

## PRESS RELEASE



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## FOR IMMEDIATE RELEASE

### ALABAMA NON-PROFIT EARNS PRESTIGIOUS NATIONAL ACCREDITATION

**HUNTSVILLE, AL** - The Catalyst Center for Business & Entrepreneurship has been awarded a Seal of Excellence from the Standards for Excellence Institute®. The Catalyst Center is currently the only non-profit in Madison County to have earned this seal and one of a select few in Alabama.

The Standards of Excellence Institute is a national initiative established to encourage the highest standards of ethics, effectiveness, and accountability in non-profit governance, management, and operations and to challenge all non-profit organizations to meet these high benchmarks.

"Going through the accreditation process allowed us to gain a deeper understanding of our effectiveness, improve our decision-making and minimize risks," Lisa Mays, Chief Executive Officer for The Catalyst, said. "Earning this Seal of Excellence lets our stakeholders know that precious resources are being stewarded wisely, and we are dedicated to best practices and quality."

Board members, staff, and volunteers all drove accreditation on behalf of The Catalyst. It was an arduous year-long effort under strong leadership from CEO Lisa Mays and former CEO Joanne Randolph. The Community Foundation of Greater Huntsville also offered support, providing education about the process and grant funding to help with application costs.

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#### About The Catalyst

The Catalyst Center serves entrepreneurs and small business owners in Alabama and the greater region in every stage of business. Headquartered in Huntsville, Alabama, the 501(c)(3) aims to provide best-in-class coaching, in-demand services, and relevant programs to foster small businesses' success. Tailored programs are available for women, veterans, government contractors, and IT and technology ventures. For more information, go to [catalystcenter.org](http://catalystcenter.org).

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