



Mission Meow Announces Surprise Grant for the Animal Protection Association's Work Helping Forgotten Cats & Kittens in Southern Indiana

\$6,000 grant marks the fourth sizable award to a feline-centric nonprofit in only Mission Meow's third grant cycle proving its unique donation crowdfunding formula is working

RUMSON, NJ (May 15, 2023) – Innovative fundraising cat charity [Mission Meow](#) announced a surprise second quarterly grant for a deserving feline-centric nonprofit struggling for funding.

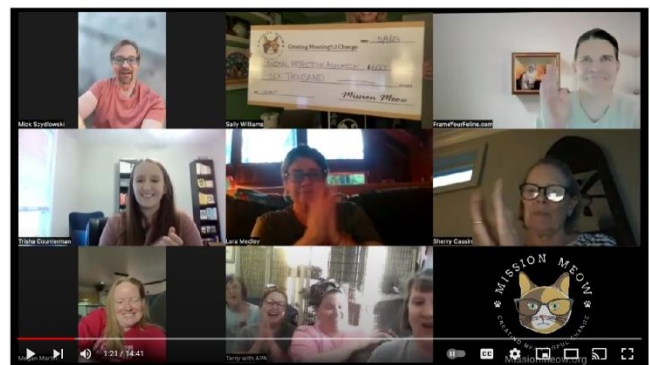
Southern Indiana-based [Animal Protection Association \(APA\)](#) is the only all-volunteer, no-kill rescue for homeless, abandoned, and mistreated cats and kittens in the area. The rescue is housed in an old building from World War II that is in desperate need of critical repairs and updates such as fixing damaged ceiling tiles, installing a fire alert system, and replacing a dated water heater. With the unexpected \$6,000 Mission Meow grant, APA Treasurer Terry Taflinger and her volunteer team can improve conditions at the rescue for both the humans and cats.

Upon [receiving the Mission Meow check over Zoom](#), APA Treasurer **Terry Taflinger** explained that when the public sees a structurally sound, updated shelter, it goes a long way towards increasing cat adoptions and donations.

“Surprising the APA with their \$6,000 check was one of the most significant and satisfying milestones to date made possible by our over 50 business partners and many individual donors,” said **Mission Meow Founder and President, Sally Williams**. “We were thrilled to help [Love Your Feral Felines \(LYFF\)](#) with the first grant of the quarter but knew we had to do whatever we could to help the APA as well, especially knowing they couldn't even afford a fire alert system. Now with this money, they will spend the next months improving and safeguarding their facility as they continue to care for forgotten cats and kittens in southern Indiana.”

This APA grant marks the fourth sizable grant Mission Meow has awarded in its first seven months of operation following on the previous amounts given to San Diego-based [LYFF](#), Missouri-based [Full Circle MO Feral](#), and New Jersey-based [Catsbury Park](#). Mission Meow relies on over 50 business partners donating a small amount each quarter and numerous individual donors to fund large quarterly grants for smaller cat-focused nonprofits looking to complete well-defined initiatives or make much-needed purchases, from vehicles to renovations.

If you'd like to learn more about Mission Meow's quarterly grants or its innovative business crowdfunding approach, please reach out to info@missionmeow.org or check out a [short overview video on YouTube](#).



Mission Meow SURPRISE Animal Protection Association Grant



Screen shot from the Zoom call where Mission Meow Founder & President, Sally Williams, alongside some of her team members and business partners awarded a surprise \$6,000 check to the APA team in Southern Indiana



About Mission Meow

Mission Meow is a registered 501c3 charity of animal advocates that uses an innovative business crowdfunding approach to increase the level of charitable donations for smaller, feline-centric nonprofits alongside its individual donors. Founded by Sally Williams, a lifelong animal lover, retired cat behaviorist consultant, and former Founder and Executive Director of The Brodie Fund, Sally recognized early on that the power of numbers would enable Mission Meow to provide sizeable quarterly grants to vetted nonprofits creating meaningful change for cats in need across the U.S. For more information on this innovative donation formula, current business partners, and nonprofit grants given to date, please visit www.missionmeow.org.

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