



HEAVEN  
ON EARTH

Annual Report 2015

*Building Our Capacity  
to Save More Lives*

## Dear Members of our Heaven on Earth Family,

Let me begin by thanking everyone who helped us further our lifesaving mission this past year. Intakes and adoptions continued their remarkable upward trajectory and our SpayShip transport program facilitated 48% more spay/neuter surgeries than the year before. In all, we touched the lives of more than 1,500 cats and kittens in 2015!

We also opened the maternity ward, a lifesaving resource for underage kittens; expanded our mobile adoption program to PetSmart Sherman Oaks; held our first two De-flea Market yard sales; improved the quality of life for Perry's Place residents with a new picture window in Room 3 (now known as *The Dailey Mews Room*) and a new HVAC unit, which has resulted in healthier air circulation; relaunched our website and expanded our social media presence; and made new friends for Heaven on Earth and strengthened relationships with current supporters through our Heroes Among Us Gala, the third annual Giving Tuesday event at Fox Animation and a benefit concert by Seth MacFarlane at Vibrato Grill Jazz.

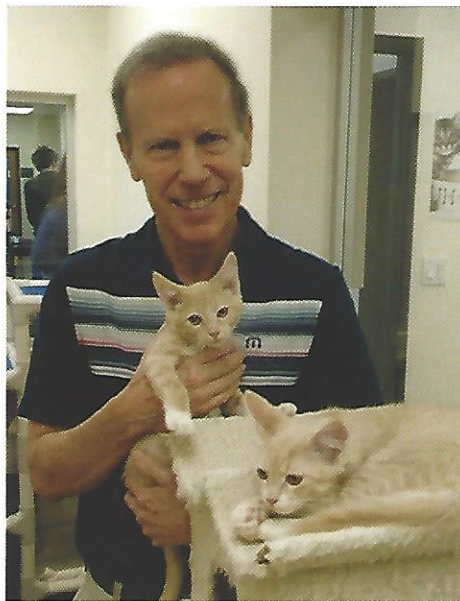
This year, we are expanding our commitment even further to help realize the vision of the NKLA Coalition. Perry's Place will open to the public, which we anticipate will double our adoptions in 2016. We also plan to transport 1,000 cats and kittens to spay/neuter surgeries this year.

We have only been able to sustain our growth during the past five years because of the hard work of our outstanding staff, the leadership provided by our governing board of directors and the gifts of time, talent and treasure by our dedicated volunteers and generous donors. I also want to recognize the hundreds of adopters who are partners in this lifesaving work.

Why do we do the work we do?  
It's the innocent little sentient beings who capture our hearts and inspire us. Their spirit is felt by all who are part of Heaven on Earth and who come to Perry's Place.



Ritchie L. Geisel  
Board Chair



Ritchie Geisel with kittens Stephen and William

## ON THE COVER

Though barely 3 years of age, Snowball has used up a good six of his nine lives... but that isn't stopping him from making the most of the remaining ones. He fetches and stretches and melts hearts with his baby blues, and his bromance with fluffy orange Gordon is the talk of the Perry's Place town.

Snowball was a routine intake at LA Animal Service's East Valley shelter that quickly became anything but routine when surgery to relieve urinary blockage revealed an underlying heart condition. Shelter medical staff saved Snowball's life, and Heaven on Earth collaborated with local rescue Cat Connection for the first few days of Snowball's post-op care. And since his September 2014 arrival at Perry's Place, Snowball has probably racked up more refrains of "why hasn't THIS cat been adopted yet?" than anyone in recent memory.

Snowball has hypertrophic cardiomyopathy (enlarged heart) and is prone to urinary crystals and stones. He requires a prescription diet to control the crystals and two medications daily for his heart condition. But because stress can be an aggravating factor for both issues, Snowball rarely goes to pet store adoption events. So when Perry's Place opens to the public in May, Snowball's adoption prospects should look brighter.

He is, after all, a staff and volunteer favorite. He loves other cats and would probably operate his own grooming business if he could afford the shingle. And he is extraordinarily handsome, as the cover photo attests.

