Purralytics User Manual, version 1.3

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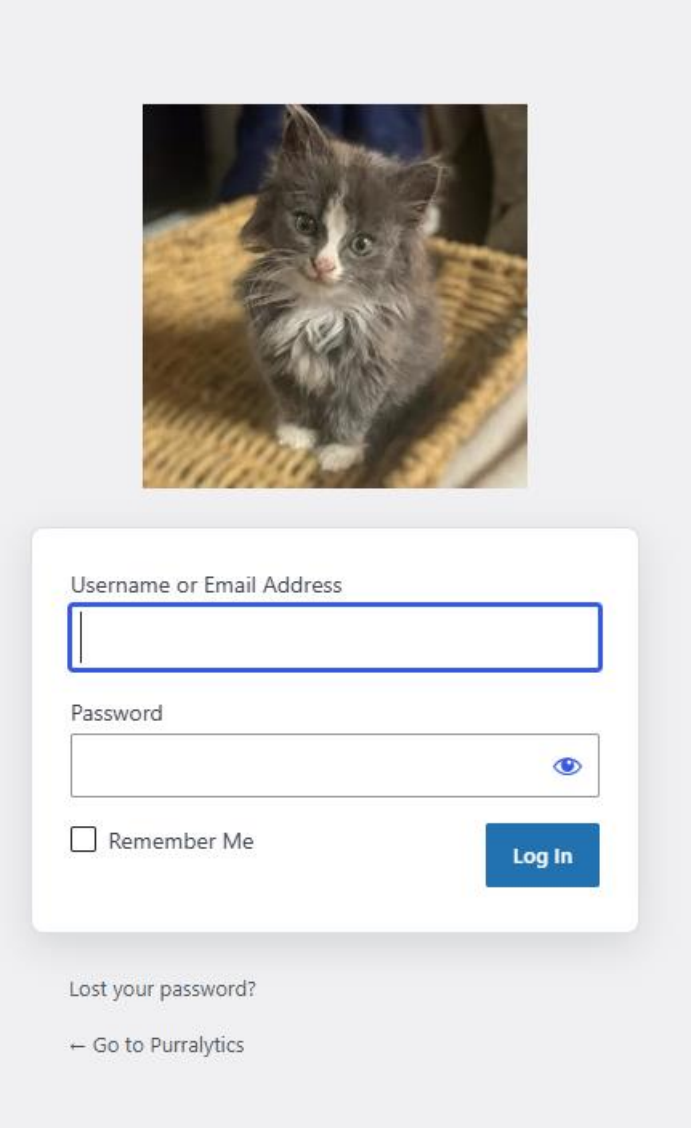
Purralytics User Guide

Purralytics helps cat rescues and TNR programs keep track of the animals in their care, the colonies they manage, and the people who make the work happen. This guide walks you through the app from your first login to the features that come with each plan. If you are reading this before you have signed up, start with "Choosing a plan" and "Getting started." If you already have an account, skip ahead to whichever section matches what you are trying to do.



What Purralytics does

At its simplest, Purralytics is a place to record cats. You log a cat when it comes into your care (an intake), you track which colony it belongs to, you record what happens to it when it leaves (a discharge), and along the way you can see how your colonies and your organization are doing.

Beyond that core, the app grows with the size of your operation. A single volunteer feeding one colony uses a small slice of it. A multi-chapter network coordinating dozens of volunteers, events, and donors uses the whole thing. The plan you choose decides how much of that is switched on, and you can move up a plan at any time without losing anything you have already entered.

Purralytics is built around US locations. Colony addresses are matched against the US Census geocoder, and you can fine-tune the exact spot with a draggable map pin.

Choosing a plan

There are three plans: Rescue, Organization, and Network. All three use the same app. The difference is how many colonies you can track and whether the volunteer and contact tools are turned on.

Rescue (free)

Rescue is free, with no card required and no expiry date. It is meant for independent rescues and individual caretakers who need a solid record of their cats without paying for tools they will not use.

On the Rescue plan you can track up to three colonies, record intakes and discharges, use neonate care for bottle babies, and set up your organization's name, location, and branding. For a lot of small rescues, this is the whole job, and it stays free for as long as you use it.

Organization

Organization is $19 a month, or $190 a year. It includes everything in Rescue and removes the three-colony limit, so you can track as many colonies as you manage. If you have outgrown the free cap but do not need volunteer coordination, this is the plan for you.

Network

Network is $39 a month, or $390 a year. It includes everything in Organization and unlocks the Volunteers and Contacts section, which is the largest part of the app. That section covers volunteer hour logging, event scheduling, teams, an approval workflow for submitted time, volunteer statistics, and a contact book for your donors, sponsors, and community contacts. Network suits organizations that coordinate many people or run as a hub for several rescues at once.

Plan comparison at a glance

Feature	Rescue (free)	Organization	Network
Price	Free	$19/mo or $190/yr	$39/mo or $390/yr
Colonies tracked	Up to 3	Unlimited	Unlimited
Intake and discharge records	Yes	Yes	Yes
Neonate care and feeding logs	Yes	Yes	Yes
Colony health scores	Yes	Yes	Yes
Organization settings and branding	Yes	Yes	Yes
Volunteer time logging and approvals	No	No	Yes
Events and teams	No	No	Yes
Contacts, donors, and sponsors	No	No	Yes
Volunteer statistics and goals	No	No	Yes

Monthly or annual billing

Both paid plans can be billed monthly or annually. Annual billing gives you two months free compared with paying month to month, so Organization works out to $190 a year instead of $228, and Network to $390 instead of $468. You pick monthly or annual when you sign up, and you can switch later from your billing settings.

