

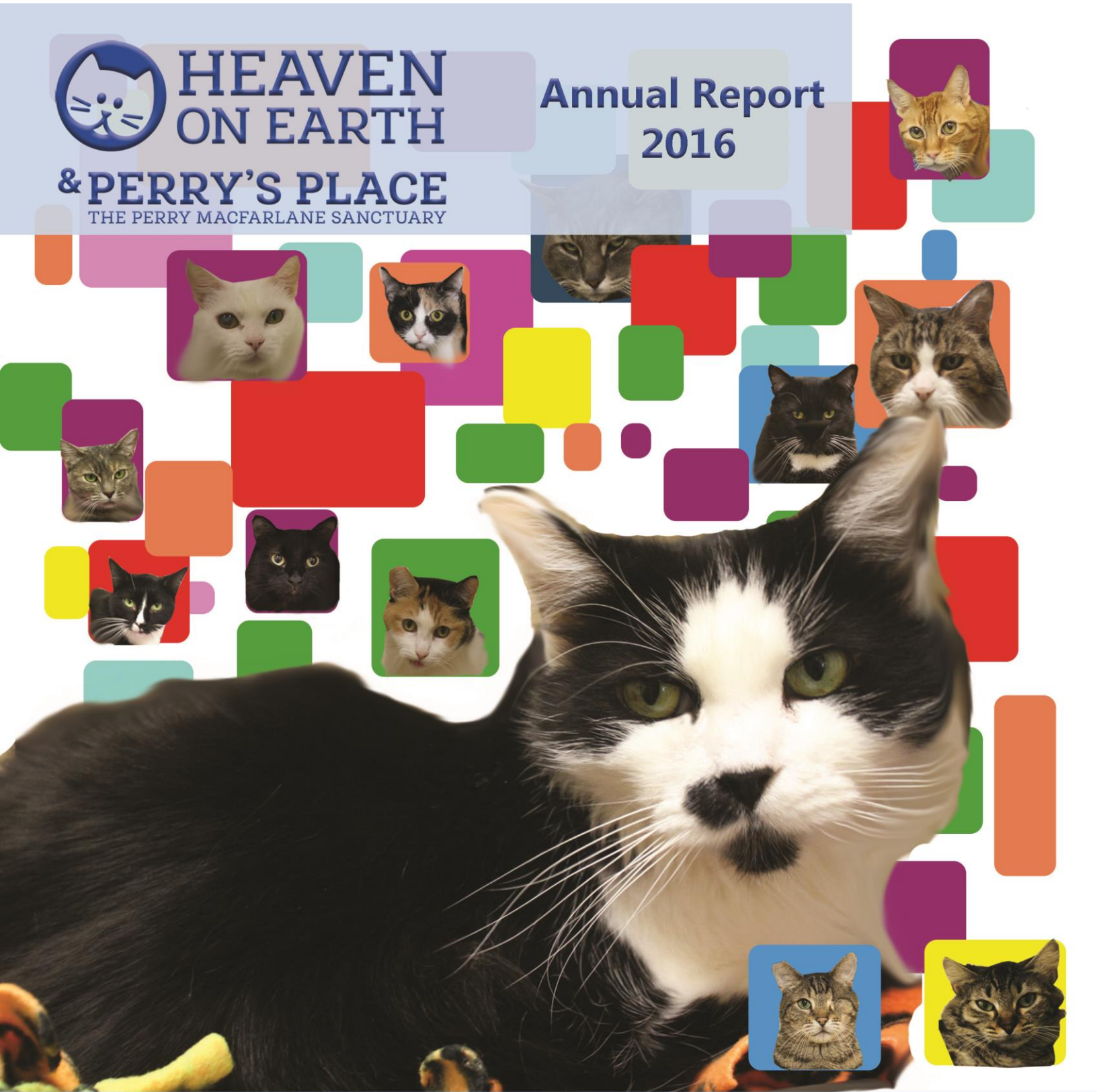


HEAVEN
ON EARTH

& PERRY'S PLACE

THE PERRY MACFARLANE SANCTUARY

Annual Report
2016



*Building Our Capacity
to Save More Lives!*

Dear Members of the Heaven on Earth Family,

As you will read in the following pages, a generous grant from Best Friends Animal Society enabled us to open our sanctuary to the public in April 2016. And as a result, we are saving more lives than ever. We expect to pull at least 750 cats in 2017 from Los Angeles city shelters and we anticipate once again facilitating more than 1,000 spays and neuters through our free SpayShip transport program. Overall, we will impact the lives of nearly 2,000 cats and kittens, as well as several thousand people – adopters, volunteers, staff and friends.

Most of the cats pictured on the cover of this annual report were pulled from city shelters and given a second chance at a happy life. This is what we hope is reflected in our new mission statement, which speaks to “transforming the lives of homeless cats through rescue, sanctuary and new beginnings.”

The bar charts on page 5 depict our dramatic growth since 2011, which has often strained our ability to keep up. But that’s just what we’ve done, building our infrastructure and balancing an ever-increasing budget, all of which must be raised each year through individual gifts, as well as corporate and foundation grants. And not only have we ended each of the past 10 years with modest operating surpluses, but our staff has also managed expenses such that nearly 90% of the budget directly supports our programs.

The sentient little beings who depend on Heaven on Earth continue to capture our hearts and inspire the work we do. And the spirit and energy that is Perry MacFarlane’s legacy is felt by all – from first-time Perry’s Place visitors to those of us who are here every day. Thank you for giving of your time, talent and treasure to help ensure the future of that legacy.

Suzanne Lofland
Board Chair

Ritchie Geisel
Executive Director



FEATURED ON THE COVER

When she is not posing for the camera, 5-year-old Lulu enjoys watching the world go by from a favorite perch in her Perry’s Place room. She is shy at first meeting, but warms quickly to a loving hand, particularly when it also brings treats. Lulu’s specialties are slow blinks and loud purrs. Often at the same time.