## 2015 gala honors three Heroes Among Us and raises \$96,000 for Perry's Place

On September 26, 2015, 200 guests joined together at The Garland to celebrate our lifesaving mission and honor three unsung heroes in Los Angeles animal rescue. Mark Dodge and Karn Myers founded Catnippers in 2000, and later FixNation in 2007, in order to provide comprehensive Trap-Neuter-Return (TNR) support for community cats. Christi Metropole was similarly inspired in 2000 to establish Stray Cat Alliance, for whom she has served as executive director ever since. The collective efforts of Mark, Karn and Christi in the past 15 years have resulted in saving thousands of lives and the spaying or neutering of more than 225,000 cats!

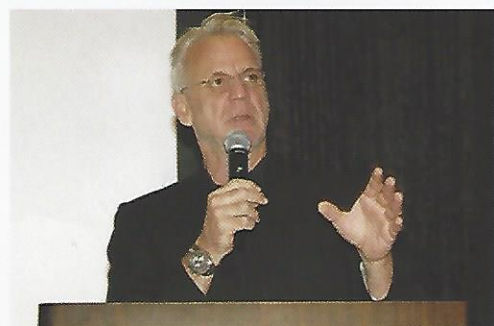
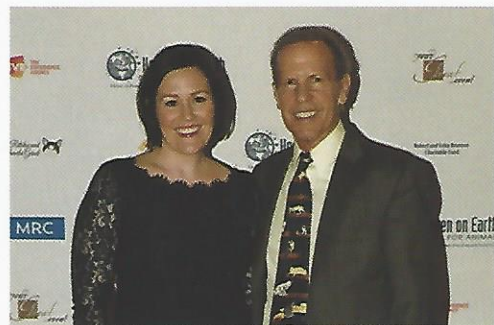
KLOS radio personality Gary Moore served as master of ceremonies and spoke movingly about his personal connection to Heaven on Earth through the two cats he and his fiancée adopted in 2014. Long-time TV weather personality Garth Kemp presided with humor and enthusiasm over the pledge auction, which met its goal of \$24,000. The auction's proceeds will ensure that the hundreds of kittens and their moms brought into our maternity ward during the coming year will have all the food they need while on their journey to finding forever homes. The event also featured musical entertainment by the Rich Ruttenberg Trio and a stirring solo performance by Jennifer Parsignault. Once again this year, Your Great Event provided outstanding planning and management of the gala.

Net proceeds of \$96,000 provide for the residents of Perry's Place, whether they are with us for days, weeks or years. They thrive because of the support of our corporate sponsors, foundation friends and individual donors. With special appreciation to this year's title sponsors, Ritchie and Pamela Geisel, heartfelt thanks go to all our supporters for being an important part of our family.

By raising more than 20% of our annual budget, the gala has been instrumental in furthering Heaven on Earth's dramatic growth in the past four years. Through our lifesaving sanctuary, adoption program and SpayShip spay and neuter transport service, we touched the lives of nearly 1,500 cats in 2015.

We salute all the members of our Heaven on Earth family who have helped further our mission — as sponsors, donors or volunteers, including the hard-working members of the Gala Steering Committee: Chairman Bill Crowe, Andie Burke, Pamela Geisel, Ritchie Geisel, Emma Lemcke, Suzanne Lofland, Rachael MacFarlane, Lisa Medwid, Jennifer Parsignault, Laura Thompson and Matt Vance.

Save the Date! Our next gala will be Saturday, September 24, 2016



Top to bottom: Rachael MacFarlane with board chair Ritchie Geisel; emcee Gary Moore; honoree Karn Myers receiving the Heroes Among Us award; honoree Christi Metropole (center) with Michael Lewis and Aaron Leider; pledge auctioneer Garth Kemp

# Building Our Capacity to Save More Lives

Kitten Season. It sounds almost fun. Time again for cute little bundles of furry joy, full of promise and wonder and You Tube potential.

But the reality isn't so warm and fuzzy. Kitten season floods municipal shelters with thousands of tiny lives too young to survive on their own and without safe places to go, many of those lives are cut short. In 2014, more than 4,800 underage kittens were killed in Los Angeles city shelters, simply because they had nowhere to call home.