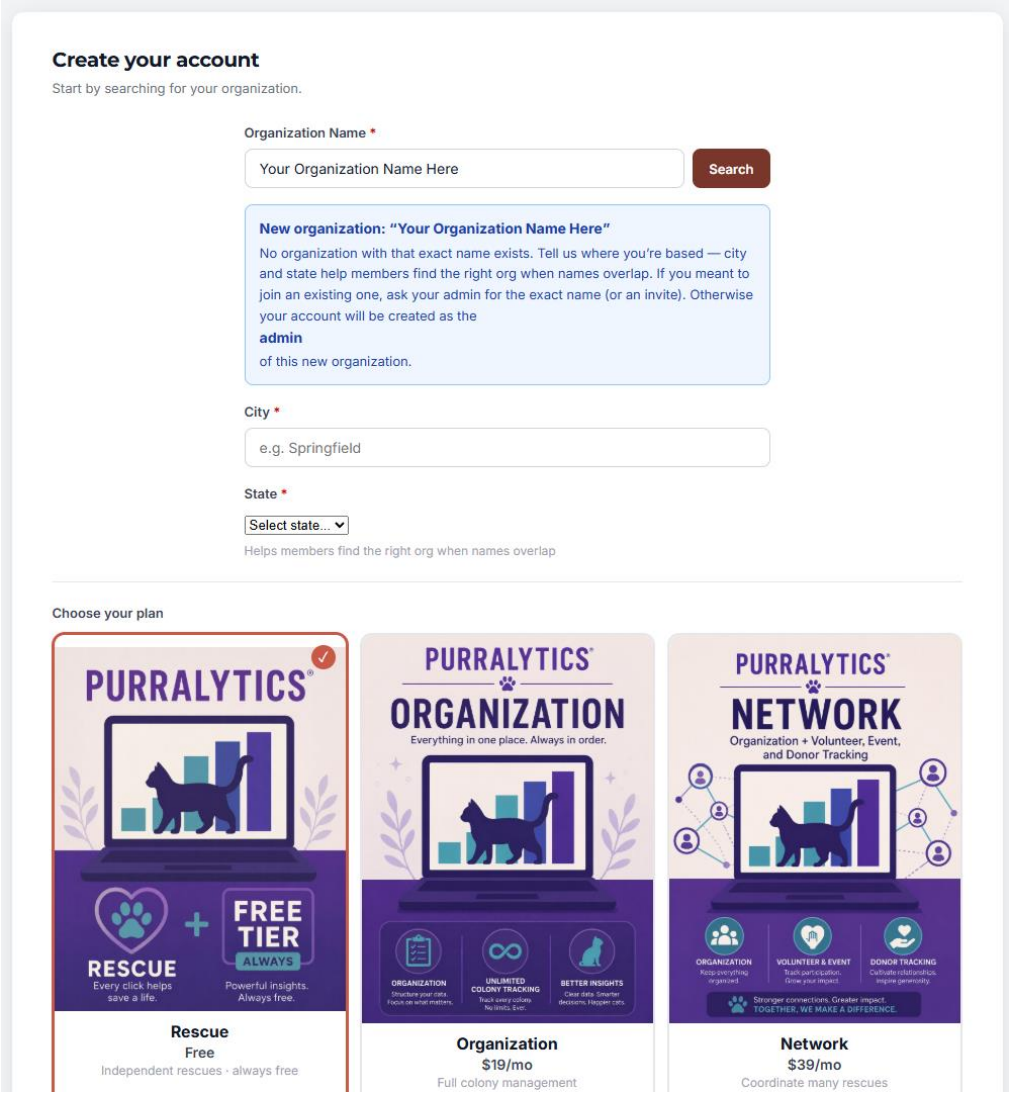
Getting started

Creating your account

Go to the sign-up page and start by typing your organization's name in the search box, then click Search. Purralytics checks whether an organization by that name already exists.

If no match comes up, you are creating a new organization. Fill in your city and state so that members can find you later if another rescue has a similar name. Then choose your plan, using the Monthly and Annual toggle to set your billing period. Finally, enter your name, email, and a password of at least eight characters.

If you chose Rescue, your account is created right away and you land in the app. If you chose Organization or Network, you are sent to a secure checkout to enter payment, and your plan activates as soon as the payment goes through.



Joining an organization that already exists

If your organization is already on Purralytics, you do not create a second one. Instead, an administrator at your organization invites you, and you receive a link. Opening that link shows you the organization's name and the role you are being given, and you either sign in or create your account to accept. Once you accept, you are part of that organization and share its colonies and records.

An administrator can also add you directly from the organization's Team settings. Depending on how your organization is set up, a new member may need to be approved before they can start logging volunteer time.

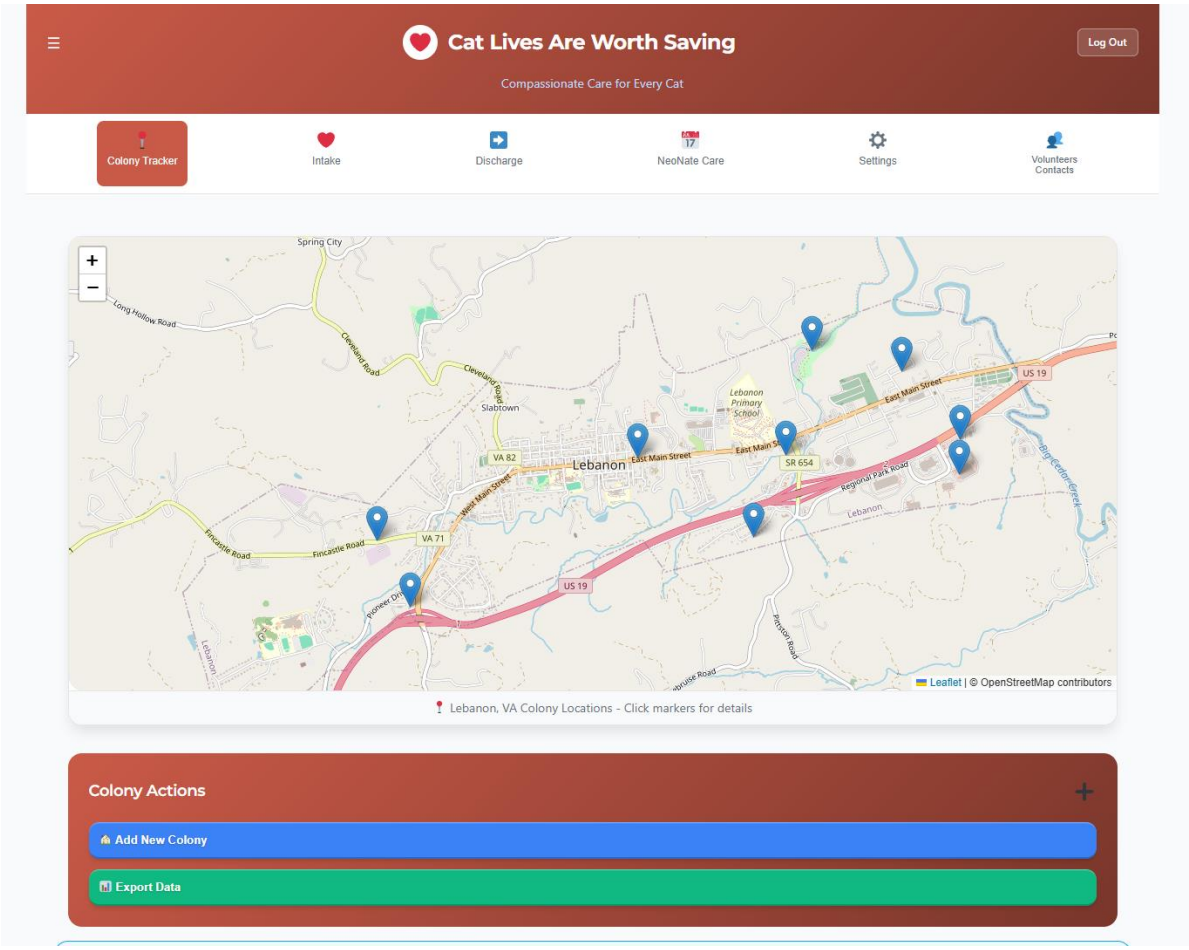
Signing in

After your account exists, you sign in at the login page and go straight to the app. The app remembers which organization you belong to, so you always see your own organization's data and nobody else's.