Lulu ended up at LA Animal Services’ East Valley shelter when her owner became ill and could no longer care for her. Confused and frightened, she retreated to the back of her cage and hissed or swatted when anyone came too close.

With time came trust, and she was adopted briefly but returned to the shelter when unruly children broke that trust and earned a few hisses and swats in response. Heaven on Earth took her in soon after.

At Perry’s Place, Lulu has blossomed. Adoption staff call her a “beautiful, petite flower,” albeit one with a motor that sounds like a Harley. She gets along fine with her roommates and no longer feels the need to seek refuge when visitors arrive. She doesn’t much like carriers or cars but still shines at mobile events and has become a volunteer favorite.

Lulu now needs just one thing: a home. Until then, she’ll keep blinking and purring. And hoping.

If you are interested in adopting Lulu – or any other cat from Perry’s Place – please contact our adoptions team at adoptions@heavenlypets.org or 818-474-2700 x2.

Annual Gala Raises Record \$180,000

Held September 23, 2016, at The Garland in North Hollywood, Heaven on Earth's sixth gala was a spectacular success, with net proceeds totaling \$180,000. Honorees 20th Century Fox TV Animation and actress Amanda Seyfried embraced and embodied the Perry MacFarlane Legacy, the gala's theme for 2016.

Also honored was Karma Rescue, receiving the first-ever Perry's Passion Award, presented by Perry's daughter, Rachael MacFarlane, who also served as dinner chair. Family legacy came full circle with title sponsorship for the event provided by Seth MacFarlane, Perry's son.

Heaven on Earth is grateful to all the event sponsors and to everyone else who made the evening one to remember: Rachael and her hardworking dinner committee, Rich Ruttenberg and his talented trio, emcee Garry Moore, auctioneer Garth Kemp, the team at Night Vision Entertainment, our friends at Your Great Event...and of course the 265 guests who supported the Perry MacFarlane Legacy with their presence.