Spurred on by this sad statistic, Heaven on Earth opened a maternity ward at Perry's Place in February 2015, converting a former storage room into a workable space large enough for six spacious cat condos. The focus is families (kittens with moms) as well as orphans old enough to begin eating on their own; the mood peaceful, with soft music and a minimum of hustle and bustle. And the specially designed multi-level cages give everyone a supportive combination of safety, privacy and comfort until all are old enough and healthy enough to begin their journeys to adoptive homes.

By year-end, 24 moms and 165 kittens had been cared for in the maternity ward and plans were underway to double the numbers in 2016. To put a face to this lifesaving work, we followed up with the adopters of the room's first graduates — pretty gray tabby Aphrodite and her three daughters, Amora, Priya and Mina.

"She is such a joy to have," says Viviane Norris of Mina (now Moxie), who was adopted as a friend for their other young cat. "She and Sterling play every day... and we love her to bits."

Jon Mack adopted Amora (now Sedna) and Priya (now also called Squeaks), "because she makes the most precious squeaky noises whenever she greets you. They are both amazing!"

And mama Aphrodite, who bonded immediately with her adoptive family's teen son, has recently been spending extra time with mom Marjorie Alfaro, who is expecting her second child in June. "We just love Aphrodite," says Marjorie of her little kindred spirit. "She was the perfect choice for us."



## SpayShip Transport Program – 2015 Success

SpayShip is Heaven on Earth's transport program designed to help facilitate the spaying and neutering of community cats as well as companion animals. Services include free transportation to and from low-cost clinics in the San Fernando Valley (FixNation, Spay Neuter Project of Los Angeles, and Best Friends Spay/Neuter Clinic) as well as trapping assistance, TNR training, trap and carrier loan, information on colony care and referrals to other useful resources.

SpayShip began in 2009 as an all-volunteer program. Through the years, the program has impacted the lives of nearly 3,900 cats and kittens. Transport numbers have increased annually; there were 493 transports in 2013 and 621 in 2014. In 2015, SpayShip met and surpassed its goal, transporting 920 cats!

Facilitating TNR in local communities addresses cat overpopulation in the most effective and humane way and leads us ever closer to the goal of a No-Kill LA. SpayShip focuses on specific zip codes in the San Fernando Valley, areas targeted because of the large number of cats from these zip codes that end up in city shelters. Areas include Arleta & Pacoima (91331), Panorama City (91402), Sylmar (91342), Van Nuys (91405), North Hollywood (91605), Reseda (91335), and Mission Hills (91345).

