Building Our Capacity to Save Lives
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 fund-raising 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 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
How to be creative?

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.
Heaven on Earth Expenses for 2017

- Total budget: $816k
- Programs budget: $728k

Program Expense Detail:
- Sanctuary Staff: 35% ($255k)
- SpayShip Program: 6% ($45k)
- Animal Care: 10% ($70k)
- Medical: 11% ($77k)
- Perry’s Place Operations: 17% ($125k)
- Adoption Program: 21% ($156k)

Heaven on Earth by the Numbers

- Total budget: $816k
- Programs budget: $728k

Intakes and Adoptions for 2011-2017:

- 2011: 52 Intakes, 52 Adoptions
- 2012: 112 Intakes, 112 Adoptions
- 2013: 141 Intakes, 141 Adoptions
- 2014: 192 Intakes, 192 Adoptions
- 2015: 250 Intakes, 250 Adoptions
- 2016: 312 Intakes, 312 Adoptions
- 2017: 599 Intakes, 547 Adoptions

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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.

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!

Bar graphs don’t tell the whole story... because each cat we rescue has his or her own personal tale...

Total budget: $816k
Programs budget: $728k
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.

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), including Maserati (now Purkins), Ferrari & Pagani, Bugatti (now Theoden), and Roman & Porsche. 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.

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!

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!
Los Angeles Close to Becoming a No-Kill City

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.

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.

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

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.

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.

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.

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
Capital Group
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Alec Sulkin
Kara Vallow

$250 - $499
Doug Amaturo
Evelyn Baron

*If your name has been listed incorrectly or omitted, we extend our apologies and hope you will contact us at donations@heavenlypets.org so we may correct our records.
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SUPPORT OUR LIFESAVING WORK
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GENERAL INFORMATION
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CONNECT WITH US!

BETH
Perry's Place Resident