Gala proceeds represented one-fourth of Heaven on Earth's 2016 operating budget, so the importance of the event cannot be overstated. In 2017, Heaven on Earth will offer safe haven to roughly 900 cats and kittens who will pass through the Perry's Place doors, an increase of nearly 25% from the year before.

**The 2017 gala is just around the corner!
Mark your calendar for
Saturday, September 23,
and set your GPS for a new location –
the SLS Hotel in Beverly Hills.**



Top to bottom: Rachael MacFarlane and Amanda Seyfried; 20th Century Fox Television Animation's Marci Proietto; Karma Rescue founder Rande Levine (left) with Heaven on Earth founder Erendira Cronkhite and executive director Ritchie Geisel

Perry's Place Opens to the Public

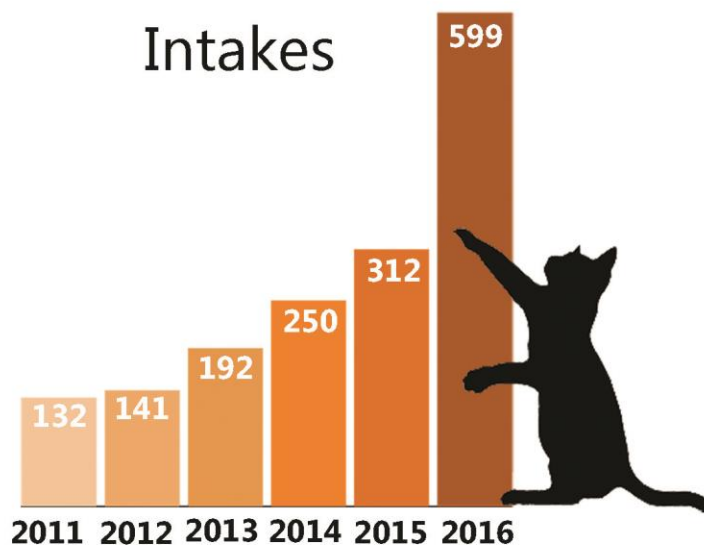
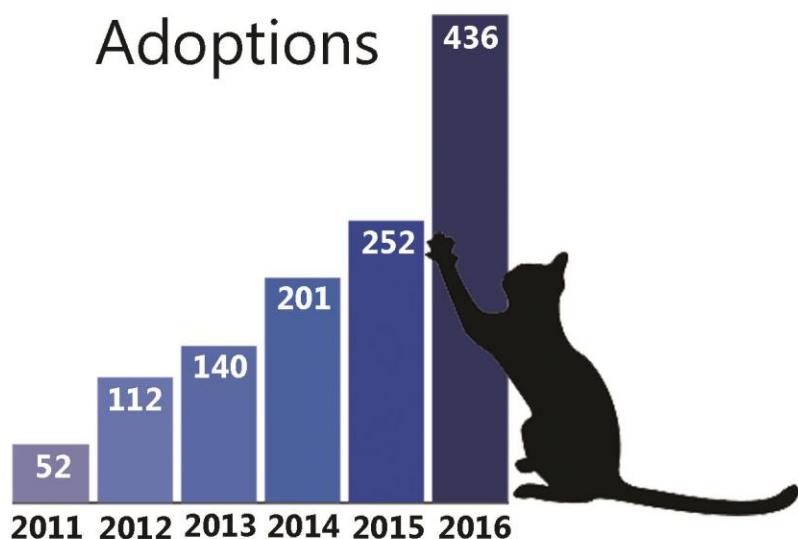
"Homeless cats in Los Angeles now have reason to be more hopeful," read the press release, which announced the rededication of Perry's Place on April 29, 2016, marking a turning point in the sanctuary's history and scope. Previously open to visitors primarily by appointment, Perry's Place is now open to the public four days a week, paving the way for many more cats and kittens to find new homes and loving families.

