



**Heaven on Earth**  
SOCIETY FOR ANIMALS

HOME OF PERRY'S PLACE, THE PERRY MACFARLANE SANCTUARY

# Annual Report 2014



*Building Our Capacity  
to Save More Lives*



## Dear Members of our Heaven on Earth Family,

In 2014, Heaven on Earth saved more lives than ever, including 250 cats and kittens through our Heaven Can Wait program. Taken in primarily from municipal shelters, these cats were given a second chance at our Perry MacFarlane Sanctuary, which can be home to 150 cats at any given time, many of whom are with us temporarily while awaiting adoption. The number of cats placed, which grew 25% in 2013, increased an additional 44% in 2014. And, thanks to another generous grant from Best Friends Animal Society for the No-Kill LA initiative, our SpayShip service facilitated a record 621 spays and neuters. In all, we directly touched the lives of well over 1,000 cats and probably three or four times as many people during the past year, primarily in the San Fernando Valley.

Much of our work is less easy to quantify. Both humane education and advocacy are also important aspects of our mission, which ultimately is "improving quality of life" both for our cats and the people who adopt them, as well as our volunteers and donors. That's why we try to respond to every phone or email inquiry within 48 hours, why we partner with Noah's Ark at the Skirball Cultural Center, and why we are proud members of both the Los Angeles Animal Services' New Hope program and Best Friends' NKLA initiative.

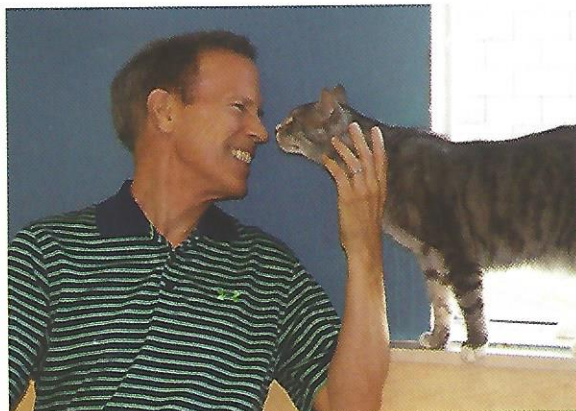
When we moved into our new home in the spring of 2013, we doubled the size of the sanctuary over our former rented space. Perry's Place includes 11 free roaming rooms as well as temporary isolation space for all the cats we take in. In fact, we recently opened a second isolation room, just in time for kitten season. We're calling it our maternity ward, since it provides six large, two-level condos for moms and their babies.

At Heaven on Earth, we believe that every life is precious, and we are grateful that each of you share our commitment to our mission of improving quality of life for homeless animals, particularly those with few other options. We need your support now more than ever in order to reach our *No Cats Left Behind* Campaign's \$2 million goal!

Yours in Service,



Ritchie L. Geisel  
Board Chair



Ritchie Geisel and Perry's Place resident Mufasa

## **"Nine years ago, after my husband and I lost a beloved cat, we started to look for a new member of the family.**

We encountered Heaven on Earth at a mall and with tears in my eyes, I found two tabby kittens in a carrier. We had been looking for only one new cat but were asked if we would take two since they were, and are, so bonded to each other. With due diligence, before we could adopt the two kittens, we were thoroughly vetted including a visit to our home. Indiana and Sabrina are now a delightful part of our 5-cat family (all foundlings).

"That was our introduction to Heaven on Earth... We were delighted when they were able to purchase their new location and were privileged to be taken on tours as the building progressed from commercial to a very carefully planned shelter.

"What they do for unwanted cats is truly special. It breaks my heart to hear about the number of cats and dogs that are destroyed in LA. Heaven on Earth has undertaken a monumental task to save as many cats as possible and find homes for them."

~Wilda Rokos

## **ON THE COVER**

Lola, adopted June 2014, photographed by her mom, Crystal Ziegenfuss. Says Crystal, "We love her to pieces. I still get mushy and filled with love every time I look at her sweet face. She's perfection and the whole family is wrapped around her paws."



# Donor List 2014

Thank you for your generous gifts. Your support is invaluable to us.

