



GRANT PROGRAM 2024

WELCOME

On behalf of our Board of Directors, our sponsors and industry partners we are pleased to introduce CATalyst Council's inaugural grant opportunity.

CATalyst focuses on bringing people and resources together to ensure cats are receiving the care and resources they need to lead long, healthy lives. At CATalyst Council we work hard to ensure that every cat owner knows the comfort and joy that cats bring into our lives. Please join us in celebrating the human-feline bond!

The grant committee and I look forward to getting to know you and your plans for making the world a healthier place for companion cats and their pet parents!

Sincerely,

Jane Brunt, DVM, Executive Director

1. CATALYST COUNCIL – About Us

We're Focused on Creating a Better, Healthier World for Cat and their Owners!

CATalyst Council, a non-profit entity, was created to connect three distinct groups: Veterinary Medicine, Shelter/Animal Welfare, and related Industry entities such as Foundations and Cat Fanciers, the Media, and commercial companies. By virtue of the open and inclusive structure of the CATalyst Council Board of Directors, these bodies represent a broad range of diverse stakeholders in feline healthcare and welfare. Working together, the Council intends to make a difference in the way North America values and cares for companion cats.

Mission statement:

CATalyst Council accelerates innovation in feline care to enhance quality of life for cats and their people

Vision Statement:

All companion cats receive lifelong care

• 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

2. GRANT PROGRAM OVERVIEW

There are approximately 60 million cats and 75 million dogs in the United States. One-quarter of all US households are cat owners while 1/3 are dog owners. And yet, veterinary practices see 4 times more dogs than they do cats.

Too many companion cats do not receive the care they need and deserve. At CATalyst, we know it's a team effort to create a lasting impact on feline health and care, and through our partnerships and health-centric programs we can facilitate access to care and connect more cats with a lifetime of healthcare.

The CATalyst Council embraces community-wide relationships to get more cats adopted into homes, educate pet owners on the importance of regular veterinary and environmental care, and enables veterinarians to engage with cat owners to provide optimal lifetime healthcare for more feline patients. *Cats Mean Business*, so do we, and we hope you do, too.

- **Opportunity:** The CATalyst Council grant program will begin accepting applications on June 1, 2023. All applications must be received by August 31, 2023, for consideration for the 2024 awards.
- **Focus Area:** Grant proposals will support programs, initiatives, or project(s) designed to demonstrate innovative, evidence-based approaches that drive and increase service models for cat wellness and /or participation in the feline healthcare system.

The successful applicant will demonstrate that their project is testing or otherwise materially contributing to a novel and scalable approach with broad impact for increasing the medicalization of cats. Such a project will generate specific and measurable insights that can be shared broadly within the animal/feline health ecosystem to transform the future of feline health.

- **Requirements:** Grants funds must be utilized only for the Grant Purpose, subject to Grant Conditions, and during the Grant Period and will not be used for any other purpose (including, without limitation, taxes, any lobbying or political activities or any other purpose not permitted
- Grantee will sign and agree to the terms specified in the grant agreement.
- Grantee holds and will maintain all licenses, permits and registrations necessary or appropriate to operate and fulfill Grantee's mission.
- Grantee complies (and will comply) with all applicable federal, state, local and tribal laws, regulations, and other requirements.
- Grantee agrees that it will not discriminate by reason of race, color, creed, religion, national origin, age, sexual orientation, disability, veteran status, gender, marital status, or any other legally protected status.
- Grantees will maintain adequate records and financial documents, including documentation that demonstrate the Grant Funds were utilized for the Grant Purpose.

FOLLOW THESE STEPS:

- 1) Draft your proposal following the "Submittal Requirements" on the next page.
- 2) Save it as a PDF file for uploading.
- 3) Click on the Grant Application button at www.CATalystCouncil.org/grant
- 4) Complete application.
- 5) Upload your proposal in a PDF format.

3. GRANT SUBMITAL REQUIREMENTS

- All grant proposals will be submitted through the CATalyst website by the grant deadline date of August 31, 2023. Proposals received after this date will not be considered for the 2024 grant cycle
- Questions should be emailed to grants@catalystcouncil.org.

Grant proposals will include the following information:

- Title page and cover letter
- Introduction to the individual and/or institutional background
- Abstract of the current situation/landscape that demonstrates the grantees knowledge and experience in the field and/or an understanding of the opportunity
- Problem Statement/Needs Assessment
- Program Goals and Objectives, to include total cost of project
- Methods and an implementation plan to include literature and data reviews of work done by others and demonstrates how this project will improve and/or build upon existing information and/or resources
- Description of project
- Timeline for the project
- Budget and information on any current or pending support or technology essential to the grant work
- Letters of Support from collaborators and others whose participation is crucial to the project's success
- Desired impact for cats receiving access to care and cat welfare
- Evaluation and outcomes dissemination plan
- Future funding and sustainability plan if applicable
- A listing of all supplementary materials such as resources, facilities, partners, letters of support, etc.

Necessary Documentation:

A copy of the 1099, or organization IRS designation

Copies of any necessary certifications and or licenses? (Or is the statement enough)

For more information about CATalyst Council, please visit www.CATalystcouncil.org

GRANT APPLICATION (SUBMITTED ON WEBSITE)

ORGANIZATION:

Date

Agent/Representative Name

Client Name

Client Organization/Company Name

Home Phone

Cell Phone

Email Address

Address

City

State

ZIP Code

Occupation/Business Type

Race (Optional)

Gender Identity (Optional)

Additional Information (Seniors/Military/etc.)

Other Special Interests/Considerations

Availability for Follow-ups

Previous Applicant (Yes/No)

Referred by

GRANT INFORMATION:

Grant Title

Target Audience

Requested Amount

SAMPLE BUDGET

(Budgets for the proposed grant can range in amounts from \$1,000.00 to \$20,000).

Your Office-Based Agency

COST ITEMS	COST	TOTAL COST
Advertising/Marketing	\$500.00	\$500.00
Operational Expenses	\$250.00	\$250.00
Postage/Shipping	\$25 x2	\$50.00
Supplies	\$100.00	\$100.00
Equipment	\$2,500.00	\$2,500.00
Consultant(s)	\$1000.00	\$1000.00
Miscellaneous	\$2,000.00	\$2,000.00
ESTIMATED START-UP BUDGET		\$6400.00