

**FOR THE
YEAR 2017**

**Heaven
on Earth
by the
numbers**

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**Los
Angeles
close to
becoming a
no-kill city!**

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**Building Our Capacity
to Save Lives**



On the Cover

MISTER

Sweet, very adoptable Mister currently resides in Clopsy's Corner, one of the many rooms at Perry's Place dedicated to providing sanctuary to cats like him. 9-year-old Mister came to us as a stray in February of 2017, though -- because he'd already been fixed and had teeth pulled -- it does appear he was someone's pet at some point in the past. Mister is a very affable fellow: he is playful and gets along well with other cats, although he is a bit of a Beta; he doesn't like to be picked on. With an insatiable love for treats and people and an idiosyncratically crooked tail, Mister is a delight. He would make a wonderful pet for anyone seeking a mature cat with a pleasant temperament.

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

Dear Family & Friends of Heaven on Earth:

2018 began where 2017 left off, and we continue to save more lives than ever. We have committed to rescuing 800 cats from the city shelters this year, and we expect that more than 1,100 cats and kittens will enjoy safe haven at some time during the year at Perry's Place. By converting the onsite apartment to additional clinical space last year, we were able to increase Perry's Place's capacity for care. And now that we have maxed out our facility, we will begin a modest foster program in 2018 to expand our capability to save underage kittens during the peak of kitten season.

We also project adopting out three times as many cats as just 4 years ago, and our SpayShip transport program is on pace to facilitate more than 1,000 spays and neuters again in 2018.

To sustain this dramatic growth, we are planning to launch a fundraising campaign before the end of 2018, which will offer donors an opportunity to make multi-year pledges to name the remaining rooms in Perry's Place or to establish named funds. We will also rely increasingly on social media

LATE BREAKING NEWS!

The City of Los Angeles has awarded Heaven on Earth a three-year contract to operate a spay & neuter clinic. Located at the city shelter in Chatsworth, this endeavor will allow us to expand our services and reach to the West San Fernando Valley.

Stay tuned for additional updates!



to expand our donor base, and on our monthly sponsorship program, in order to ensure a steady flow of operating funds.

In the meantime, we are enormously grateful to the foundations, corporations, and individual donors who have helped us keep up with our service growth. We have earned modest budget surpluses for the past 11 years through sound management, and are proud that 89% of our budget directly supports our programs. Bottom line, we remain committed to continuing to merit your trust and confidence that donated dollars will be used to greatest effect and that expenses will be managed prudently.

Perry's Place provides a little bit of Heaven on Earth for its feline residents, those precious little beings who depend on us and inspire the work we do. They are all alive and thriving because you care. Thank you to our volunteers, staff and donors for the gifts of your time, talent and treasure to help ensure the future of Perry MacFarlane's legacy.

Ritchie Geisel
Executive Director

Suzanne Lofland
Board Chair

SEVENTH ANNUAL GALA SELLS OUT!

The program was emceed by Heaven on Earth executive director Ritchie Geisel and began with a special musical performance by Rachael MacFarlane and her talented 7-year old daughter Bella. The Rich Ruttenberg trio provided additional musical entertainment throughout the evening, and our auctioneer, Trey Jarvis, brought his own unique energy in motivating our guests to dig deep in support of Heaven on Earth's lifesaving mission.

Title sponsor Seth MacFarlane was joined by 32 additional sponsors in ensuring the evening's financial success, with funds raised providing 20% of Heaven on Earth's annual operating budget.

PRESENTING

Ritchie & Pamela Geisel

TOP CAT

NVE Experience Agency
SBV Talent
William Morris Endeavor

John & Hilda Arnold Foundation
Best Friends Animal Society
Robert & Erika Brunson
Jason & Kimberly Clark
Fox Television Group, Fox Audience
Strategy, & 20th Century Fox
Susan & Dan Gottlieb
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Michelson Found Animals
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Spencer Laudiero

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Petco Foundation
Serena Sandino
Smart Entertainment
Jon & Laura Thompson
Brian & Janella Werdesheim
Monika Zimaniova

PRESENTING
TOP CAT S

COOL CAT

ALLEY CAT

KITTEN SP



(L to R) Jackson Galaxy, Marc Peralta,
Rachael MacFarlane, Ritchie Geisel



Actress Penny Johnson Jerald &
husband Gralin Jerald

Raises \$165,000 for Perry's Place Cats

On September 23, 2017, we hosted our annual gala at the SLS Hotel in Beverly Hills. Our 300 guests (a new record!) enjoyed a reception featuring "Kitty Kosmos" donated by Tito's Vodka, fine dining, a silent auction, and wonderful musical entertainment. All of the funds raised will provide care for the cats and kittens at Perry's Place, our North Hollywood sanctuary. Heaven on Earth was proud to honor "agents of compassion" NVE Experience Agency and SBV Talent; we awarded the second Perry's Passion Award to Marc Peralta of Best Friends, who led the NKLA Coalition from 2012-2017.