## \$15,000+

Best Friends Animal Society  
Ritchie & Pamela Geisel  
Mary Jo & Hank Greenberg Animal Welfare Foundation  
Media Rights Capital  
Diane Warren Foundation  
Wellesley & Michelle Wild  
Shellye Wright

## \$5,000-\$14,999

20th Century Fox Television  
John & Hilda Arnold Foundation  
Robert & Erika Brunson Charitable Fund  
Capital Group  
Marc Cherry  
Found Animals Foundation  
Thornton & Katrina Glide Foundation  
Gursey Schneider LLP  
June Irene Chiltern Healey Foundation  
Kayne Anderson Capital Advisors  
Rachael MacFarlane & Spencer Laudiero  
Morgan Stanley Smith Barney, LLC  
William Morris Endeavor  
Night Vision Entertainment  
Troya Duncanson Patch  
PK Foundation  
Prime Public Relations  
Dana & Matt Walden  
Your Great Event

## \$2,500-\$4,999

Susan C. Boling  
Lili & Jon Bosse  
Carolyn Caswell  
Jackoway Tyerman Wertheimer  
Austen Mandelbaum Morris & Klein  
NKSF LLP  
Offenhauser McKeel Architects  
Smart Entertainment, Inc.  
Scott Stuber  
Brian & Janelle Werdesheim

## \$1,000-\$2,499

The Allergan Foundation  
Amgen Foundation  
Judy Dunn  
Employees Community Fund of Boeing California  
Edward Fitz  
Melissa & Fred Godlash  
John & Kathy Gregory  
Daniel & Christine Grey  
Deborah Johnson  
Greg Jordan  
Kroger  
Jeffrey Lawrence & Diane Troth  
Ruta Lee  
Justin Lesky  
Joel McNeely  
Lisa Medwid  
NBCUniversal Media LLC  
On Shore Foundation Inc.  
Jennifer Parsignault & Robert Wynne  
The Pet Care Foundation  
Petco Foundation  
Purrfect Solutions Feline Rescue  
Cheri Shankar  
Sutton, Barth and Vennari, Inc.  
Brian Theobald  
Marie-Helene Thibiant  
Monika Zimaniova

## \$500-\$999

Richard Appel  
Dona & Joseph Baker  
Bill Crowe  
Carole Ellis  
Joy Goldschmidt  
David Goodman  
Dennis Greenwald  
Heidi Huebner  
Becky & Garret Hughes  
Thomas & Gayle Jemison  
Linda Lamontagne  
John Geisel & Betsy McNamara  
Patrick Meighan  
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Marc Peralta

Pat Silver  
Steven & Deborah Soukup  
Linda Trainoff  
Vanceco, Inc.  
Andrew Waisler

## \$250-\$499

Jill Allen  
Brian Arnds  
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California Pizza Kitchen  
Paul & Barbara Caplan-Bennett  
Tracey Clarke  
Candi Crawford  
George Durzi  
Christine Hicklin  
Adelle Jones  
Robert Ketch & Colleen Friend  
Marsha Kramer Keller  
Kenneth Lipton  
Jess Lofland  
Jose Marquez  
Mona Metwalli  
Edward Murray  
Robin Olin  
Pet Doctors of Sherman Oaks  
Melanie Pozez  
Red Barn Feed & Pet  
Jeannie Rickard  
James & Wilda Rokos  
Polly Sack  
Ron Saltman  
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Helene Stahl  
Joseph Szanto  
Franklin Templeton Investments  
Time Warner  
Ginger Tipton  
Joy Tomlin  
Matthew Vance  
John Viener  
Ali Waller  
Matthew Weitzman  
Georgetta Young



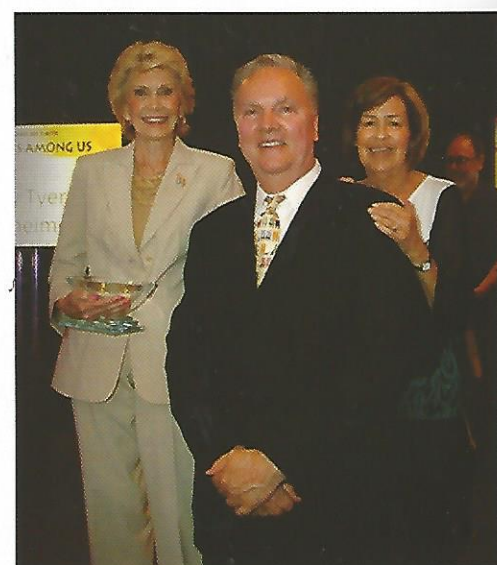
## Heaven on Earth Gala a Great Success!

