for 2005 included: a) increase membership to 200 individuals and b) raise an additional \$50,000 so that the dog park could open in 2006. We also developed a month-by-month plan to achieve our organizational goals.

**March 2005** – On March 12<sup>th</sup> the Capital Area Pug Group held its St. Pugtrick's Day event at Petco in Frandor with all proceeds going to the dog park. We again submitted our application to the 2005 Capital Area United Way Community Campaign and the Combined Federal and State Campaign to receive donations. We learned after applying that the Capital Area United Way Community Campaign limits its campaign to charitable organizations that focus on human welfare and still would not consider our application even though we emphasized the benefits for dog owners' exercising their dogs. But our hard work paid off by being accepted by the 2005 Federal and State Employees Combined Campaign for the United Way.

**April 2005** - At our April General Membership Meeting we had a wonderful presentation by Jamie McAloon-Lampman, new director of Ingham County Animal Control/Shelter. Jamie talked with us about the new philosophy and initiatives she is bringing to the Animal Shelter from her years of experience as director of the Calhoun County Humane Society. Friday, April 30<sup>th</sup> we had a booth at the Be Kind to Animals Adopt-A-Thon and Dog and Cat Show Contest held by the Ingham County Animal Shelter.

**May 2005** – On May 6<sup>th</sup> we held the first of our two very successful Dog Paddles on the beach at Hawk Island County Park (right next door to the future site of our dog park). Lansing's Parks and Recreation Dept., with leadership from Foster Community Center, held a soggy but profitable Happy Tails Dog Walk and Fundraiser for our organization on May 14<sup>th</sup> including a matching donation from Wag'n Tails Pet Resort. We submitted a detailed grant application to the Glassen Foundation to become a major donor for the park.

**June 2005** – June 4<sup>th</sup> again saw us at the Mayor's Riverwalk Event generating community support and contributions. Also in June, we met with Jamie McAloon-Lampman, director of Ingham County Animal Control/Shelter to discuss future dog park rules and mechanisms for reporting incidents at the park. We met with Eric Schertzing, Ingham County Treasurer, to discuss support for the dog park and methods to access information about Ingham County licensed dog owners. The dog days of June also saw the Pooch Precision Team begin its practice sessions in collaboration with the Obedience Training Club of Lansing, getting ready for a wildly successful summer. We also made a presentation to the Glassen Foundation board, hoping to gain their financial support for the dog park. Late in the month we were extremely disappointed to find that our grant application to the Glassen Foundation had been denied.

**July 2005** – The Pooch Precision Team along with FGLDP dogs and their owners marched in Lansing’s July 4<sup>th</sup> Parade and added a canine flavor to the festivities. Our July General Membership Meeting was held at Janet Holoweiko’s house and included a fun Agility Demonstration Event. We submitted a grant application to the Publicom 2005 CreateATHon for help in creating a marketing campaign and outreach to the greater Lansing community. Our board resolved to publicly support the Lansing Parks Millage Renewal vote coming up in August.

**August 2005** – Our talented Pooch Precision Team marched in the DeWitt Ox Roast Parade on August 20<sup>th</sup> and won first prize for best animal group! The Lansing City Parks Millage was successfully renewed. We were sad to learn our July application to Publicom was not selected for development.

**September 2005** – We learned from Capital Area United Way that state employees had pledged \$1621 for 2005 through the Fall 2004 State Employee Combined Campaign, and we received our first payment of \$329 to be used to assist in opening the dog park. Capping off the summer, the Pooch Precision Team marched on a dusty and hot Sept. 10<sup>th</sup> in the Charlotte Frontier Days Parade. Friday, September 16<sup>th</sup> we held our second Dog Paddle Swim at Hawk Island County Park and approximately 100 dogs were on the beach. We saw a lot of our members and friends at our booth at the CAHS Walk for the Animals on Sept. 17<sup>th</sup> in Fitzgerald Park.

**October 2005** – At our General Membership Meeting on October 24<sup>th</sup> we learned in detail about dog influenza from Dr. Jennifer M. Stuhler-Rapheal, DVM, with the Waverly Animal Hospital. It was a warm and wonderful evening on Oct. 28<sup>th</sup> as we gathered at the Spotted Dog Café for the first Trick or Treat with Your Dog in Downtown Lansing event. The dogs loved the special treats and we were treated to a 2005 finale performance by our own Pooch Precision Team.

**November, 2005** – We celebrated early, noting that our Dog Park E-News has been consistently informing our members and friends each and every month in 2005.

**December 2005** – December 3<sup>rd</sup> saw us at Petco selling ornaments and doggie gifts for the upcoming holiday. In a fitting end to our hard-working year, we again mailed a tongue-in-cheek Letter from the Dog as our Year End Appeal to all our members and supporters.

### **Friends of Greater Lansing Dog Parks 2005 Organizational Goals Plan vs. Actual**

| <u>GOALS</u>                         | <u>2005 PLAN</u>       | <u>2005 ACTUAL</u>   |
|--------------------------------------|------------------------|--|
| <b>Membership</b>                    | 200 Memberships        | 140 Memberships and 173 Individuals  |
| <b>Events Conducted</b>              | 10 Fundraising Events  | 8 Fundraising events conducted in 2005   |
| <b>PR/Promotion Events Conducted</b> | 9 Promotion Events     | 10 Promotional events conducted in 2005  |
| <b>Fundraising</b>                   | Raise \$50,000 in 2005 | \$50,000 pledged by Howard Soldan II<br>\$10,500 raised in 2005 through community and membership donations |
| <b>Total Fundraising To Date</b>     |                        | Approximately \$79,200 has been raised/pledged to date!  |