Just as she had done at the 2013 dedication, honorary board chair Rachael MacFarlane welcomed invited guests to the rededication ceremony and shared the podium with Best Friends' Sheila Koukhan. The two subsequently shared ribbon-cutting duties, too, as new cat enclosures in the reception area were unveiled and plans to dramatically increase Heaven on Earth's lifesaving impact were shared.



The opening of Perry's Place to the public was made possible by a generous grant from Best Friends Animal Society, which established the No-Kill Los Angeles initiative in 2012. Heaven on Earth has been an active member of the NKLA Coalition since it began and is fully committed to helping Los Angeles become a no-kill city by the end of 2017. As an adoption destination, Perry's Place effectively supplements the six mobile events Heaven on Earth holds each weekend at area pet stores.

The Perry MacFarlane Sanctuary, known affectionately as Perry's Place, is regularly home to 160-185 cats and kittens whose ages, personalities and needs may be different but who all have one thing in common – the chance for a new beginning and the happy ending they deserve.





Top: Leslie Roman weighs a kitten. Bottom: Lauren Persico gives fluids to a senior cat.

"We Do It for the Cats..."

If you're reading this, there's a good chance you have a cat of your own. Which means you're used to devoting a portion of your day to feeding, cleaning, perhaps a little grooming and of course, some TLC. Multiply that by 180 – then throw in a host of medical procedures and a mountain range of laundry – and you have a day in the life of the Perry's Place caretaker staff.

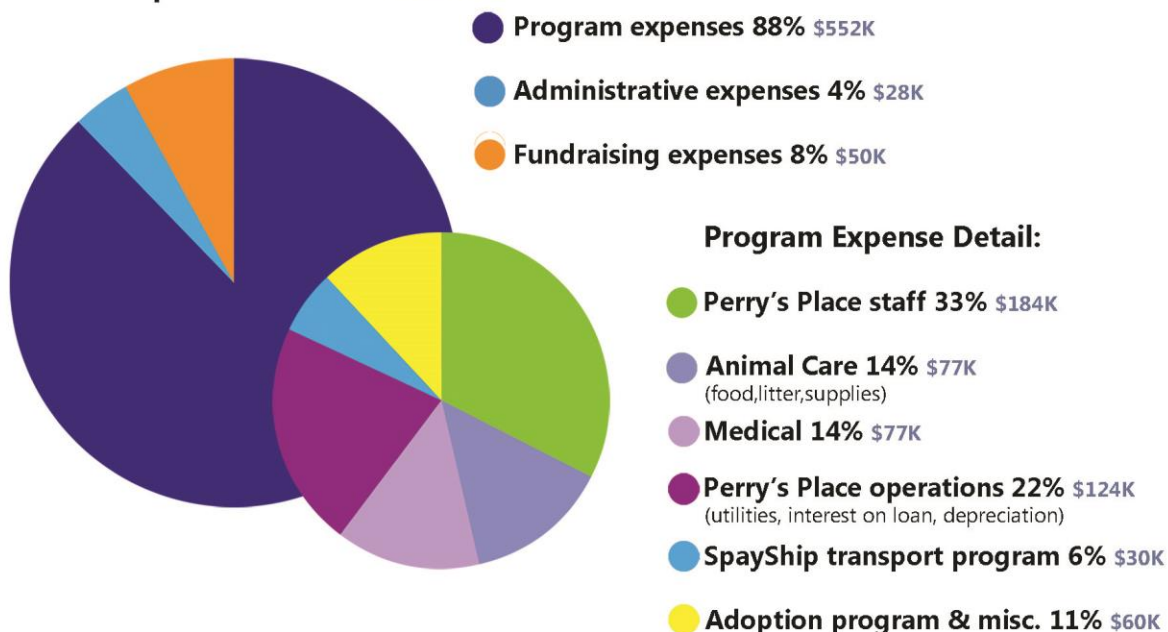
Says sanctuary director Leandra Lawrence, "Our staff come from different backgrounds, but have one thing in common – they love cats! Whether they are RVTs, studying to become veterinary professionals or simply long-time cat caregivers, they each bring passion for our mission to everything they do."