Finding your way around

The app is organized into tabs along the top. What you see depends on your plan and your role:

- Colony Tracker, Intake, Discharge, and NeoNate Care are available on every plan.
- Settings appears if you are an administrator of your organization.
- Volunteers / Contacts appears on the Network plan. On the free and Organization plans it shows as a locked tab with a prompt to upgrade.

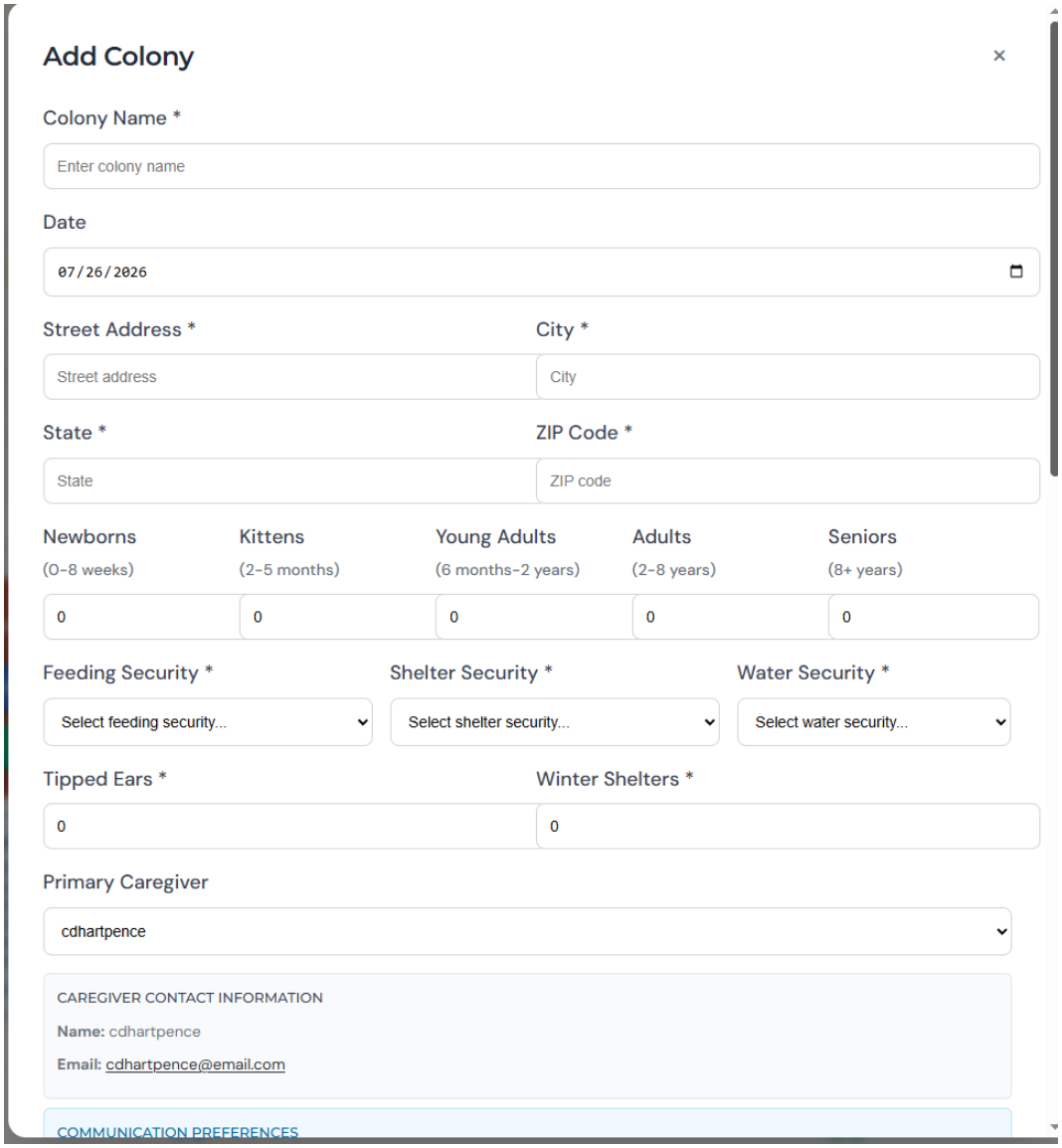


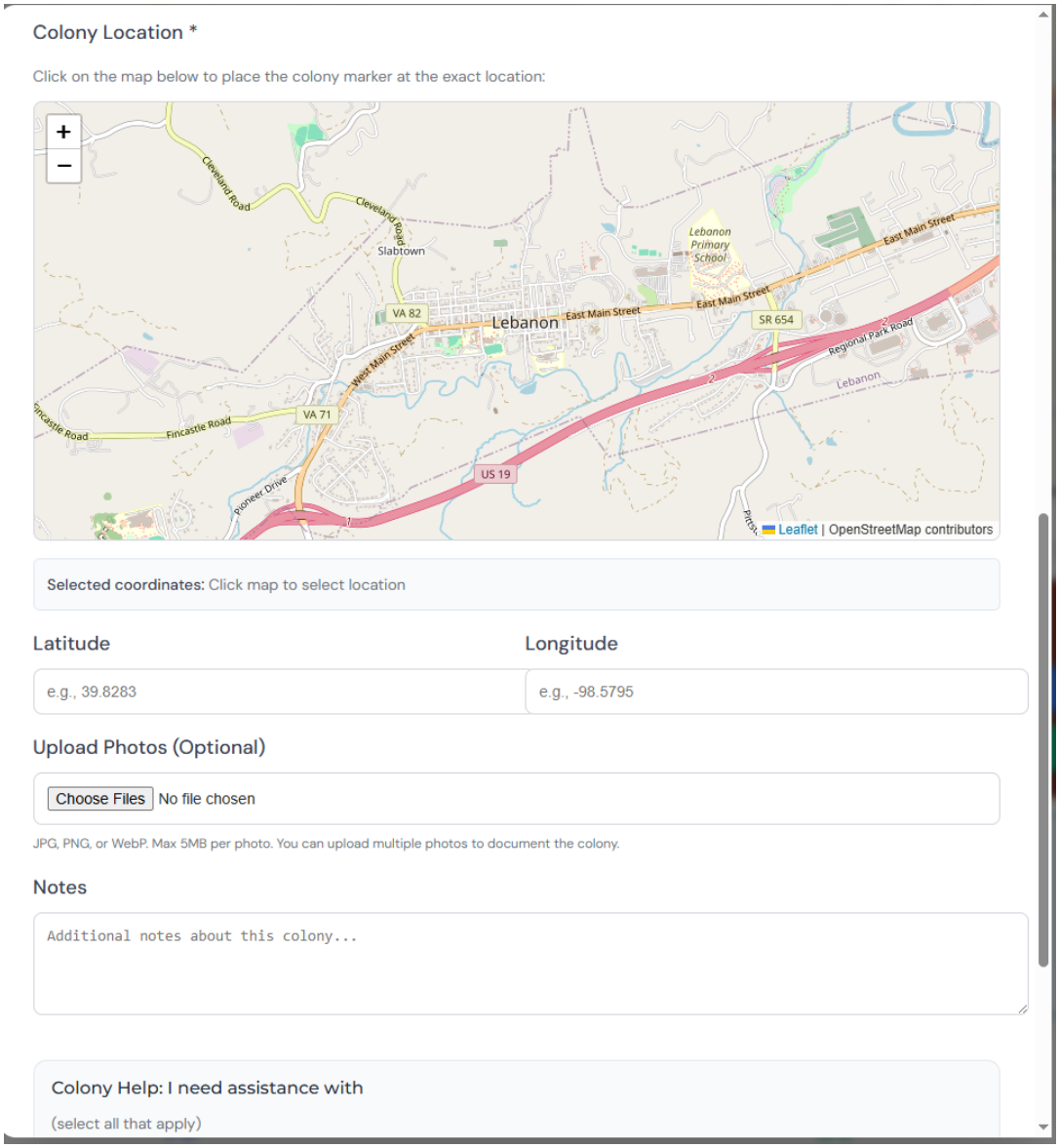
Tracking colonies

A colony is a location where you manage a group of cats. The Colony Tracker is the home base of the app and usually the first thing you set up.

Adding a colony

From the Colony Tracker, create a new colony and give it a name and an address. As you enter the address, Purralytics looks it up against the US Census geocoder and drops a pin on the map. You can drag that pin to the exact spot if the automatic match is a little off, which matters for colonies behind a building or off a main road. You can also record who cares for the colony by assigning caregivers.





The colony map and location pin

Every colony you add shows up on a map, so you can see your whole operation at a glance. The pin position is what feeds the map, so it is worth dragging it to the real location rather than leaving it on the nearest street address.

Colony health scores

Purralytics gives each colony a health score out of 100, based on the records you keep for it. The score is grouped into bands so you can scan them quickly:

- 80 and above is Excellent.
- 60 to 79 is Good.
- 40 to 59 is Fair.

- Below 40 flags a colony that needs attention.

The more consistently you record intakes, discharges, and other activity, the more useful the score becomes.

Colony history

Each colony keeps a running history of the cats that have come in and gone out, so you can open a colony and see what has happened there over time without digging through separate records.

The three-colony limit on the free plan

On the free Rescue plan you can track up to three colonies. When you try to add a fourth, the app offers you an upgrade to Organization, which lifts the limit entirely. Nothing you have already entered is affected, and your existing colonies keep working as normal.

Recording intakes

An intake is a cat coming into your care. This is where most of the day-to-day data entry happens.

Adding a cat

Open the Intake tab and create a new record. You give the cat a name, connect it to a colony, and fill in what you know: age, coat, color, and any notes. You can also attach one or more photos.

New Cat Intake