The Beverly Garland Hotel in North Hollywood provided a little bit of heaven on earth September 18, 2014, for the 250 guests who joined together in celebrating our lifesaving mission and honoring three Heroes Among Us: Bill Crowe, director of the Pet Care Foundation and a leader in modeling collaboration and teamwork; Lori Golden, whose *The Pet Press* is the source of information and advocacy for everyone engaged in the Los Angeles animal welfare movement; and Pat Winters, founder of Purrfect Solutions Feline Rescue, which has rescued and placed thousands of cats and kittens during the past 15 years. Gala chairperson Rachael MacFarlane and Heaven on Earth board chair Ritchie Geisel hosted the event, which featured delicious vegetarian and vegan food, musical entertainment by the Rich Ruttenberg Trio, two compelling videos about the work we do produced by Matt Vance (available on YouTube or our website), and silent and live auctions led by well-known auctioneer John Moschitta, Jr.

In her remarks, Rachael spoke first about her mother, for whom the Perry MacFarlane Sanctuary is named. "If you have not yet had the pleasure of visiting Perry's Place, I will tell you that there is something magical in those walls. Every time I step inside, I feel my mother's presence and know she is watching over all those cats." Rachael continued: "The marriage of Heaven on Earth and the MacFarlane Family has been a beautiful one and there is really only one person to thank for that. I'd like to take a moment and acknowledge my dear friend, Marie Ambrosino, for bringing us together and making Perry's Place a reality. Marie has done so much for this organization, especially through her tireless dedication to fundraising."

Title sponsor Media Rights Capital led the fundraising by contributing \$15,000, while presenting sponsors Your Great Event and Night Vision Entertainment made generous in-kind contributions that significantly reduced costs.

The nearly \$100,000 in net proceeds from the event, which represents 22% of our annual budget, were put right to work to care for the long-term residents of Perry's Place, as well as those cats who are with us temporarily while awaiting adoption into their forever homes. The success of the gala was made possible by everyone who contributed to it, as sponsor, donor, or volunteer, including the hard-working members of the Gala Steering Committee: Rachael MacFarlane, Ritchie Geisel, Lisa Medwid, Tammy List, Pamela Geisel, Suzanne Lofland, Matt Vance, Laura Thompson, and Leandra Lawrence.



Top: Rachael MacFarlane and Ritchie Geisel entering the gala. Center: Guests bidding at the silent auction before dinner. Bottom: Heroes Among Us honorees, Pat Winters, Bill Crowe, and Lori Golden.

Save the Date! Our next gala will be Saturday, September 26, 2015



# Building Our Capacity to Save More Lives

Heaven on Earth has grown from a small collection of volunteers to a professionally managed organization, though still one whose staff is largely volunteer. In 2014 we hired a part time bookkeeper, and more recently, a webmaster. Our current goals are to add a volunteer coordinator and part-time executive director. Both will be investments in capacity building because they will enable us to expand both our human and financial resources. The volunteer coordinator will recruit adoptions and SpayShip volunteers, as well as sanctuary volunteers to help with cleaning and other jobs that don't require the skills of our small paid caretaker staff. A paid executive director will be expected not only to provide leadership for the organization but also be a grant writer and major gifts fundraiser, recouping more than the investment in his/her salary.

Another part of our capacity building plan is the transition of our board from being primarily an operational board to one that comprises members with greater capacity to attract financial resources. Such fundraising initiatives will include using social media to raise gifts online, including the relaunch of our online "virtual adoption" sponsorship program, Share Our Stories. Through S.O.S, donors can provide monthly support and, in return, receive periodic letters and photos from their sponsored cats.

