



## Mission Meow Announces its Third Sizable Grant to a Feline-centric Nonprofit in its First Six Months of Operation

***Nonprofit cat rescue, Love Your Feral Felines, will receive over \$6,400 to help recruit new foster parents for San Diego County kittens in need***

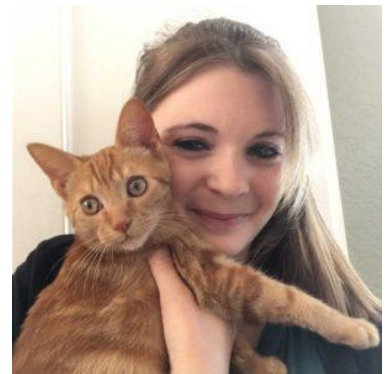
**RUMSON, NJ (Mar 23, 2023)** – Innovative fundraising cat charity [Mission Meow](#) announced the recipient of its third sizable grant in an effort to create meaningful change for cats across the U.S.

Southern California-based [Love Your Feral Felines \(LYFF\)](#) will receive a grant of \$6,400 to launch a campaign to recruit much-needed foster parents for the upcoming kitten season and beyond. LYFF is a nonprofit feline rescue devoted to giving cats and kittens a second chance at life. Supporting San Diego County and surrounding areas, the volunteer-run organization has already saved almost 9,000 at-risk felines from local shelters' euthanasia lists - those cats often deemed unadoptable due to age, health, behavior, and a shelter's inability to meet the level of care needed. With the Mission Meow grant, LYFF Vice President Melissa Dunaj and her team will be able to launch a social media foster recruitment campaign and provide foster parents with an "All You Need Is Love Foster Parent Kitten Kit" including everything from pop-up playpens to bed, food, and litter. The goal is to recruit at least 30 new foster homes.

"In just six months of operation, we're beyond proud to announce our third grant allowing us to help important organizations like LYFF that specifically focus on the most at-risk felines," said **Mission Meow Founder and President, Sally Williams**. "We were impressed with LYFF's comprehensive grant application and the 'full circle' approach they take to treating the cat overpopulation problem, from supporting TNR efforts and offering low-cost spay/neuter opportunities to providing animal welfare education to their surrounding communities. This third grant is validation that our innovative business donation crowdfunding formula is working since it helps businesses of all sizes make a larger philanthropic impact without breaking the bank in the process."

Founded in October 2022, 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. Prior to this LYFF grant, \$16,000 had been given out across two feline nonprofits including Missouri-based [Full Circle MO Feral](#) (for 30 feral cat dens and five recovery cages for their TNR efforts) and New Jersey-based [Catsbury Park](#) (to help fund a shelter expansion).

The next Mission Meow grant will be awarded in July, with applications being accepted as of June 1st. "We encourage feline-focused nonprofits across the country to tell us what they'd like to do to make meaningful change for cats in their area," said **Mrs. Williams**. "In the meantime, we look forward to expanding our business partners and individual supporters so that we can continue to help the underserved cat community."



*VP of Mission Meow's third grant nonprofit recipient, Melissa Dunaj of Love Your Feral Felines*



*Short [Mission Meow overview video](#) available on YouTube*

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](mailto:info@missionmeow.org) or check out a [short overview video on YouTube](#).



### 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](http://www.missionmeow.org).

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