Nothing would have made the late Perry MacFarlane happier than to know that Los Angeles is on the verge of becoming the nation's largest no-kill city; nothing could be more appropriate than honoring her legacy by recognizing Marc's leadership.

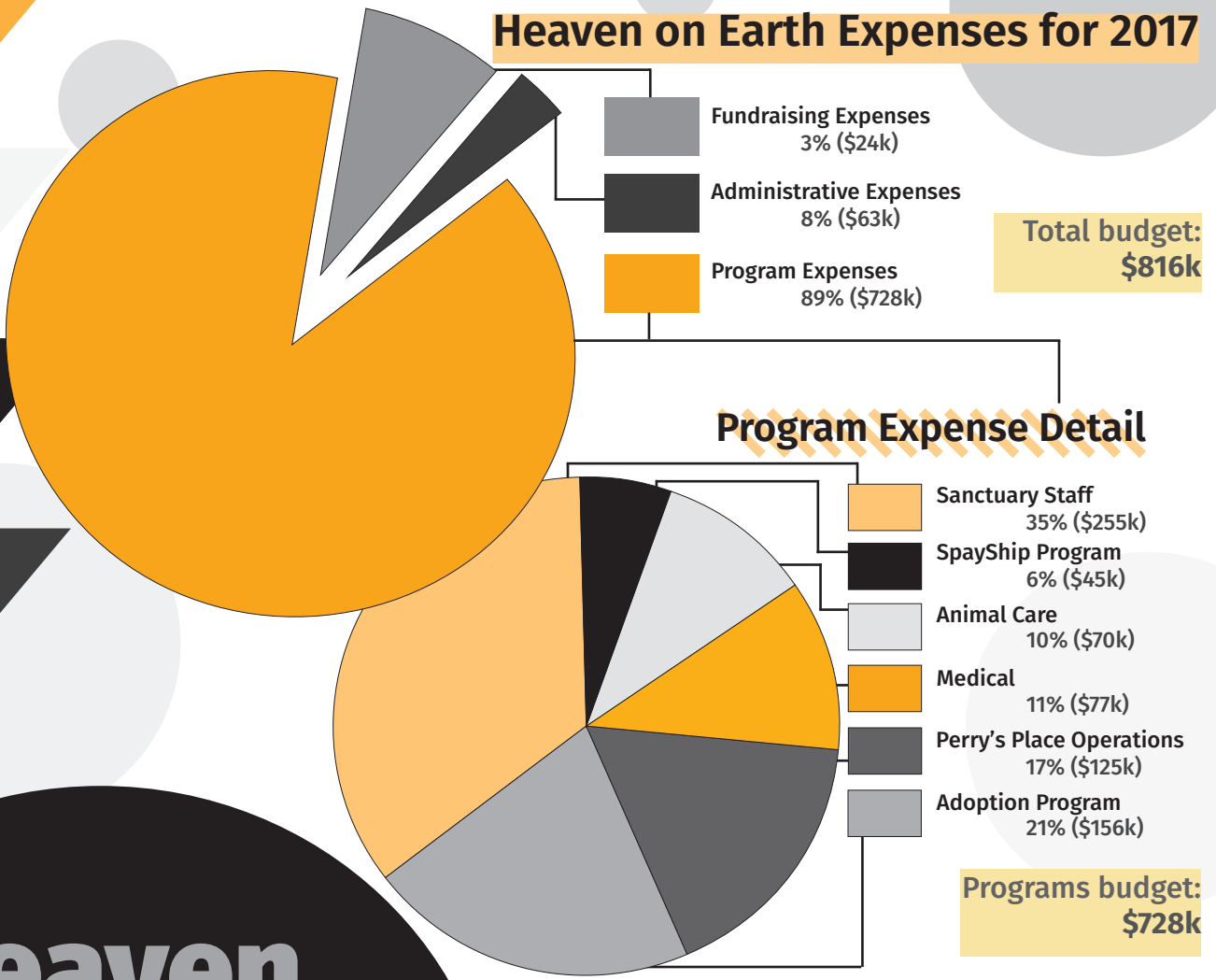
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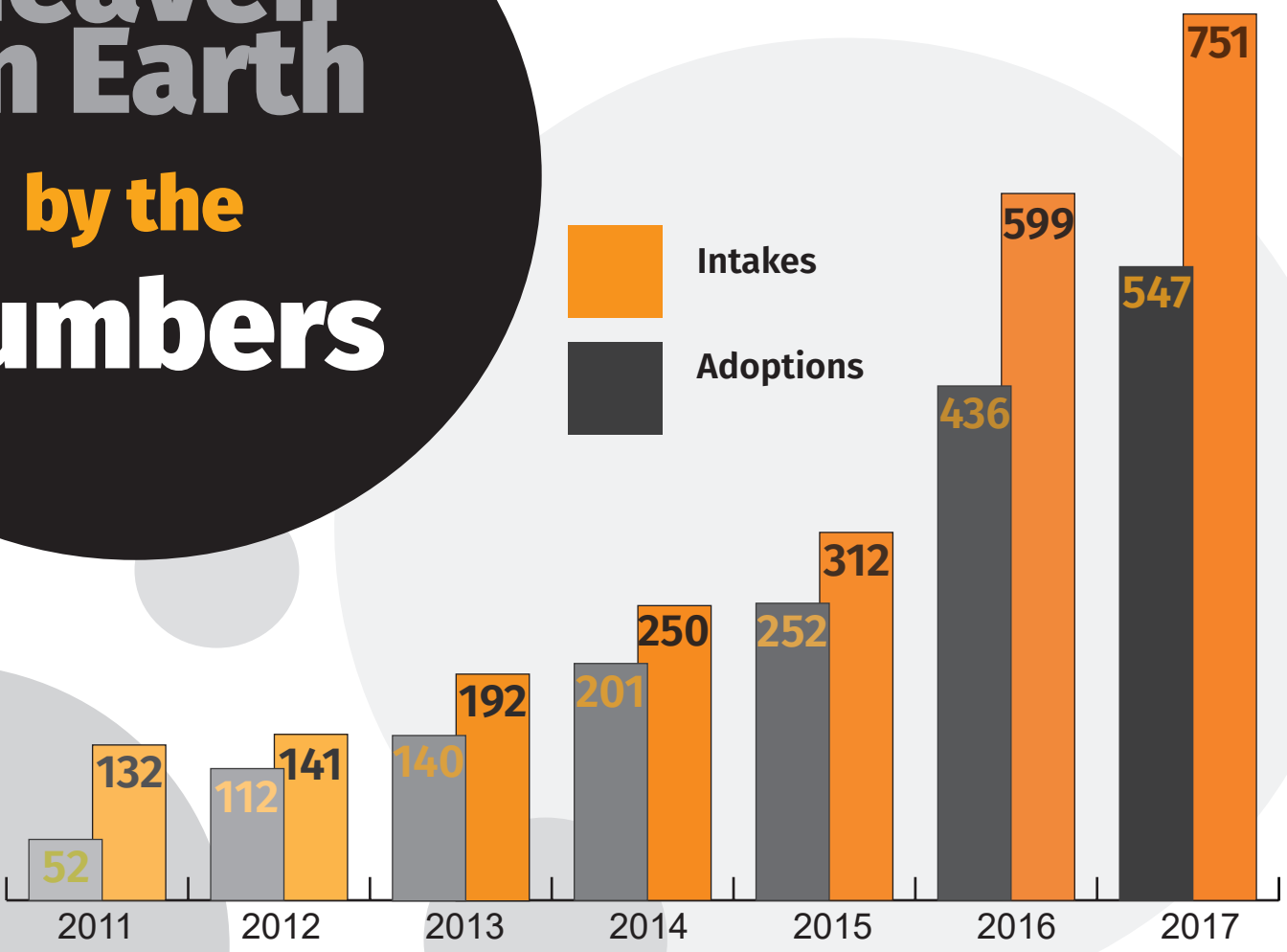
CAT SPONSORS

SPONSORS

Heaven on Earth Expenses for 2017



Heaven on Earth by the Numbers



Bar graphs don't tell the whole story...

because each cat we rescue has his or her own personal tale

Last spring, after being alerted that they were on the **red list** at the East Valley Shelter, we pulled the

"Sports Car Litter"

(Maserati, Ferrari, Bugatti, & Pagani)

They were transferred from their carriers into a double cage in our Maternity Room at Perry's Place, where our clinical staff cared for the nursing babies.



