

IMPACT REPORT 2020



ISABELLA

FROM THE EXECUTIVE DIRECTOR

Dear Friends,

2020 was a year like no other. Close to home we lost friends and loved ones to the virus, and millions more across the globe. Life as we know it changed forever.

At the same time, we also gained so much. We learned how much we really support each other and how much we can depend on each other.

You supported Heaven on Earth last year by adopting 603 cats and kittens, donating \$35,000 worth of food and supplies, and in so many other ways.



While you were home, you opened your hearts to foster a whopping 382 cats and kittens! That included older and special needs cats who flourished while home with you, just sitting next to you, keeping you company, and sleeping on your bed.

In addition, your financial support was off the charts! You made \$141,000 in individual gifts, a 72% increase from 2019. 550 of you joined the Heaven on Earth family for the first time, 80 rejoined, and 30 made monthly commitments to ensure our cats and kittens would always have food in their bowls and litter in their pans.

On behalf of Heaven on Earth, thank you for your support during the unprecedented times of 2020. We could not have saved so many lives without you.

In 2021, we're expanding the ways we're helping cats and kittens including working with the American Society for the Prevention of Cruelty to Animals (ASPCA) to save and rehome more felines and helping our cats become more adoptable by implementing Greater Good Charities' The Jackson Galaxy Project's Cat Pawsitive Pro Program. We're so excited about this work and so grateful for you, our partners!

We're committed to saving more lives in 2021 and we know you are always there to support us.

Now more than ever, we need help to save more lives. And if 2020 taught us anything, it's that we can depend on you to be there for the cats.

Shannon

Shannon Asquith
Executive Director



653

CATS & KITTENS
TAKEN IN AT
PERRY'S PLACE

603

CATS & KITTENS
ADOPTED INTO
LOVING HOMES

382

CATS & KITTENS
PLACED INTO
FOSTER HOMES

107

CATS & KITTENS
TRANSFERRED TO
RESCUE PARTNERS

750

CATS TNR'D
THROUGH
SPAYSHIP

2,628

SPAY & NEUTER
SURGERIES
PERFORMED
ON DOGS & CATS

30,893

MEDICAL
TREATMENTS
COMPLETED AT
PERRY'S PLACE

94%

POSTIVE OUTCOMES FOR
OUR CATS AND KITTENS

"I think it's very rare that people get to realize their dreams come true during their own lifetime. It's been a gift."

- Eri Cronkhite, Founder & Board Member



A DREAM REALIZED

The mission of Heaven on Earth is to transform the lives of homeless cats through rescue, sanctuary, and new beginnings.

Since 2000, we have rescued thousands of cats and kittens from overcrowded shelters and directly from the streets.

The life-saving process begins here, at Perry's Place, our 5,500 square foot adoption center and sanctuary named for Seth and Rachel MacFarlane's mother, Perry.

HOME FOR THE HOMELESS

Our work saves lives, builds loving families, and supports local communities.

At Perry's Place, trained staff and volunteers provide essential daily care and socialization to ensure positive outcomes for our cats and kittens.

Foster volunteers open their homes and hearts to cats and kittens of all ages, including those in need of medical and end-of-life care.

"This is such a great organization. The staff and everyone care so much about the cats and kittens. They do everything they can to get them adopted or if they are sick they take care of them. I'm really glad I found this organization."

- Eiko S., Volunteer



"In private practice, I enjoyed treating the cats so much that it made me want to go into shelter medicine. Now being with Heaven on Earth makes me feel like it's full circle in coming home."

*- Dr. Andrea Winhoffer,
Medical Director*



A NEW START

At Perry's Place, our veterinarians, trained staff, and volunteers provide on-site treatment to cats and kittens with medical conditions, momma cats with kittens, and underaged kittens.

Our staff veterinarians oversee all medical protocols and treatments provided by our professional caretaking staff.

We treat serious, but curable conditions - including ringworm and panleukopenia - in dedicated isolation rooms.

