



CATalyst Council 2020-2022 Strategic Framework

Mission Statement

CATalyst Council enables the lifelong health and welfare of companion cats

Vision Statement

All companion cats receive the care they deserve

Impact Statements

Through the continuing efforts of the CATalyst Council:

- Pet owners are connected to and understand the importance of regular veterinary care for their cats
- Veterinarians provide a positive experience for cats and cat owners and believe that caring for cats is an essential part of a profitable, sustainable practice
- Shelters and veterinarians work as partners to educate adopting families on positive cat care practices

CATalyst Council Values

- 🐾 Using evidence-based resources for promoting the best outcomes for all cats
- 🐾 Embracing community-wide relationships to further the well-being of companion cats
- 🐾 Celebrating the human-feline bond

Long-term Goals

To realize its vision, the CATalyst Council will pursue the following strategic goals:

1. Programs and Initiatives. The CATalyst Council will focus its resources on programs and initiatives that bring tangible results for cat health and well-being
2. Communication, Outreach and Influence. The CATalyst Council will foster connections and collaboration throughout the animal health care, wellness and welfare, and pet industry communities to further its mission and vision
3. Governance and Operations. The CATalyst Council will operate efficiently, with sustainable human and financial resources to fulfill its mission and vision, and to stay at the forefront of a changing environment in feline health and welfare