Date

07/26/2026

Contact Information

Name *

First Name | Last Name

☐ Anonymous/Drop off ☐ New Contact?

Address *

Street Address

City | State | Zip Code

☐ Drop Off

Phone Number *

(555) 123-4567

☐ Unknown

Email Address *

email@example.com

☐ Unknown

Cat Information

Name *

What do we call this cat?

Age *

Select age category

Gender *

Select gender

Coat *

Select coat type

Color *

e.g., Orange tabby, Black

Type *

Select cat type

Colony (if this cat came from a colony)

None

Treatments

- [ ] Pyrantel (Nemex), Drontal (Dewormer)

  ** 2-4 wks*

- [ ] Flea & Tick Treatment

  ** Under 8 wks - Dawn dish soap bath*

  ** 4 wks AND 2 lbs - Capstar*

  ** 8+ wks - other products as prescribed*

Health

- [ ] Spayed/Neutered
- [ ] Solid, Healthy Stools
- [ ] Behavioral Issues Notes
- [ ] List of Meds in Notes
- [ ] List of active medical issues in notes

  ** Anything contagious or major medical normally cannot leave to rescue.*

- [ ] Special Needs

  ** If Special Needs is checked, please explain in the Notes section below*

Cat Photo (Optional)

Upload Photo

Choose File No file chosen

Medical Records (PDF or photo, optional — up to 10MB each)

Choose Files No file chosen

Vet records, test results, etc. These follow the cat to the discharge printout.

JPG, PNG, or WebP. Max 5MB. Upload a photo to enable AI coat analysis.

Notes

+ Add Note

No notes yet. Click "Add Note" to add one.

Cancel | Save Intake

Immediate Discharge
Save intake & go to discharge form

Photo analysis and AI assist

If your organization has AI turned on, uploading a photo can do some of the work for you. The app looks at the photo and suggests the coat pattern, the color, an age estimate, and a best-guess breed, along with any notable observations such as a visible injury or an unusually thin cat. These are suggestions to speed up the form, not final answers, so you can accept them or type your own. If AI is not enabled, the form works exactly the same way with everything entered by hand.

Age categories

Cats are recorded in one of five age categories, from youngest to oldest: Neonate, Kitten, Juvenile, Adult, and Senior. Neonates are the newborn bottle babies that the neonate care tools are built for, and the older bands roughly follow the usual shelter age ranges, such as Adult for two to eight years and Senior for eight years and up.

Medical records

You can add medical records to an intake to track vaccinations, treatments, and other care over the life of the record. These live with the cat, so the medical history travels with the animal rather than sitting in a separate file.