From the moment cats and kittens arrive at Perry's Place, they are interacting with the caretaker staff of eight. First stop is the Isolation room, where cats are assessed and where a variety of procedures take place, depending upon what may already have been administered at the city shelter – deworming, vaccinations, blood draws for combo testing (for FIV and FeLV), even microchipping.

If further clinical issues are present, cats move into another medical area; they may, for example, be under contact restrictions if treatment for ringworm is needed, or they may need extended observation and cage rest for orthopedic injuries. Once medically cleared and ready for adoption, they move down the hall to the public areas, where caretakers have added assignments that include basic grooming (nail trims, ear cleanings), socialization and, in some cases, ongoing medical treatment. Plus a whole lot of love.

Asked what keeps them going day in and day out, staff have a range of answers with a common thread. "We do it for the cats," says Lauren Persico, "and it's never boring... never a dull moment." Josselyn Moreno concurs – "We love the cats and they need us," she says with a smile. Some staff have favorites; says Kathy Eshenko, "after all she's been through, my special girl is Saucy," who is a beloved 17-year-old resident of the seniors' room, Shadow's Haven. Leslie Roman sums it up: "Even if I'm tired, I know the cats need me and that makes Perry's Place such a rewarding place to work."

Heaven on Earth Expenses for 2016 \$630K TOTAL





An Alumni Tail: Arby

It was mid-February when we first laid eyes on the 2-year-old gray cat. He was cowering in a cage in the observation room at East Valley Shelter, having arrived there in a trap several days earlier. Yet something in his eyes said he'd known people once upon a time. It also said an awful lot had happened since then.

A week went by, then two. Gray boy was starting to permit a little kindness but the shelter was filling up, which meant he might run out of time. So we brought him to Perry's Place.

After a short time in medical, he moved into one of our cat rooms, where he had the chance to mingle with other shy fellows as well as some friendlier cats. And where he began to learn his new name – Arby...for RB...for Russian Blue...because of the blue-gray coat and emerald eyes.

In April, Arby went to a pet store adoption event for the first time and was a surprise hit. Sure, he was shy. Sure, he didn't DO much except look at you. But, oh, those eyes.

One Saturday in May, a wonderful family spotted Arby at the Santa Clarita PetSmart. One by one, they met and loved him...even dad Aaron, whose allergies miraculously stayed at bay. By the following Saturday, June had arrived and so had Arby – at his new home in Sylmar.

Now, you might think that a shy guy with a rough past would not be the ideal choice for a family with four children under 12. But you would be wrong.

Within days, Arby was hanging out in the kids' rooms and had become part of the family's nightly Scripture reading time. "He's making huge progress," mom Trish reported happily, "eating and drinking with us right beside him, letting us pet him and hold him!" Arby's shyness had all but disappeared in almost record time.

And maybe there was a reason for that. You see, the previous year, youngest son Austin had been hospitalized following a bike accident and nearly died from the rare infection that followed. When a doctor asked him what his favorite animal was, the 5-year-old replied, "a black cat with green eyes." Soon after, a stuffed kitty appeared in Austin's hospital bed, eventually taking his place as the family cat since dad's allergies had always precluded the real thing. Then along came Arby.

Perhaps it was hypoallergenic characteristics of the Russian Blue, perhaps it was the power of perception, perhaps prayer played a role. But at the end of the day, it was pretty clear this cat and this family were meant to be together.

"It was so special" says Trish, "that a year after such a difficult trial, we got Arby – an almost-black cat with green eyes!"



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