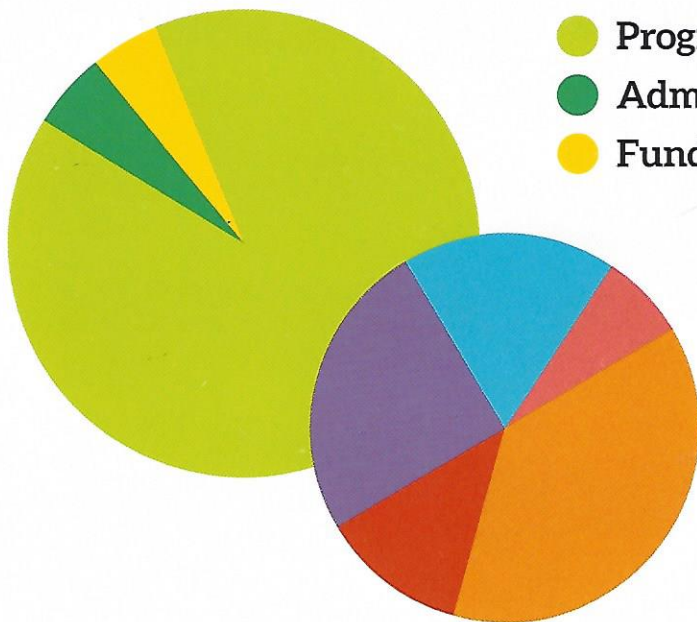
We are also raising dollars and Heaven on Earth's profile in the rescue and entertainment communities through our annual gala, as well as our website and our Facebook, Twitter, and Instagram presence.

Finally, the Perry MacFarlane Sanctuary itself has significantly increased our capacity to save more lives, not merely because we can provide care for up to 150 cats at a time, but because it has enabled greater throughput of adoptable cats. No longer are we only a sanctuary for special needs, chronically ill and elderly cats — the "cats no one else wants" — now we are also able to provide a temporary home for hundreds of cats each year awaiting adoption.





# Heaven on Earth Expenses for 2014 \$473,196 473,000



● Program expenses 89%

● Administrative expenses 6%

● Fundraising expenses 5% → ~~21%~~  
8,676 + 1,060

## Program expense details:

● Caretaker Staff 38% 134,202 + Taxes/Benefits

● Animal Care 12% 76,828 77,000  
(food, litter, supplies)

● Medical 25% 72,987 73,000

● Sanctuary 18% 76,828 77,000  
(Utilities, Interest on Loan, Depreciation)

● SpayShip Program 7%

## No Cats Left Behind Campaign Surpasses \$1.5 Million

*No Cats Left Behind* speaks to Heaven on Earth's mission and is also the name of our three-year comprehensive fundraising campaign. With one year to go, we have achieved 75% of our \$2 million goal, but we also realize that the remaining \$500,000 is likely to be the most challenging to raise.

We strive to fulfil our mission every day. For example, at the end of the Race for the Rescues last fall, we pulled the remaining five unadopted shelter cats. Then at the NKLA adoption weekend in November, we encouraged our fellow rescue organizations to pull the shelter cats who hadn't been adopted by Sunday night, taking the final nine ourselves to safe haven at Perry's Place. Currently, we are pulling moms and their litters from municipal shelters and filling up our new "maternity ward", which opened just in time for kitten season. Altogether, we took in 250 cats last year!

Our goals with *No Cat Left Behind* are to pay down the debt on our new Perry MacFarlane sanctuary, including the cost of the build-out; to fund the growth of our Heaven Can Wait and SpayShip programs; and to support the increase in our operating budget resulting from that growth. As a privately funded organization, we receive no government support, so must raise our entire \$460,000 budget from individual, corporate and foundation donors.

Perry's Place already has a number of named rooms, but there are still attractive naming opportunities to honor a loved one, whether feline or human. To create a permanent legacy, gifts may be made over several years, and named spaces range from \$1,000 (for an isolation cage), to \$5,000 for one of the new maternity room condos, \$25,000 for a cat room, \$35,000 for the lobby/reception area, and \$75,000 to name the community room. Please contact board chair Ritchie Geisel if you want to learn more.