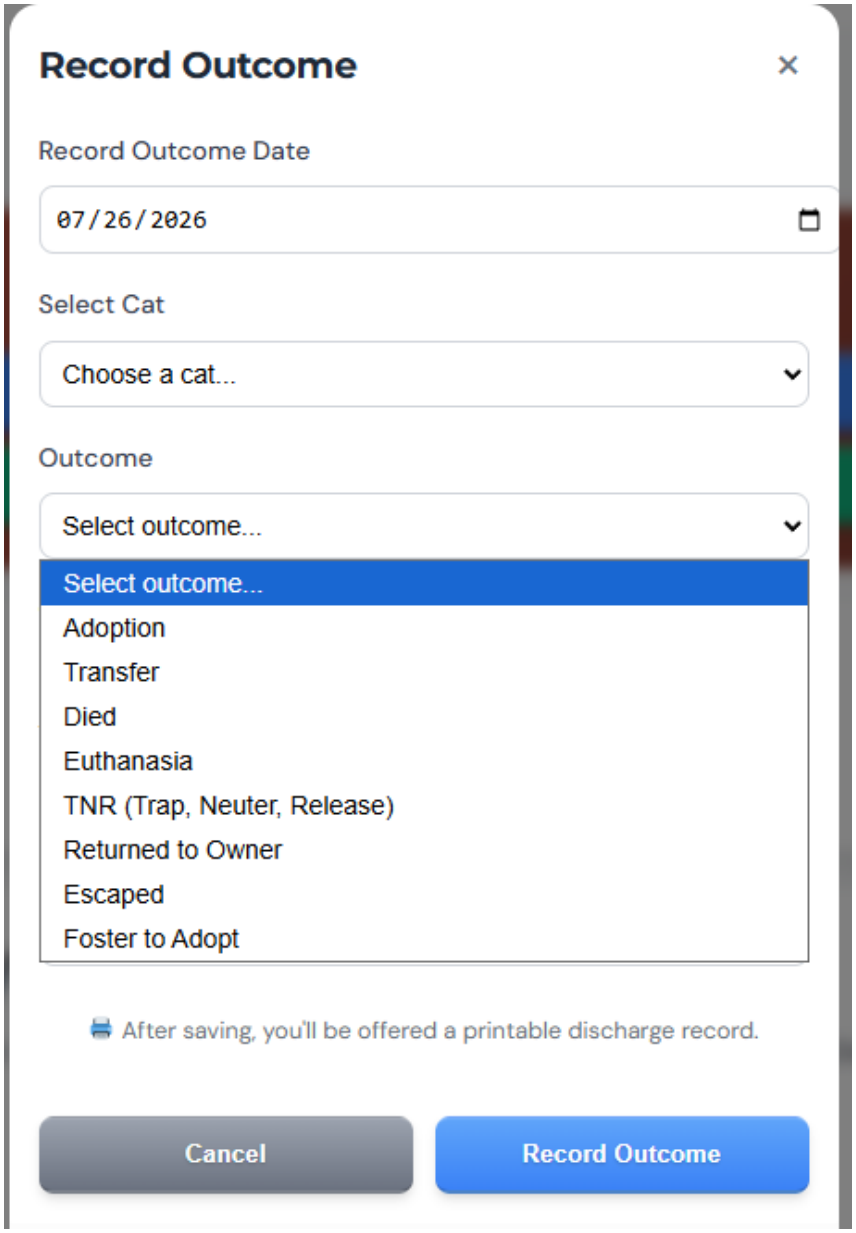
Recording discharges

A discharge is a cat leaving your care. Recording it closes the loop and keeps your colony counts and statistics honest.

Outcomes you can record

When you discharge a cat you choose an outcome:

- Adoption
- Transfer to another organization
- TNR (Trap, Neuter, Release)
- Returned to Owner
- Foster to Adopt
- Died
- Euthanasia



How TNR outcomes work

TNR is a special case. When you record a TNR outcome, the cat is returned to its colony rather than removed from your records, which reflects what actually happens in a trap-neuter-release program. The cat stays part of the colony it belongs to.

Neonate care

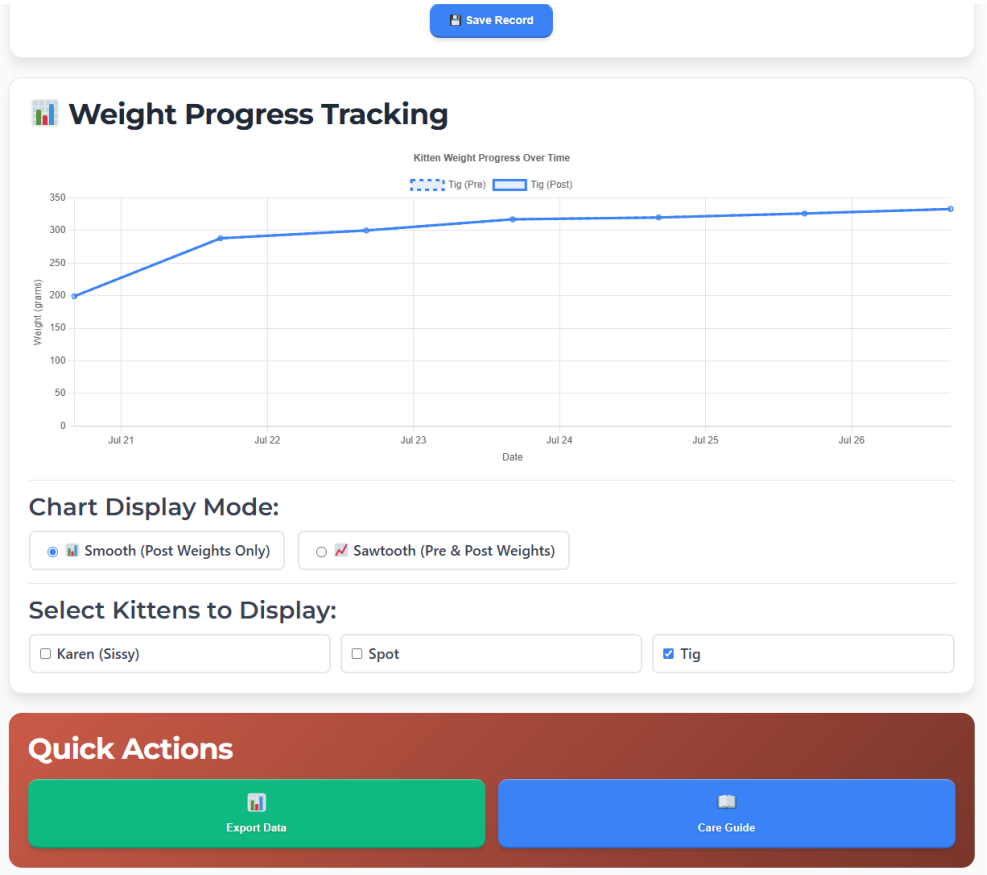
Neonate care is a set of tools for hand-raising bottle babies, where the difference between a good day and a bad one can be a few grams of weight. It is optional, so you turn it on when you need it.

Turning on neonate care

Neonate care is off by default. An administrator switches it on from the organization's settings, and once it is on, a NeoNate Care tab appears in the top navigation.

