



Heaven on Earth

SOCIETY FOR ANIMALS

HOME OF PERRY'S PLACE, THE PERRY MACFARLANE SANCTUARY

Annual Report 2013

Myster Loki

Polly

JUST THE PERFECT BLENDSHIP



Photos by Kris Jorgensen

Myster Loki needed a friend.

He had a panoply of toys, a cat tree more tree than cat and a budding career as a blogger but something was missing. Every morning he devotedly dogged his new dad's footsteps; every evening he waited with great anticipation for his return. And every waking moment was spent being as Very, Very Helpful around the house as a Big, Bengal-ly guy can be.

Yes, Myster Loki needed a friend.

So on a Monday in December, Heaven on Earth volunteer Cheryl arrived at Kris Jorgensen's home with a pretty calico named Polly in tow. Loki was curious, even intrigued, until...Polly didn't leave with Cheryl. And sure enough, when morning dawned, there was Polly. Along with a second set of food dishes, another litter box and lots more toys.

Curiosity gave way to pique; after all, cats who need friends don't always realize it. Says Kris, "it was clear Loki's feelings were hurt. He would deliberately face the wall when I walked in."

But Kris had done his homework and the two cats were a good fit. Loki is a natural mentor; Polly, a willing, if restless, pupil. "Polly understood enough not to interfere," says Kris. "And Loki soon realized she wasn't a threat."

Within a couple weeks, Loki was teaching Polly how to play, gently building her motor skills and eventually encouraging her to chase him. Within a couple more, he had expanded her privileges, allowing her upstairs and including her in the daily routine. In the process, Polly became less needy, Loki more mellow. Polly had been lonely...Loki had been bored...now neither was either.

Inspired perhaps by dad's profession – Kris is a professional make-up artist, Loki and Polly now groom one another. Inspired perhaps by dad's avocation – Kris is also an accomplished photographer – they willingly pose, perform and push the envelope on photogenic.

"Polly changed the whole dynamic," says Kris, "and I love seeing them both so happy. She's a real good girl...he's very protective; the family feels...complete."

Our Big Move...

After nearly 9 years living in a dilapidated rental house in Van Nuys, Heaven on Earth's 140 feline residents relocated last spring to a property we purchased in February 2012. Renamed The Perry MacFarlane Sanctuary in memory of Seth and Rachael's mother, our cageless, no-kill facility provides home to cats awaiting adoption, others living temporarily in our isolation room as part of our Heaven Can Wait program, and still more whose special needs, chronic health issues, and/or age make it likely that Perry's Place will be their forever home.

The new North Hollywood location contains 5,500 square feet of interior space, compared to 2,400 total square feet at the property we had rented since 2004. Not only that, we were able to design and build the new Perry's Place specifically to meet our goals and the needs of the cats in our care.

Key features include the following:

- 6 rooms for our most adoptable cats, including those who are a bit shy, to "show" better to potential adopters than in a pet store cage
- 3 rooms dedicated to special needs and senior cats
- A dedicated kitten room
- A get-acquainted, "meet & greet" room
- Separate entrances for the public and our community partners
- A spacious lobby and reception area
- A large isolation room, which supports our Heaven Can Wait program
- A room dedicated solely to medical treatment
- Food preparation and laundry rooms, separate from the cats' space
- A Community Room, to be used for humane education programs, workshops and board meetings
- An onsite caretaker's apartment, to allow for 24/7 coverage
- An office for our sanctuary staff and board members who fulfill staff roles
- Lots of storage space
- Brand new flooring and walls that are attractive and easy to clean
- Off-street parking

Not only does the new Perry's Place provide a healthy, safe, low maintenance, and loving environment for our cats, it offer donors the opportunity to permanently name spaces in recognition of their support. And, it is open to potential adopters during selected weekend hours and by appointment.

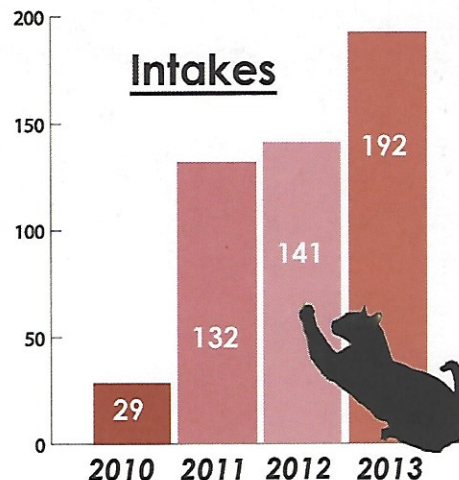
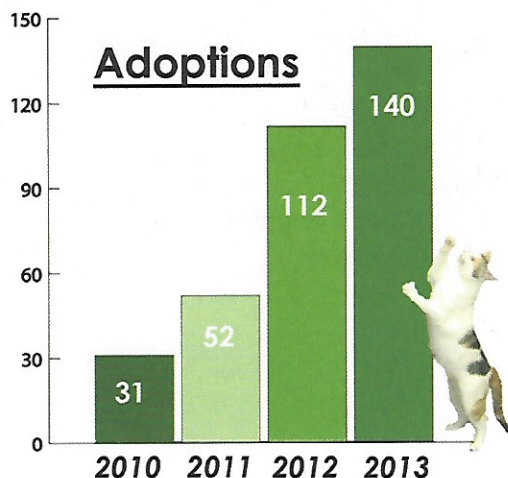
"Rocco is very gentle, playful, and adores my boys' company whether they're loving on him or he's watching them play with their toys. I could go on and on about the blessing Heaven on Earth helped bring into our lives."

