



CONTACT: Jessa Challa  
[jessa@mallowfields.com](mailto:jessa@mallowfields.com)

FOR IMMEDIATE RELEASE

Local nonprofit collective invests in long-term solutions for streamlined data

GRAND RAPIDS, Mich. March. 10, 2022 - Five hyperlocal agencies form a collective to develop a tool, Junction, that will help nonprofit organizations facilitate collaboration while allowing non-technical users to easily modify, update, and automate their organization's day-to-day functions.

Junction will automatize unnecessarily manual and time consuming processes, will be highly interactive and configurable, and will keep track of streamlined workflows. This will increase efficiency and capacity, reduce overhead, and allow nonprofits to redirect a higher percentage of funding towards primary programming while maintaining good data. [The MINT Collective](#), or Modernization Initiative for Nonprofit Technology, is an official partnership between [Mallowfields](#), [Affinity Mentoring](#), [EuzenConnect](#), [NAACP Grand Rapids](#), and [Treetops Collective](#), with [Casual Simulation](#) acting as a fiduciary.

Jessa Challa, co-CEO of Mallowfields, says, "[t]echnology is changing daily, and it can be intimidating and expensive to keep up. That is why it is so important to me that those who serve the community are able to stay up-to-date with the best tools that work for them. The MINT Collective allows us to be intentional about creating a solution by having the voices of our partners guide us throughout the design and build processes."

A key factor that keeps smaller, local nonprofits from being able to extend services to everyone on their wait list is that they regularly cannot afford to purchase top of the line technology to streamline processes and increase efficiency.

"We could support so many more consumers in finding good work if we had a single, integrated, technology platform that truly served our needs. The Junction platform will help us support our community better, and streamline how we collaborate with our key partners as well," explains Blythe Kazmierczak of EuzenConnect and Blythe Talent.

Additionally, very few tools specifically exist for the nonprofit sector, meaning that several for profit and nonprofit tools must be combined, creating clunky, expensive, and inefficient systems.

Wende Randall, Director of the Kent County Essential Needs Taskforce (ENTF) says that, "ENTF is pleased to support the work that The MINT Collective is doing to establish and expand ways that local nonprofits access excellent technology and resources to do their work successfully. This collaborative envisions and is actively developing technology that is based in equitable, people-centered, collaborative, sustainable, and community-based ideals, and that furthers shared community goals to support every community member having access to the resources they need to thrive.

The MINT Collective has officially reached an investment phase, and is actively applying for grants and speaking with investors who want to support the short and long term goals of this project. For more information, please visit [mintcollective.org](http://mintcollective.org).

###

[The MINT Collective](#), or Modernization Initiative for Nonprofit Technology, is an official partnership between [Mallowfields](#), [Affinity Mentoring](#), [EuzenConnect](#), [NAACP Grand Rapids](#), and [Treetops Collective](#), with [Casual Simulation](#) acting as a fiduciary. Find out more about the partnership and Junction, an interactive, configurable, affordable product for nonprofits to increase efficiency and capacity while reducing overhead, at [mintcollective.org](http://mintcollective.org).