OUR RESPONSE TO COVID-19

When the COVID-19 pandemic hit, we made several significant changes to our life-saving programs to ensure our continued ability to support the community, keep staff employed, and save more lives.

Perry's Place was closed to all visitors to protect staff and the public. We immediately implemented a virtual adoptions process to replace in-person introductions that would have taken place at satellite locations including PetSmart stores in Santa Clarita and Tujunga, and Best Friends Animal Society's NKLA Adoption Center.

Because local animal shelters were forced to either drastically limit services or close altogether, members of the public who found stray animals or who needed to rehome their pets had few options. We helped the community by taking in over 320 cats and kittens directly from the public, almost 50% of our total intake for the year.

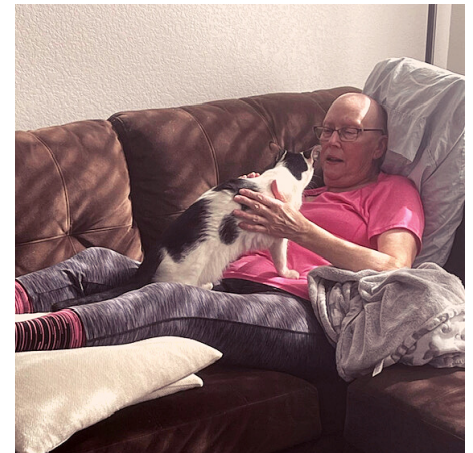
A 72% increase in individual gifts allowed us to keep all Heaven on Earth staff fully employed.

LOVE COMES HOME



"One of the things that I love about Heaven on Earth is the foster to adopt program. I was able to foster Midge for a couple of months and really form a bond with her before adopting her."

- Abby, Adopter



"Rosebud came to us at 6.5 weeks old and has kept me smiling and laughing non-stop ever since. Recently my mom was diagnosed with breast cancer and Rosebud road tripped (like a champ) from LA to Phoenix to help bring my mom some joy."

- Laura, Adopter

"Smokey Milo during this time has been a surprise. I didn't realize he would be so wonderful for my mental health. I don't think the relationship between animals and pets and mental health are talked about enough. To have Smokey Milo in my life has been a blessing."

- Savannah, Foster Volunteer



YOU MAKE OUR WORK POSSIBLE



Monetary gifts

Your monetary gift will provide vital funds to help us save more lives today.



Monthly donations

Join The Cat Pack and let us count on you to keep the food in the bowls and the litter in the pans all year long.



Planned gifts

A gift in your will or trust allows you to leave your life-saving legacy while creating a plan for the people and pets you love.



COMMUNITY WORKING TOGETHER

Our SpayShip Transport Program helps communities by assisting caregivers with the spay and neuter of community and owned cats.

This free service provides transport for surgery and educates the public about caring for community cats. Since 2009, the program has helped 8,000 + cats and their caregivers.

"We help the people that love the cats, that take care of them and feed them, that give them their names. We're really a community-focused program because when we help the cats, we help their caretakers as well."

- Jennifer Parsignault, SpayShip Director

PROVIDING FOR THE COMMUNITY

Heaven on Earth runs the veterinary clinic at the Los Angeles Animal Services West Valley Animal Shelter.

Our veterinary team performs high-quality, low-cost spay and neuter services for owned and unowned dogs and cats. We also provide low-cost services to the public, including vaccine and wellness clinics.

We support other LA area dog and cat rescue organizations by providing discounted services to animals in their care.

"We are so appreciative for our collaboration with the Heaven on Earth Animal Clinic. We transfer in primarily medical dogs from LAAS, and many are in need of urgent surgical care. Heaven on Earth has helped us to save many of these dogs and it is always with positivity and expertise. It's easy to see how much they love what they do - and they do it so well. Dr. P and her team are truly wonderful and provide exceptional care for our dogs and pittens!"

- Katie L., Executive Director, Angel City Pit Bulls



A NEW COMMUNITY RESOURCE

FreeWill removes the expensive legal fees from writing a will or trust while giving you space to make plans for your cats and other pets and ensuring your animals receive the care and protection they deserve.

