



EQUITY
CERTIFIED PROGRAM™

EXPANDING CREDIT ACCESS TO UNDERSERVED COMMUNITIES

Introducing the Equity Certification

The Equity Certification will be issued to lenders and nonprofits that provide Special Purpose Credit Programs (SPCPs) to protected classes under Equal Credit Opportunity Act (ECOA).

Advancing equity in lending by addressing racial bias

- The gap between Black and White homeownership rates—44.9% vs. 74.5%—is nearly the same today as it was in the 1970s, when the Fair Housing Act and ECOA were enacted.
- Latino consumers are denied for mortgage loans at almost 1.5x the rate of White applicants.
- Minority small business owners are 2x less likely than White business owners to receive the full amount of financing they seek.

HELP US CLOSE THE WEALTH GAP. BECOME A SPONSOR TODAY.

Your support will help us broaden consumer engagement for the providers of SPCPs

BRONZE

\$10,000 - \$24,999

- Sponsor will receive branding on Equity website
- Dedicated web link

SILVER

\$25,000 - \$49,999

- Sponsor will receive Bronze benefits plus
- Promotion on social media channels
- Brand recognition on Equity program videos

GOLDEN

\$50,000 - \$74,999

- Sponsor will receive Silver benefits plus
- Individually branded Equity program video for your promotional use

PLATINUM

\$75,000+

- Sponsor will receive Golden benefits plus
- SPCP Expert to speak at your event
- Top tier brand placement
- Additional ad space