Our deepest thanks to the following individuals who have made gifts to name rooms at Perry's Place:

MARIE AMBROSINO  
& DOUG PETER

MARC CHERRY

RITCHIE & PAMELA GEISEL

CARRIE ANN INABA

RACHAEL MACFARLANE  
& SPENCER LAUDIERO

PAULA KENT MEEHAN

LARRY & JOYCE STUPSKI

WELLESLEY & MICHELLE WILD

SHELLYE WRIGHT

## GIFTS & GRANTS STILL NEEDED

1 GIFT @ \$100,000

2 @ \$50,000

4 @ \$25,000

8 @ \$10,000

10 @ \$5,000

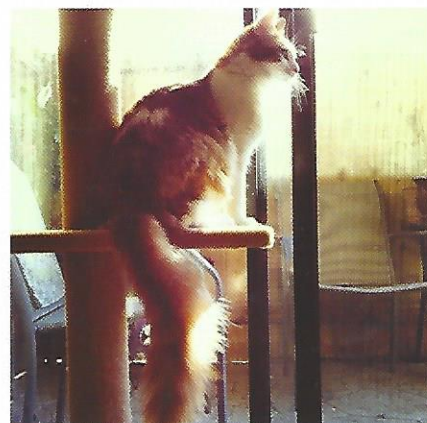
40 @ \$1,000

MANY @ \$25-999



# What Sets Heaven on Earth Apart?

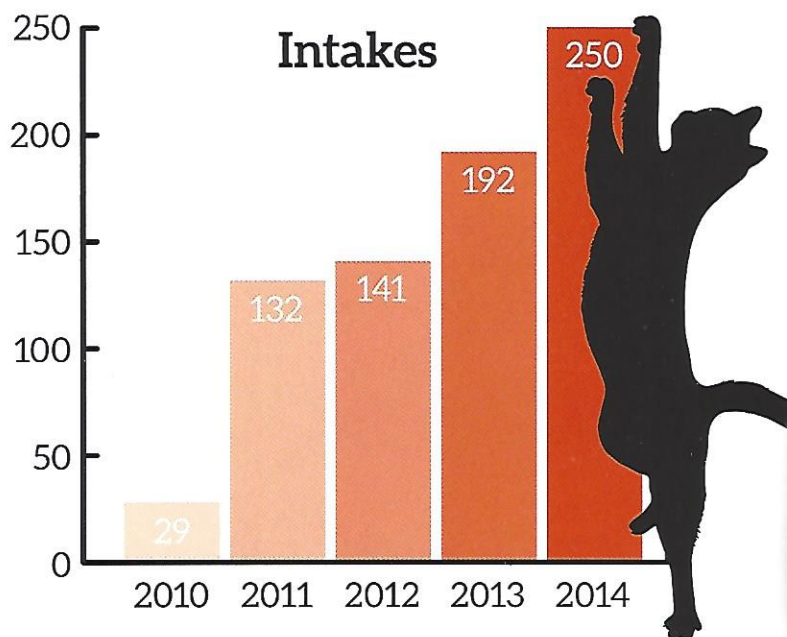
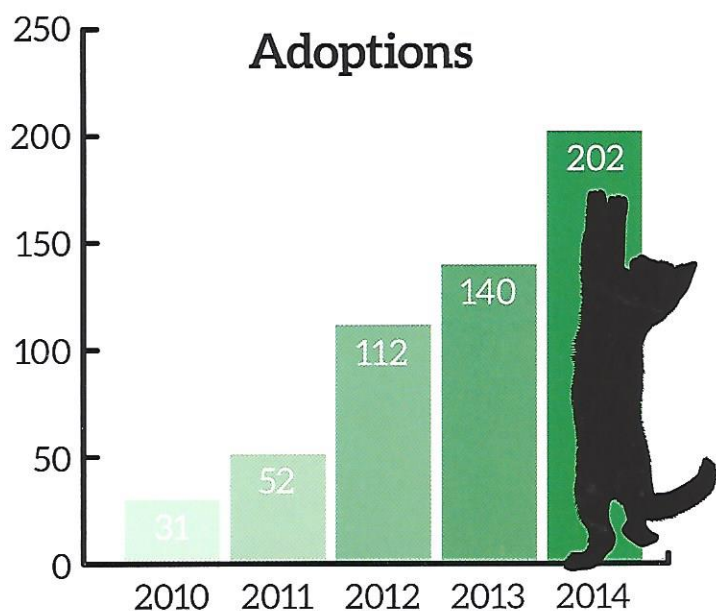
1. While not alone in this conviction, we believe that every life is precious and that every animal should have a safe and loving home. We are committed to doing our part to bring an end to the killing of healthy companion animals, as well as those who are sick or injured but could regain their health with appropriate medical intervention. We euthanize only when an animal is irremediably suffering and not expected to survive.
2. We are also committed to working collaboratively with other rescue organizations, our program partners, municipal shelters and the larger community. Our shared vision of Los Angeles becoming a no-kill city will be realized only through leveraging our collective resources by working together.
3. In addition to promoting a collaborative spirit among those in the animal community, we pride ourselves on being well managed, accountable to our donors, and responsive to the public.
4. We are developing a comprehensive fundraising program. We understand that successful fundraising does not happen overnight but is built on developing long-term relationships with those who share our passion for our mission and have the resources to make a real difference.
5. Finally, we concentrate our limited resources on programs in which we have particular expertise and where there is an unmet need: our sanctuary, Perry's Place; our adoption and Heaven Can Wait Iso Programs; and our SpayShip transport program.



