







The Equity Certification Program has now officially launched! This program is made specifically for institutions providing Special Purpose Credit Programs (SPCP's).

Here are the benefits of being an Equity Certified Program Lender:

-  **Third-party nonprofit verification by the industry's experts in Special Purpose Credit Programs**
-  **Build brand trust and overcome the trust gap for lenders seeking to reach BIPOC communities.**
-  **Increase brand awareness with the certification trademark for use in SPCP campaigns and marketing.**
-  **Increase volume as lenders can opt-in for consumer searches on equitycertified.org.**