ROMAN & PORSCHE

Once Porsche's kittens were eating on their own, her job was done. The kittens were moved to our isolation room, where they grew until they reached two pounds and were big enough to be fixed.

Meanwhile, a somewhat shy Porsche was spayed and sent to live at the Tujunga PetSmart temporarily. Soon, Porsche met a new friend in the cubby next to her: Roman... The pair was ultimately adopted together!



MASERATI (now Purkins)

Bugatti, Ferrari, Pagani, and Maserati (plus 30 other kittens) were fixed by our mobile spay/neuter vet in the Perry's Place parking lot on a Monday morning in June 2017. They made their public debut that weekend; all were adopted soon after!



FERRARI & PAGANI



BUGATTI (now Theoden)

LOS ANGELES CLOSE TO BECOMING A NO-KILL CITY

In 2011, Best Friends Animal Society teamed up with Los Angeles Animal Services (LAAS) and the leading Los Angeles animal organizations to plan a bold campaign with a big goal: to end the killing of dogs and cats in LAAS shelters. That meant achieving a combined 90% save rate for both dogs and cats in L.A. city shelters for the year. The year before the launch of NKLA, the save rate for LAAS was 58% for dogs and cats combined. For dogs in L.A. city shelters in 2011, the save rate was a mediocre 71%. For cats? A dismal

36%

Heaven on Earth has done its part by increasing the number of cats we've rescued from the city shelters from 250 in 2014 to 751 this past year, a 300% increase in just 3 years.

Heaven on Earth joined the other leaders in the cat rescue community in

2015

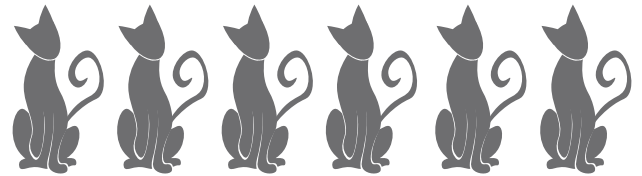
by accepting Best Friends' challenge to

SAVE THEM ALL

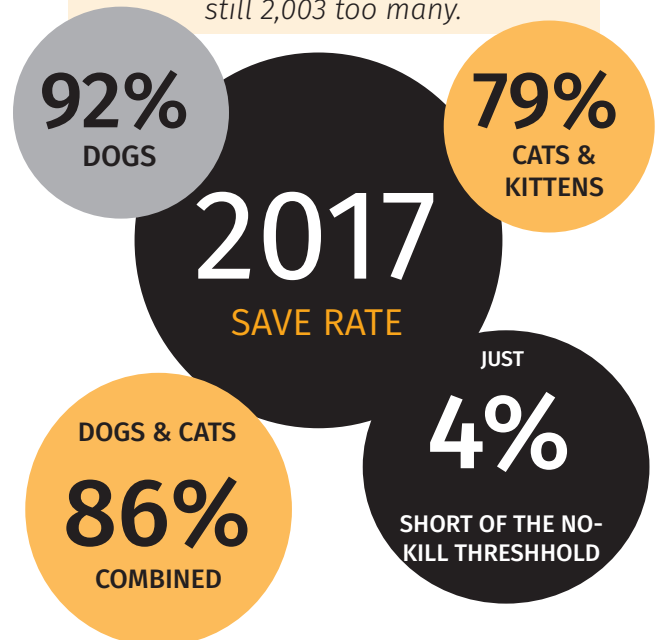
especially underage kittens.

These most adorable of shelter pets comprise the largest "demographic" of animals dying in shelters. Of the 23,751 dogs and cats who died in L.A. shelters in 2011, more than

7,400 were kittens.



By the end of 2017, the number of kittens euthanized in the LAAS system had dropped by an astounding 74%, with the number of kitten deaths decreasing to 2,003, though still 2,003 too many.



This has been accomplished as a result of the dedication and fierce resolve of our staff and adoption volunteers under the leadership of Pamela Geisel, Adoption and Admission Director since 2010.

With the goal so close at hand, the work of saving lives and sustaining the achievements of the last five years

Our 2018 goal is 800.

Donor List 2017

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

\$25,000 or more

Best Friends Animal Society
The Darcie Denkert Trust
Ritchie & Pamela Geisel
Greenberg Animal Welfare
Foundation
Seth MacFarlane
The Hyla Marrow Trust
The Michelson Found Animals
Foundation

\$10,000 - \$24,999

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\$1,000 - \$2,499

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BETH
Perry's Place Resident