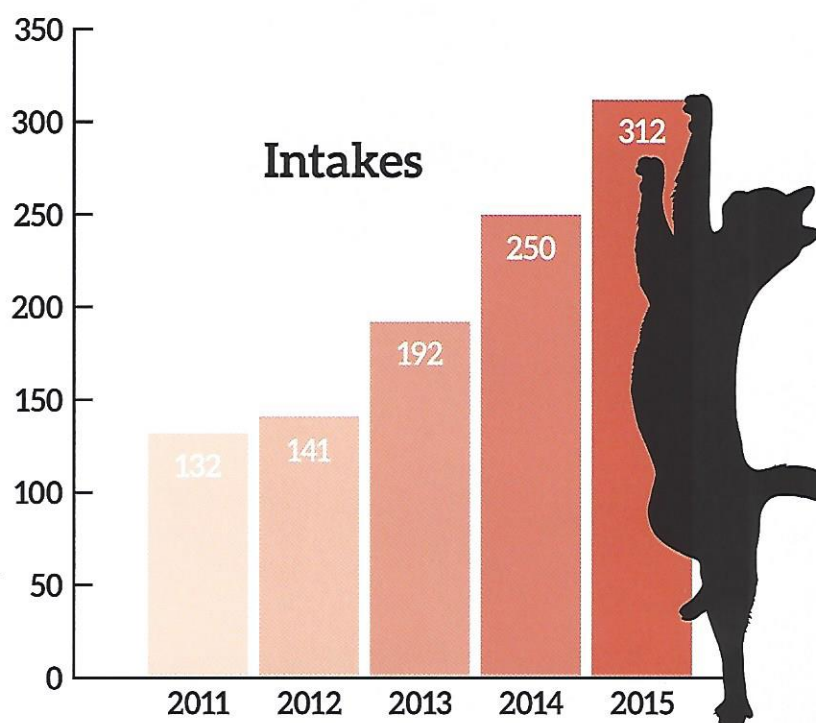
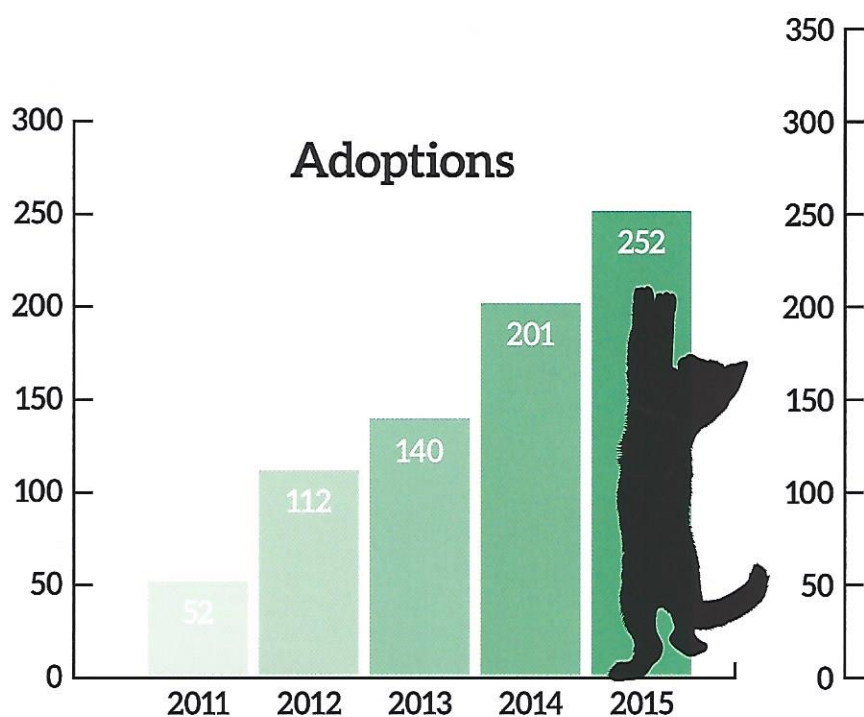
*If you know of any cats in the targeted zip codes that need to be spayed or neutered, call (818) 474-2700 x6 or email [spay@heavenlypets.org](mailto:spay@heavenlypets.org). For cats in other areas, we can refer to local programs.*



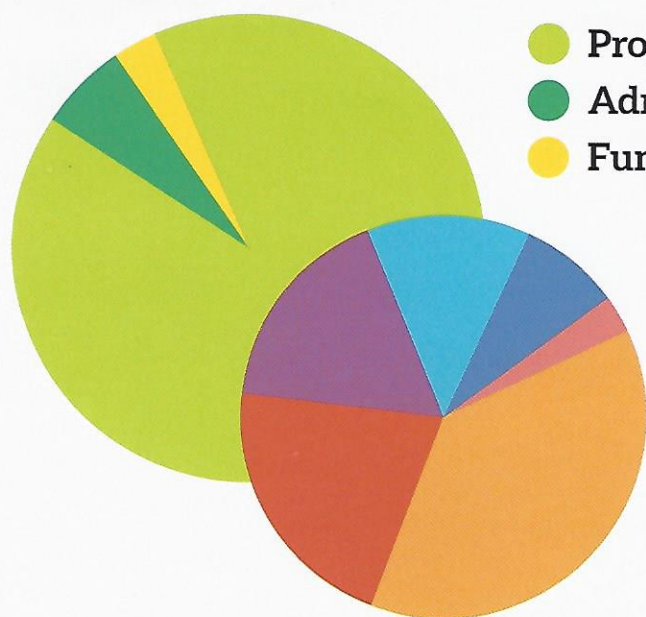
### Best Buddies!

Who says cats and dogs can't be great friends? Certainly not these four!