Create a legacy: Write your will and create a lasting legacy with Heaven on Earth that can support our work for generations to come, while protecting the people and cats you love.

Give tax-free from your IRA. If you are 70.5 or older, you can make a larger impact on Heaven on Earth, while saving on your taxes.

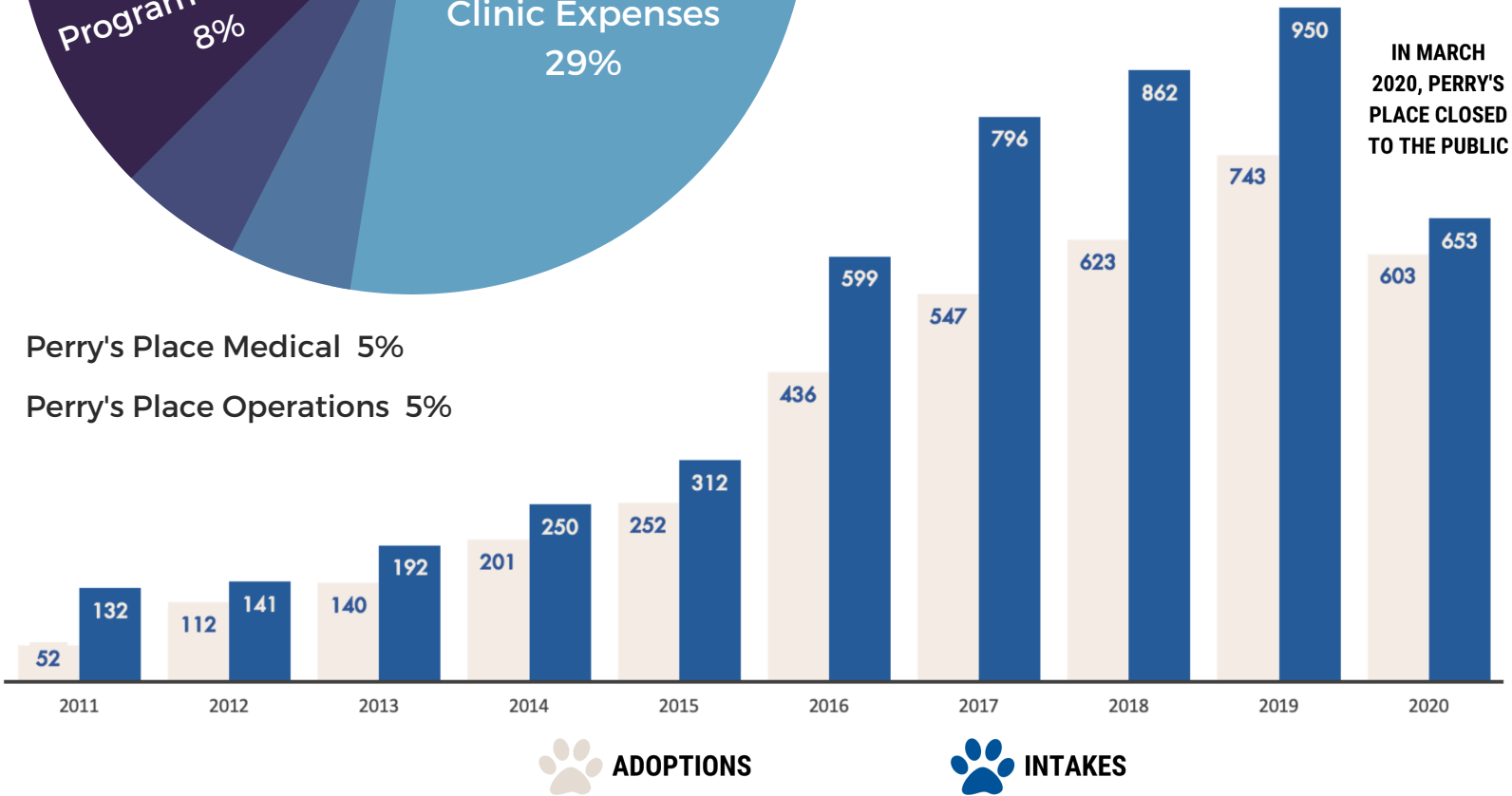
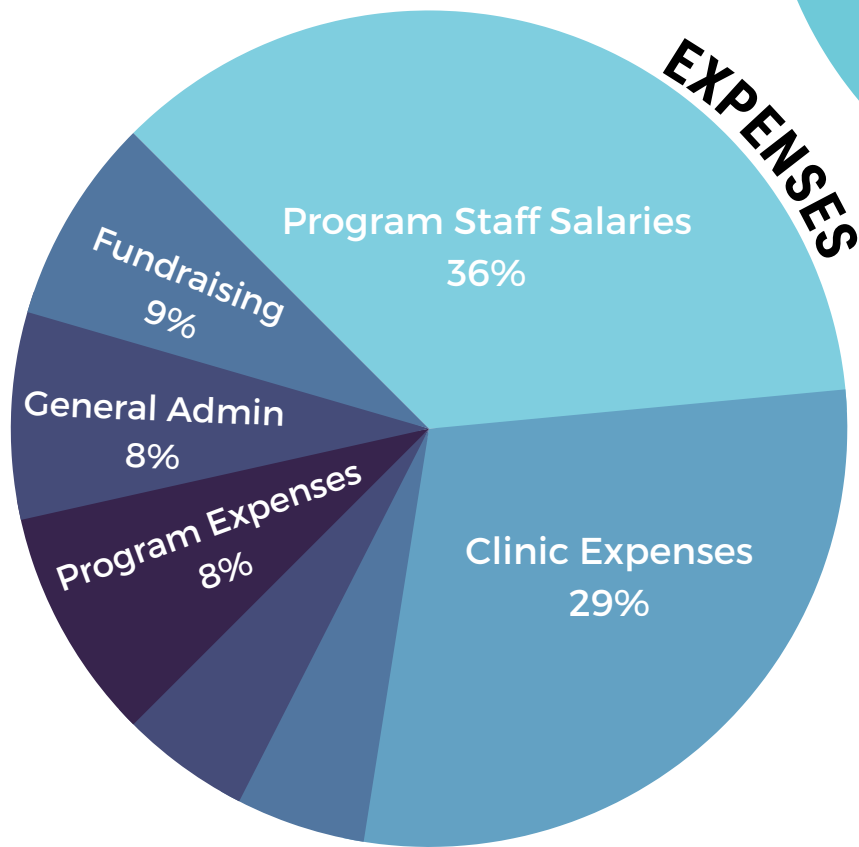
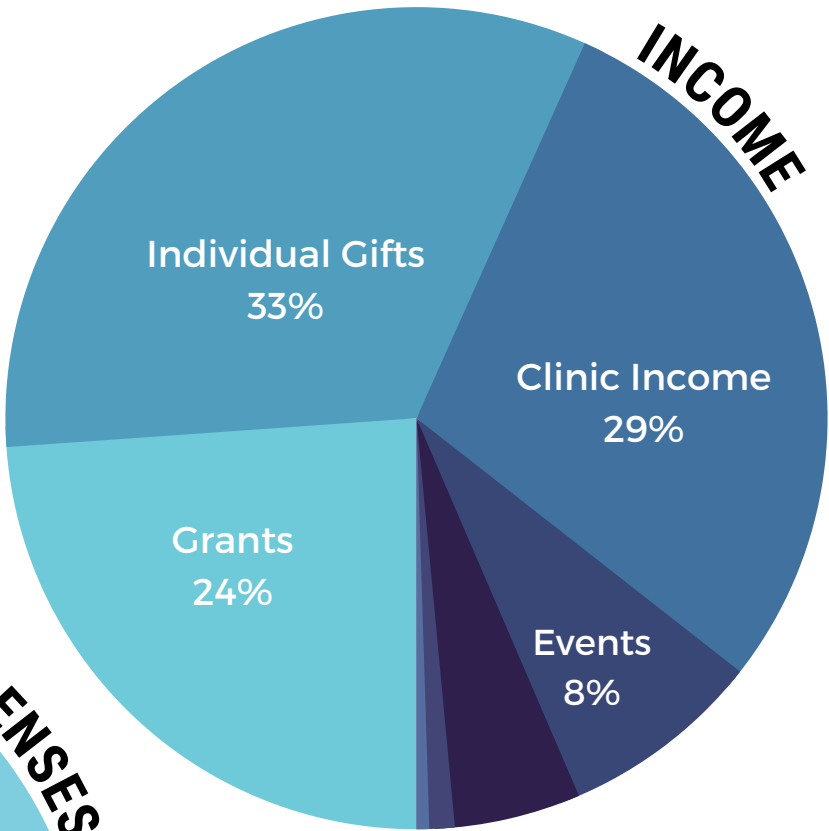