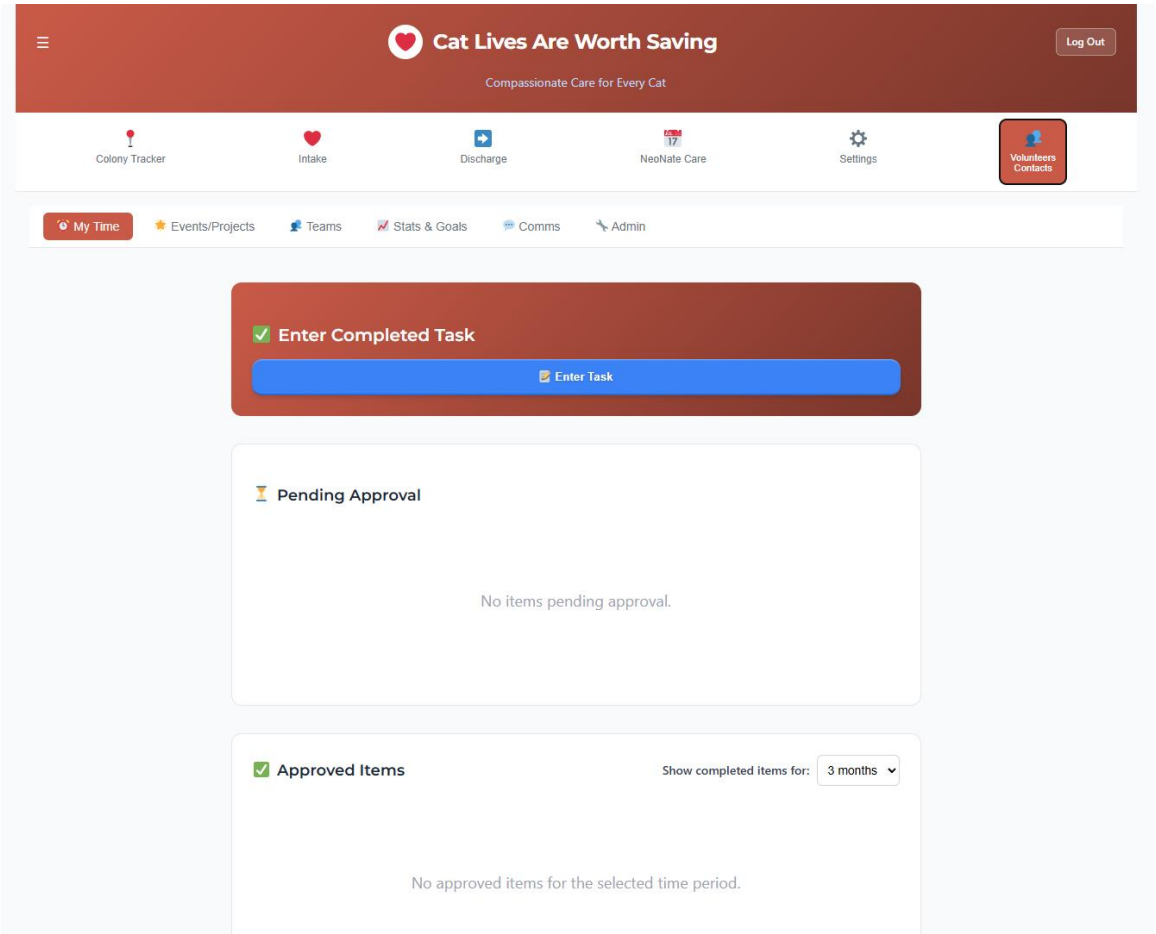
Logging feedings and weights

The heart of neonate care is weight. You log each feeding and record the kitten's weight, so you can watch the trend over the days that matter most. A weight that climbs steadily is the number you are looking for, and having it charted takes the guesswork out of whether a fragile kitten is holding on.



Volunteers and contacts (Network plan)

The Volunteers / Contacts section is the largest part of Purralytics, and it is included with the Network plan. If you are on the free or Organization plan, the tab is visible but locked, with a prompt to upgrade to Network. Everything below lives inside this one section, split across sub-tabs.



My Time

My Time is where a volunteer logs the hours they put in and the tasks they complete, then submits that time for approval. It is the view most volunteers spend their time in.

Events

Events are scheduled volunteer opportunities, such as a trapping night or an adoption day. Volunteers can see the events that are open, claim a spot, and confirm or decline. Coordinators create the events and decide how many spots each one has.

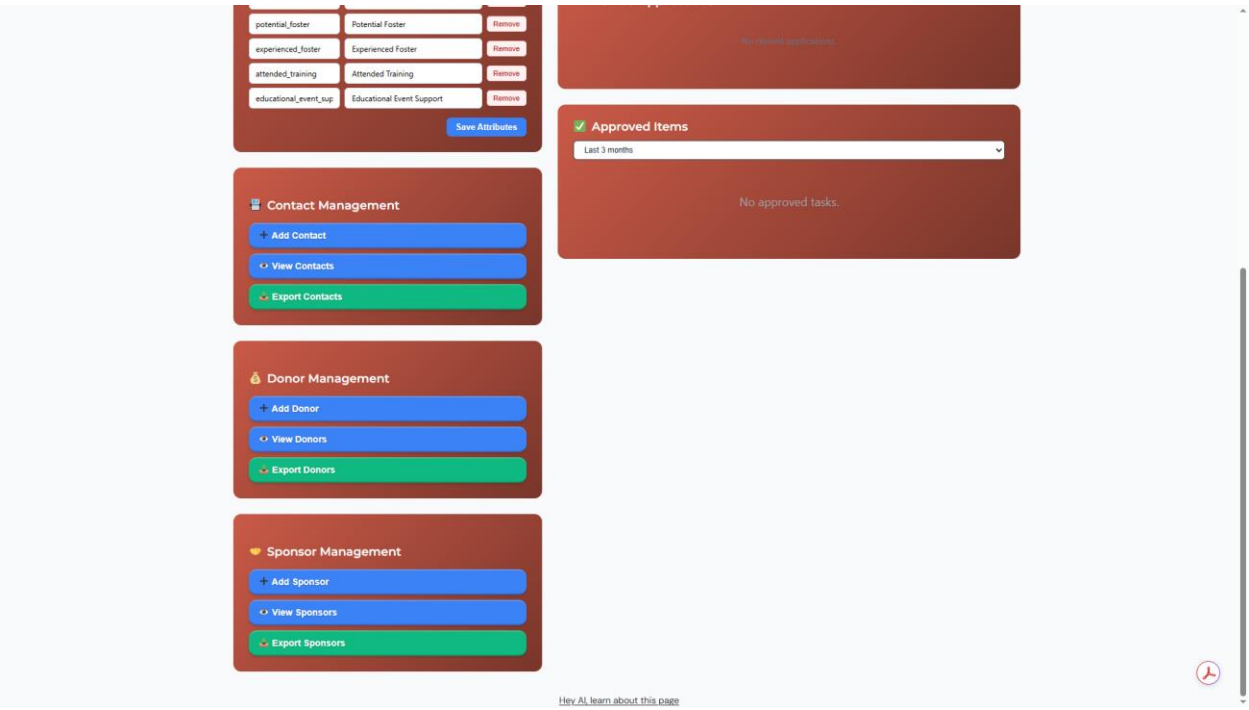
Teams

Teams group volunteers by the events and projects they work on, and roll their hours up so you can see how much a team has contributed. This is useful when you want to recognize a group's effort rather than tracking one person at a time.