-- The Randalls



Rocco loves ALL of his new family!





In addition to moving into the new Perry's Place, Heaven on Earth grew in other ways as well in 2013:

- We furthered our lifesaving mission by taking in nearly 200 cats, as well as an additional 50 pulled by other rescue groups, whom we took care of temporarily while they went through their quarantine period.
- We expanded our weekly adoption events from two to four stores, and increased by 25% the number of cats adopted.
- We also resumed our SpayShip Transport Service, and, with the benefit of a generous grant from Best Friends Animal Society for the No-Kill Los Angeles (NKLA) initiative, we will facilitate even more spays and neuters in 2014.
- Finally, we furthered our lifesaving mission through collaborations with the Carrie Ann Inaba Animal Project, FixNation, our Heaven Can Wait program rescue partners, and the Skirball Cultural Center's Build a Better World Project.

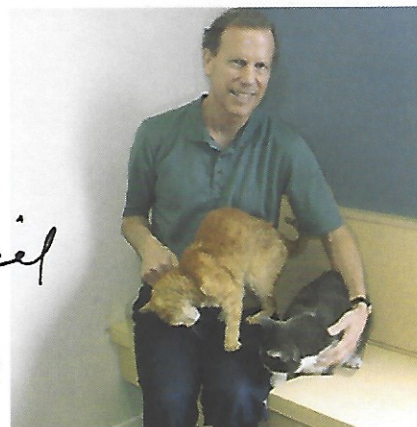
Now our challenge is to complete our No Cats Left Behind Campaign by reaching its ambitious \$2 million goal before the end of 2015. With a nearly \$400,000 budget to balance, as well as the loan on the property to pay off, and the build out of the sanctuary to fund, we have our work cut out for us.

I am confident that Heaven on Earth will meet this challenge, because we are blessed to have so many friends who share our commitment to improving quality of life for homeless animals and who believe in the mission of Heaven on Earth. For that, and on behalf of my colleagues on our governing and honorary boards, we are deeply grateful. We look forward to continuing our work together until the day when there are no more homeless pets, and every newborn companion animal can be guaranteed a safe and loving home.

Yours in service,

Rickie Gersiel

Board President



Mario

and More!

Perry's Place is Officially Dedicated

Heaven on Earth held the Official Dedication and Ribbon-Cutting Ceremony for Perry's Place, The Perry MacFarlane Sanctuary on Friday, April 19th, 2013, a gorgeous, sunny Los Angeles day.

To start the event, guests toured the brand new facility. The feline inhabitants of Perry's Place, all 130 of them, seemed particularly thrilled at all of the extra attention. After the tours, Board President Ritchie Geisel presided over the official ceremony.

Winnie

"This is a day we've dreamed about, and it's finally happened," said Ritchie. "Obviously this has been a tough week for this country...the tragedies in Boston and in Texas. It's been a lot of sad news this week—lives [have been] lost. I think maybe that makes it even more important for us today to be celebrating a life that was lived well, a life that will result in thousands of precious little lives having a future."

Singer and actress Rachael MacFarlane, daughter of Perry and sister of Seth, was on hand to represent the family and commemorate the special day. When Rachael took the floor, she read the poem "Gone From My Sight" by Henry Van Dyke.

"That poem brought me a great deal of peace and comfort when I lost my mother in July 2010," said a teary Rachael. "My mother was an avid supporter of animal rights and a lover of all creatures—cats in particular were her true passion. Throughout her life she gave a home to all manner of strays, from a little fox named Hives that she adopted in North Dakota as a young woman to the many cats she looked after in Ojai and Ventura until the end of her life."

Carrie Ann Inaba, visibly overcome with emotion, was then invited to make some remarks, but first she embraced Rachael.