For more information or to make a gift visit heavenlypets.org/legacygifts

BY THE NUMBERS

83% program expenses

17% supporting services



YOUR GIFTS IN ACTION

\$20,000 OR MORE

Best Friends Animal Society
Capital Group
Erendira Cronkhite
Seth MacFarlane

Amy & Ben Castellana
Deborah Nebezal Corday
Dillon Dingwell - En
Memoriam

Diana Fitzgerald & Michael
Fink

Michael Friedman
Nancy Gowani
Christine & Daniel Grey
Lee Hendrix & Dexter
Cannon

Dorian & Christine Hicklin
John Jacobs

Thomas & Gayle Jemison
Joan Kelley

King's Mobile Pet Grooming
& Spa

Leslie Ann Myricks & Carol
Ann Rose

Susan A. Ogawa
Erin O'Sullivan

Ralph's
Marilyn Robinson
Judith Ciani Smith
Walt & Judy Stonerock
Target

Wolfe Family Charitable
Foundation

Susie Yoo
Yaron & Hermine Zanki
Christina Zimmerman

\$10,000 - \$19,999

Banfield Foundation
John & Katherine Gregory
Ryan Mukai
The Pet Care Foundation
Joan Traver Walsh Family
Foundation

\$5,000 - \$9,999

May & Bill Allison
Foundation
Shannon Asquith
The D. Denkert Trust
Caroline de Souza
Joan Traver Walsh Family
Foundation
Judy Dunn
Melissa Godlash
Merritt Bookkeeping
The Michelson Found
Animals Foundation
Jennifer Parsignault & Bob
Wynne

\$2,000 - \$4,999

Cathy Berry
Colleen Friend
Jenya Wave Productions
Karen Myron
North Hollywood West
Neighborhood Council
On Shore Foundation
Cynthia Owens
Pretty Litter
Scrappy Cat Productions
Amanda Seyfried
Steel Panther
Your Great Event

\$1,000 - \$1,999

Mark Bennett
Keets & Hugh Cassar

\$500 - \$999

Stephen & Allison Alford
Bonnie Lee Anderson
Paul Barnes
Peter Beukers
Michele Dalcin Botts
Phyllisa Cohen
Mary Collins
DTE Energy Foundation
Dennis Ertzman
Sarah Etheridge
EZ Heart and Soul Rescue
Patrick Galvin
Julie Garcia
Google Inc.
Rebecca Hope
Christine Howe
Susan Johnson-Lipman

"I have happily supported Heaven on Earth for almost ten years. Just like they appreciate the broad spectrum of cats and kittens in need, they appreciate the broad spectrum of supporters and volunteers that exist, and recognize that all forms and levels of help are valuable."