Contacts, donors, and sponsors

This is your organization's contact book. You can keep records for community contacts, donors, and sponsors, and mark each one as active or inactive as relationships change. A donor who gave monthly

for six months and then stopped is one relationship that ended, not six separate entries, and the app is built to reflect that.



Communications

The Comms sub-tab is where you handle outreach and messaging tied to the people in your contact book.

Approvals (Admin)

When volunteers submit their time, a coordinator or administrator reviews it in the Admin sub-tab and either approves or rejects it. Rejecting a submission asks for a reason, which is sent back to the volunteer so they can correct and resubmit rather than being left guessing.

Volunteer statistics and goals

The Stats and Goals sub-tab pulls the volunteer data together. You can see total volunteer hours, your top volunteers, a "mover and shaker" view of who is stepping up, and hours broken out by team. These numbers are the ones you reach for at a board meeting or in a grant report.

Managing your organization (Settings)

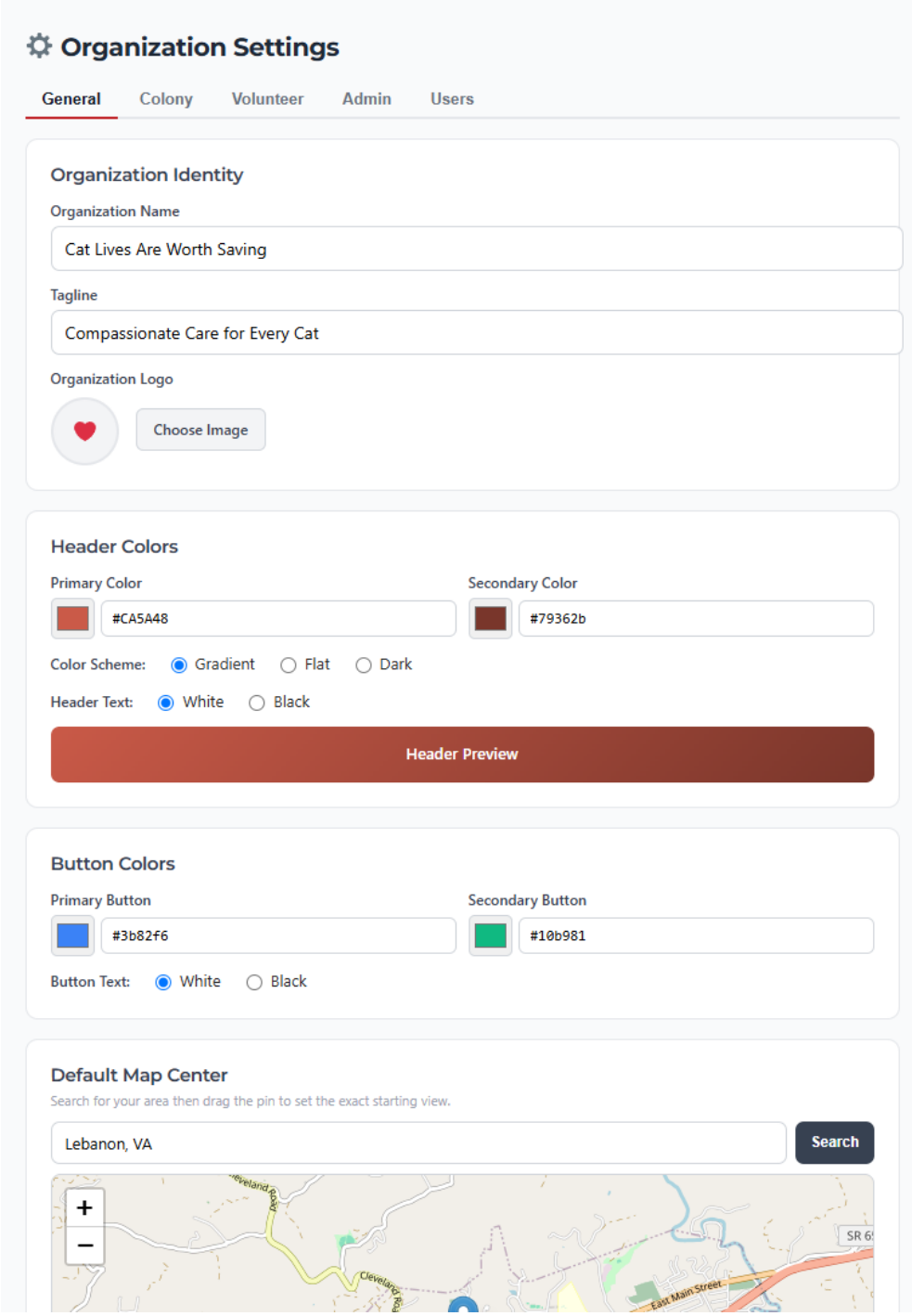
The Settings tab appears for organization administrators and is where you configure how your organization looks and who belongs to it.

General settings

General settings hold your organization's name, tagline, and default location. The default location is used to center new colonies on the map, so setting it to your service area saves time later.

Branding

You can set your organization's colors and upload a logo, and the app uses them throughout so it feels like your organization rather than a generic tool. Branding is available on every plan, including the free one.



Team and member roles

The Team tab lists everyone in your organization along with their role and when they were last active. Administrators manage the org and its settings, coordinators can create opportunities and approve volunteer time, and members log their own work. An administrator can change a member's role or remove someone from the organization, with two safeguards built in: you cannot remove yourself, and an organization cannot be left without at least one administrator.

Inviting people to your organization

From the Team tab, an administrator can invite someone by sending them a link. The invitation shows the person the organization's name and the role they are being offered. Sending invitations is part of the Network plan; on other plans the Team tab still lets you see your existing members.

Billing and changing your plan

If you are on a paid plan, your billing settings connect to a secure customer portal where you can update your card, switch between monthly and annual, change plans, or cancel. Upgrading from the free plan starts the same checkout you saw at sign-up.

AI features

Purralytics can use AI to speed up parts of the work, and these features depend on your platform having an AI provider configured. When AI is available, three things become possible.

Intake photo assist

As covered under Intake, a photo can be analyzed to suggest coat, color, age, breed, and notable observations, which saves typing on every new cat.

Colony summaries

Since notes can be added to colonies, with good discipline among your volunteers, you can have an easily accessible summary of each colony’s health at your fingertips, anytime you need it. If you’ve plugged your AI API key in, you can get automated summaries generated for you.

Monthly digest

You can also export your data at periodic intervals and easily generate monthly digest reports that can be circulated to your board, or to all of your members, depending on what level of transparency you’re striving for. Again, with an AI API key, this happens automatically at the first of each month.

Getting help

If something is not working the way this guide describes, or you are not sure which plan fits your organization, reach out to your Purralytics administrator or the support contact listed on the site. We’re always just an email away.

Because your plan can change at any time without losing data, there is no risk in starting on the free plan and moving up once you know what you need.