Above: Sadie (adopted December 2015) and Tassy, who live in Canyon Country.  
Below: Grace (adopted January 2016) and Lucy, who live in Palmdale.



## Heaven on Earth expenses for 2015 \$472K TOTAL



### Program expense details:

- **Perry's Place staff 38% \$163K**
- **Animal care 22% \$93K**  
(food, litter, supplies)
- **Medical 17% \$75K**
- **Perry's Place operations 14% \$61K**  
(utilities, interest on loan, depreciation)
- **SpayShip transport program 8% \$34K**
- **Adoption program & misc. 1% \$6K**

## No Cat Left Behind an amazing success!

Three and a half years after it began, the *No Cat Left Behind* campaign ended with a flourish on December 31, 2015. In its final month, more than 80 individual donors responded to a gift matching challenge, donating \$16,705 in year-end gifts, which were matched dollar-for-dollar. Because of the generosity of our Heaven on Earth family — volunteers, board members, staff, event supporters, foundations, corporations and other friends — we have been able to continue our lifesaving work at Perry's Place, at adoption events and through our SpayShip program. Campaign grand total — \$1,891,000 in gifts and pledges!

### 90% of Expenses Directly Supported the Mission

For nine consecutive years, results from Heaven on Earth's operations have shown a modest surplus. At the same time, our budget has grown significantly since our move to Perry's Place in 2013, as has our ability to further our mission. Revenues have increased from \$114,132 in 2010, when we were still primarily a sanctuary in Van Nuys for special needs cats, to \$550,273 this past year. During that same period, adoptions have grown from 31 to 254! Our SpayShip program, which went on hiatus in 2012 for lack of funds, is now facilitating nearly 1,000 spay and neuter surgeries annually.

While Heaven on Earth has always prided itself on being volunteer powered, we realized two years ago that the only way to leverage our lifesaving impact was by transitioning to more professional management, instead of continuing to rely on board members to do staff jobs in their spare time. Now, with the help of a generous grant from Best Friends Animal Society, we are in the process of hiring several key staff positions. And because these are primarily in support of our programs, our administrative overhead remains less than 10%.

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

MARIE AMBROSINO  
& DOUG PETER

MARC CHERRY

ERI CRONKHITE  
& MICHAEL FRIEDMAN

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& SPENCER LAUDIERO

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LARRY & JOYCE STUPSKI

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Another way to leave a permanent legacy and help ensure the future of Heaven on Earth is through a bequest or other estate gift. For more information, please contact us at [donations@heavenlypets.org](mailto:donations@heavenlypets.org).

# Donor List 2015

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

## \$25,000+

Best Friends Animal Society  
Ritchie and Pamela Geisel  
Mary Jo and Hank Greenberg Animal Welfare Foundation  
Seth MacFarlane  
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## The Airbenders

The new Perry's Place maternity ward stayed full through the "off season" because in warmer climates, kitten births never fully stop. In early December, six mostly black fluffies arrived at LA's North Central shelter and Heaven on Earth took them in four days later. Named for characters in *The Last Airbender* animated series, the three boys and three girls were adopted by families with not only great taste in kittens, but great skill in photographing them! Left to right: Iroh and Suki (now Oliver and Willow); Katara and Zuko (now Colby and Glenn); Mai (still Mai); and Appa (now Little Man Puck)

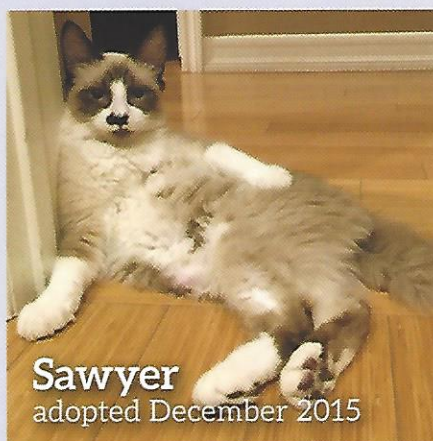
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Read our reviews at [greatnonprofits.org](http://greatnonprofits.org)



Cover Photo by Daniel Jansen



**Sawyer**  
adopted December 2015

## 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)