- Karen M., Donor & Volunteer

Trust of Susan E. Kesler
Judy Kirk
Rachel & Victor Kozaski
Cheryce Kurtz
Laurie Liles
Rebecca McGill
Christine Morykwas
Joanna Nelson
Netflix
Seema & Eli Pessar
Phillips 66
Polly Sack
Ying Sun
Tony Rodrigues
Deborah Tittle
Stacey Thomas
Laura & Jon Thompson
George-Ann Tobin
Warner Bros.
Entertainment, Inc.

\$250 - \$499

Jennifer Alcaraz
Mark Anderson
Robert & Linda Bastien
Tim & Melissa Beaufoy
Denise Beilowitz
Kristina Bostrom
Carolyn & Thomas Caswell
Chi & Cate Chang
Eileen Cohen
Alan & Joanna Connell
Arlene Cook
Hanah & Sonia Cook
Cherry Cordero
Alexis Cox & Alex Shipp, Jr.
Bill Crowe
Jacqueline Davies
Gennelle Dedek
Diane Delaney
Tom & Brenda Dill
Grant Donovan & Amy
Pocha
Roy Eisenberg
Employees Community
Fund of Boeing California
Lewis Feldman

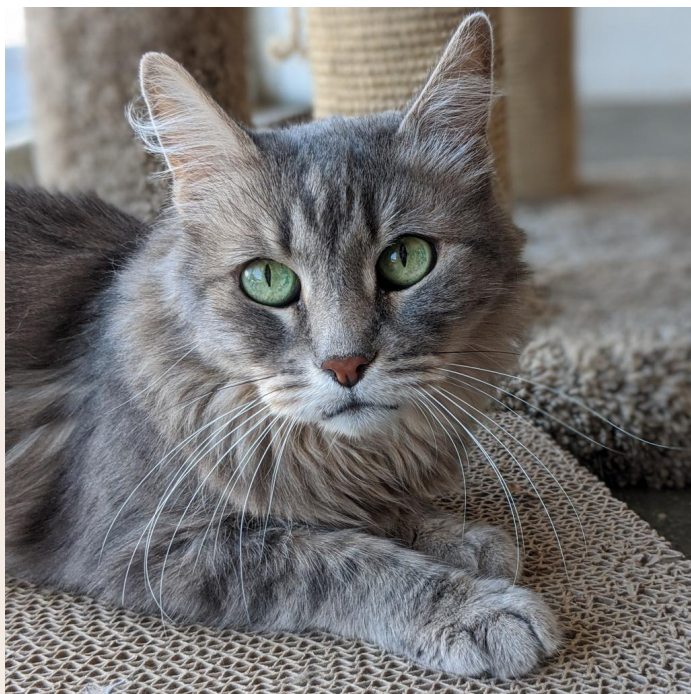
Mary Ann Fox
Theresa Gutierrez
Shelly Hazlett
Lisa Herbert
Susan Herney
Jessie Holzer
Wilba Hussey
Cathryn Humphris
Gary Janetti
Michael & Carolyn Jennings
JLK Rosenberger LLP
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Orly Kroh-Trifman & Michael
Trifman
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Kathie Schenk
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Ginger Tipton
Cara Trimboli
Kara Vallow
Richard Voss
Geoff Wansbrough
Jennifer Wharton
Charles Wright
Robin Wohlford
Jennifer Zeller

THANK YOU FOR YOUR SUPPORT!

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.

"We're proud to team up with Heaven on Earth on our shared vision for making Los Angeles a No-Kill City. Cats and kittens continue to be the most at-risk population in the shelter system. When there's a mama cat and her kittens, or a sick and injured cat, we know we can rely on Heaven on Earth as a key partner to take on some of the toughest cases. Together, we can accomplish more and we're grateful for their strategic vision and partnership."

- Jennifer Pimentel, Executive Director, Best Friends Los Angeles



CONNECT WITH US

Adopt | adoptions@heavenlypets.org

Volunteer | volunteers@heavenlypets.org

Support | donations@heavenlypets.org

Clinic | clinic@heavenlypets.org

Questions? | info@heavenlypets.org

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@HeavenOnEarthSocietyForAnimals

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heavenlypets.org

