



FOR MORE INFORMATION

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FOR IMMEDIATE RELEASE: FEBRUARY 20, 2023

CATalyst Council announces Better Together Animal Alliance as its first-ever grant recipient

(Las Vegas, NEVADA) February 20, 2023—The CATalyst Council today announced Better Together Animal Alliance (BTAA), an animal welfare organization in Ponderay, Idaho, as the recipient of its inaugural grant.

Established in 2022, the grant program was created to increase access to care and subsequent medicalization of companion cats. BTAA was selected for a \$20,000 grant to enhance data collection of its helpline services, to assess the impact of telehealth options on reducing relinquishment of cats to the shelter, and to serve as a model for other helpline services.

“BTAA has a strong record of innovative programing, and we are excited about the learning that will come from additional data collection and analysis of their helpline,” said Dr. Jane Brunt, Executive Director of CATalyst Council. “The opportunity to use the insights from the data collection and analysis to help more cats not just at BTAA, but at animal welfare organizations everywhere is extremely encouraging.”

BTAA serves cats, dogs, and the community in northern Idaho. Founded in 1993, their programs support people and their pets to prevent unnecessary owner surrenders, sheltering lost pets, and providing a safe and enriching environment for pets to stay while they wait to find new homes. BTAA serves approximately 2400 stray or surrendered animals every year and over 6000 pets through community-based programs. BTAA is also the founder of Home To Home, a nationwide virtual platform to keep animals out of the shelter through direct home placement, which is now used in 120 shelters in twenty-three states and helps over 46,000 animals annually.

“We are thrilled to receive this grant from CATalyst Council and thankful for its investment in partnering with organizations to find new ways to help keep cats out of shelters and in their homes. The grant will help us expand our knowledge so we can more effectively serve families and keep more of them together, which is our focus,” said Mandy Evans, Executive Director of BTAA.

The CATalyst Council grant program will begin accepting applications on April 1, 2023. All applications must be received by August 31, 2023, for consideration for the 2024 awards. Grants may range in funding amounts up to \$20,000.00.



For more information, contact Jane Brunt, Executive Director, at 410-627-7921 or jane.brunt@catalystcouncil.org

About the CATalyst Council

By accelerating innovation in feline care, CATalyst Council enhances the quality of life for cats and their people. Founded in 2008, we bring together data, knowledge and resources from shelter and adoption organizations, the veterinary community, and industry stakeholders to collaborate on programs and communication to further our vision that companion cats receive lifelong care. More information about the CATalyst Council and statistics around companion cat care is available at www.catalystcouncil.org.

About Better Together Animal Alliance

Better Together Animal Alliance (BTAA) is an animal welfare organization dedicated to enhancing the lives of dogs, cats, and the people who love them. BTAA is a 501(c)3 nonprofit organization that is not affiliated with the county or city and receives no tax support. Located in Ponderay, Idaho, BTAA serves Bonner, Boundary, and Kootenai counties. Programs focus on supporting people and their pets to prevent unnecessary owner surrenders, sheltering lost pets, and providing a safe and enriching environment for pets to stay while they wait to find new homes. BTAA assists approximately 2,400 stray or surrendered animals every year and over 8,000 pets through its community-based programs. Learn more at bettertogetheranimalalliance.org.