## Fiona (with Fergus)

"Fiona Shazam (formerly Rosalina) ... spends a lot of time with her new brother Fergus Hammertime making mischief, chasing each other and watching hummingbirds."

~Marcy Mahoney,  
proud mom





## Heaven on Earth Board of Directors

Ritchie Geisel  
*Chair*

Suzanne Lofland  
*Vice Chair*

Jennifer Parsignault  
*Secretary*

John Gregory  
*Treasurer*

Sue Boling

Bill Crowe

Pamela Geisel

Melissa Godlash

Lisa Medwid

Matt Vance

Robin Wohlford

Monika Zimaniova

Leandra Lawrence  
*Sanctuary Manager*

## Honorary Board

Marie Ambrosino

Carrie Ann Inaba

Erendira Kriteaman

Rachael MacFarlane

Jon Mack

Brian Werdesheim

Janelle Werdesheim



Read our reviews at [greatnonprofits.org](http://greatnonprofits.org)



annual report design by Emma Lemcke



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[@PerrysPlaceLA](https://twitter.com/PerrysPlaceLA)



### Sir Charles

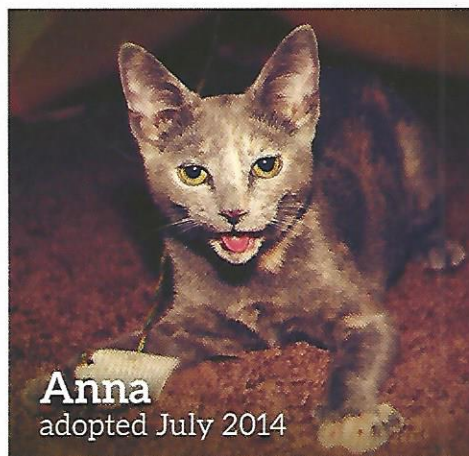
"He acts like a little kitty most of the time.

Thundering down the hall and bouncing all over the place. Too funny!!

"He is so sweet and loving all the time. We have our alone time watching TV in the afternoon for about an hour. He cuddles and purrs the whole time while giving kisses and little [love] bites!!"

~Ginger Greenspun, proud mom

[heavenlypets.org](http://heavenlypets.org) • 818-474-2700



Anna  
adopted July 2014

### Adopt a cat!

[adoptions@heavenlypets.org](mailto:adoptions@heavenlypets.org)

### Volunteer with us!

[volunteers@heavenlypets.org](mailto:volunteers@heavenlypets.org)

### Support our lifesaving work!

[donations@heavenlypets.org](mailto:donations@heavenlypets.org)

### Spay or neuter cats

[spay@heavenlypets.org](mailto:spay@heavenlypets.org)

### General information

[info@heavenlypets.org](mailto:info@heavenlypets.org)