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## **M&C Consulting Partners With Non-Profit Street Care App to Support Homelessness in Canada**

PRESS RELEASE  
FOR IMMEDIATE DISTRIBUTION

Ottawa, ON July 13, 2022 – M&C Consulting is proud to announce its latest partnership with the non-profit organization Bright Mind Enrichment and Schooling's Street Care initiative, which helps people and businesses easily support the issue of homelessness in their local communities.

As part of the new partnership, M&C Consulting will offer Street Care's app as a value-added reseller to its Canadian and international clients who are passionate about homelessness and helping at-risk populations. The US-based Street Care platform has been highly successful in several American cities, and its projects have been featured in major news outlets including Newsweek, Politico and CBS.

"Our latest collaboration with Street Care aligns beautifully with our impact technology as a service offering, including MC2 and MC3 US's ethical bot technology, and expands our breadth of opportunities for clients to empower their employees and showcase their impact in the community - now by helping homeless people," says Giovanna Mingarelli, founder of M&C Consulting.

The app-based toolkit teaches safe approaches to share appropriate care materials and wellness-based information, helps build community through an innovative interactive framework, and helps foster goal reinforcement to aid homeless people. It includes short professional videos and a mobile browser version for accessibility.

"We are delighted to partner with M&C Consulting, which shares our passion for using technology to make an impact. A crucial way to help people transition from the street is creating human connections, and our app is a vital tool to help bridge those connections and build relationships among the public and those in need," says Craig Kaufman, co-founder of Bright Mind and its Street Care initiative.

M&C Consulting supports a variety of pro bono, non-profit partners who aim to instill greater dignity, kindness, equity and inclusion in the world, including: Global Dignity, the Global Strategic Institute for Sustainable Development - GSISD, BPUR International, and Vajrayana Foundation, to name a few.

For more information on Street Care, visit: <https://streetcare.us/>

For more information on Bright Mind, visit: <https://www.brightmindenrichment.org/>.

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