What's new in version 1.3

Version 1.3 (October 2026) adds three things: foster homes, named cats on the colony card, and a record for every cat. All three are on every plan, including the free Rescue plan. This chapter describes them in full; the earlier chapters are unchanged from version 1.2, with the small amendments listed at the end.

Foster homes

A foster home is a person who takes cats into their house while the cats are still yours: a kitten too young for surgery, a cat recovering from a vet visit, a litter that needs round-the-clock bottle feeding. Purralytics keeps a directory of your foster homes and records which cat is living with which foster right now, and where each cat has lived before. Foster homes are available on every plan, because recording where a cat is living is basic record-keeping, not an add-on.

Adding a foster home

Open the Fosters tab (administrators and managers see it next to Intake) and click "Add Foster". Enter the foster's name, a phone number or email address (one of the two is required), their street address, and any notes that would help you place the right cat with them, such as "no dogs" or "has a quarantine room".

Tick the skills that apply. Experienced Foster means they can take special-needs cats such as diabetic or FIV-positive cats and kittens with cerebellar hypoplasia. Bottle Feeder means they have experience with neonates and the demanding feeding schedule that comes with them. Tube Feeder means they can tube-feed a neonate that will not latch onto a bottle. Hovering over a skill in the app shows the same explanation.

Each foster card shows their contact details as tap-to-call and tap-to-email links, their address, their notes, the cats with them now, and a collapsible list of cats they have fostered before. Addresses and phone numbers are visible only to your organization's administrators and managers.

Placing a cat with a foster

Open the cat's intake record. Under the colony assignment there is a new field, "Foster home (where this cat is living now)". Choose the foster and the date the cat moved. Save the record and the placement is recorded. To move the cat to a different foster, or bring it back to the rescue, edit the record and change the field again; each move is kept in the cat's history, which you can see under the field.

Fosters who are paused or inactive are not offered in that list, so you cannot place a cat with someone who is not taking cats.

Pausing a foster

Fosters go on vacation, travel for work, or simply have a full house. Click "Pause" on their card and, if you like, say why ("beach until Nov 10", "full right now"). The card turns amber and shows the date and the reason, and the foster is not offered when you place a cat. Cats already with them stay exactly where they are. When they are ready for cats again, click "Resume".

Use "Edit" and untick "Active" only for someone who has stopped fostering altogether. "Remove" takes a foster out of the directory; it is refused while any cat is still placed with them, so a cat can never point at a foster nobody can see. Past placements stay on the cats' records either way.

When a cat leaves

Recording a discharge for a cat ends its foster placement automatically on the discharge date. You do not need to clear the foster field first.

Naming the cats in a colony

The counts on a colony card are your census: how many newborns, kittens, young adults, adults, and seniors you believe are there. Most caretakers also know some of those cats by name. Under the population counts, each age group now has a row for its named cats, with an "Add cat" button beneath it.

Adding a cat opens a form with the same details as the intake form: name, gender, coat, color and type (a colony cat's type starts as "Colony Cat"), the Medical block with its weight and checklist, plus a description that helps someone else recognize it, a photo, and a first note. Notes are timestamped, the same way they are on an intake record, so the cat builds up a history over time. Click a cat's name to open its card, add a note or a photo, or see everything that has happened to it. When a named cat is later taken in, those details and its photo carry over to the intake, and anything you change on the intake flows back to the cat.

TNR, surgery and treatments. Both the cat form and the intake form now have an "Ear tipped" box, a "Spayed/neutered on" date, and a treatments list: press "Add treatment", choose the kind (vaccine, deworming, flea and tick, antibiotic, surgery, other), say what it was, and give the date. Treatments recorded on either side appear on both. A TNR discharge marks the cat ear-tipped. The colony's Tipped Ears count follows its named cats: it can never be lower than the number of ear-tipped named cats living there, and a tipped cat that leaves takes one off.

History. Every change to a colony's counts, whether from the colony form or from a named cat being added, moved, or marked gone, writes its own dated history record, so the record is complete. The Historical Tracking chart shows one bar per day, the state at the end of that day.

Growing up. When a kitten becomes a young adult, drag its name to the Young Adult column, or open the cat and choose "Move to…". The colony's counts move with the cat: one fewer kitten, one more young adult. The change is recorded in the colony history, so the chart shows it. A cat that has sat in an age group longer than that group lasts shows a small "grown?" tag; open it and you will see how long it has been there and a one-click button to move it to the next group.

More cats than the count. If you name a seventh adult in a colony that counts six, Purralytics asks whether to raise the count to seven. Saying yes adds a dated history record, the same as any other census change. The count can never be lower than the number of named cats living in that group: if you try to set it lower on the colony form, you will be asked to first mark which cats are gone, or move them to another age group.

When a cat leaves. Open the cat and choose "Mark as gone" to record that it went missing, died, or moved away, with a date and an optional note. The count goes down by one and the cat moves to a collapsed "Former residents" row under the colony. If the cat turns up again, open it and choose "Back in the colony"; the count goes back up. Use "Delete" (administrators and managers only) for a record that was created by mistake, not for a cat that has left.

Who can do this follows the colony's own rules. Anyone who can see the colony sees its named cats. Anyone who can edit the colony, that is administrators, managers, and the caretaker who owns or is

assigned to it, can add, move, and update them.

Every cat has a record

Each intake you record now creates a record for that cat, whether it came from a colony, a stray call, or a surrender. The record holds the cat's intakes and discharges, its foster placements, its notes and photos. Open it from the intake form ("Open cat record") or, for a colony cat, from its name on the colony card.

Recording an intake for a colony cat. On the intake form, choose the colony and a second choice appears: "Which cat?" Pick the cat by name if it has one on the colony card, or leave "Unnamed colony cat". Picking a named cat fills in the name and age group for you. The cat's name on the colony card changes to "in care" while it is with you.

The discharge decides. Recording a TNR discharge puts the cat back on its colony card, now with a name if it did not have one before. Adoption, transfer, or a death moves it to the colony's Former residents row with that reason. If the same cat is trapped again later, record a new intake and pick it by name: the new intake joins the same record, so the cat's whole history stays in one place.

Your existing intakes were given records automatically when version 1.3 went live. Nothing changed in your colony counts; where a colony has more named cats than its count says, the age group shows a small warning so you can mark cats that have gone or raise the count.

Small amendments to earlier chapters

- **Plan comparison at a glance** (page 5): add the row below.

Feature	Rescue (free)	Organization	Network
Foster homes and named colony cats	Yes	Yes	Yes

- **Finding your way around** (page 8): Fosters appears next to Intake for managers and administrators on every plan.
- **Outcomes you can record** (page 14): "Foster to Adopt" is no longer an outcome. A cat that goes to a foster home has not left your care, so it is not a discharge; record it on the intake record under "Foster home". If a foster family adopts the cat they have been fostering, record an Adoption.

Version 1.3, October 2026. Questions about any of this: use the Support link at the top of the app.