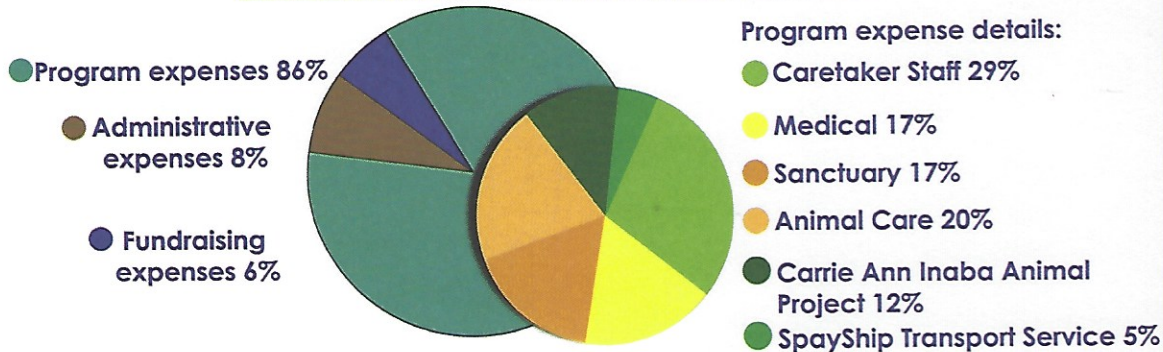
Rachael MacFarlane cuts the red ribbon for Perry's Place.

"As you walk in here," said Carrie Ann, "all you feel is love. It's the brightest, most beautiful place I've walked into in a long time. I'm not a cat—but I think I am—so I'm thanking you all because I'm going to retire here!"

Then, for the conclusion of the festivities, a large red ribbon was hung at the sanctuary's front door, strung between two stacks of cat carriers. Rachael was handed an oversized pair of scissors and did the honor of officially dedicating Perry's Place, The Perry MacFarlane Sanctuary.

"Per, as we called her, was the most vibrant and energetic and hilarious and passionate person I have ever known," said Rachael. "And she was so up until the very end. I couldn't understand that energy disappearing after she passed...it had to go somewhere. And here today at this wonderful place, I feel that it has reached its new destination in The Perry MacFarlane Sanctuary."

Heaven on Earth Expenses for 2013



Thanks to prudent financial management and the continued success of the No Cats Left Behind Campaign, Heaven on Earth enjoyed an operating surplus for the 7th consecutive year. That being said, if the cost of building out the new Perry's Place (a \$210,000 capital improvement, and therefore, not an operating expense) was included, we would have shown a small deficit.

Heaven on Earth must raise its entire budget without any government support, with 96% coming from charitable gifts and grants, and most of the balance from adoption fees. This year, Heaven on Earth also served as the fiscal sponsor for the Carrie Ann Inaba Animal Project (CAIAP), while the CAIAP applies for its IRS non-profit designation. This simply meant that gifts intended for the CAIAP needed to pass through Heaven on Earth, and similarly, CAIAP expenses, including rescue grants, were paid by Heaven on Earth using those gifts. We are proud to partner in this way with Carrie Ann as she prepares to officially launch her own animal welfare organization.

CAMPAIGN GIFTS AND PLEDGES EXCEED \$1,082,000!

Gifts & Grants Still Needed

1 gift @ \$250,000
 2 @ \$100,000
 2 @ \$50,000
 4 @ \$25,000
 10 @ \$10,000
 15 @ \$5,000
 40 @ \$1,000
 Many gifts < \$1,000

With still two years remaining, the **No Cats Left Behind Campaign is more than halfway toward its \$2 million goal.** The Campaign will enable us to pay off the balance owed on our new property, expand all of our programs, fund the executive director's position, and establish the beginning of a permanent endowment.

Already a number of special gifts have enabled us to name the following rooms in Perry's Place: Shadow's Haven; Clopsy's Corner; The Cherry Kitten Room; The Boom Boom Room; The Starks Room; Larry's Lair; Critter's Room; Nosey's Nook; and Cammie's Room. There are several wonderful naming opportunities that currently still are identified only by number, including Rooms 3, 5, and 8. In addition, the lobby, community room, isolation room, food prep room and treatment room are not yet named.

Named gifts, including naming the SpayShip and Heaven Can Wait programs, may be paid over several years. And, for **gifts of \$1,000 or more, donors of cages in the isolation room will be recognized**, so please think about what you'd like your legacy to be.

Speaking of legacy, Heaven on Earth hopes to begin building a permanent endowment to help ensure our long term future, so we encourage donors to include us in their estate plan. In certain circumstances, we can arrange to take in a cat who survives you in return for a bequest or gift from a trust. Please contact us at info@heavenlypets.org if you would like to learn more about our legacy program or making a named gift.



Liza



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for your generous gifts.

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