

## PRESS RELEASE

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### findCRA Celebrates Fifth Anniversary Supporting Community Reinvestment Nationally

**Louisville, KY** – This month, [findCRA](#)™ celebrates its fifth year as a leading technology innovator within the community reinvestment industry. Founded in 2013 by Ben Loehle and Brian Waters, findCRA's ongoing goal is to deliver technology that streamlines the relationship building process between banks and nonprofits under the requirements of the federal Community Reinvestment Act (CRA).

"findCRA was created from our passion and drive as entrepreneurs to find a better way to connect banks and nonprofits. I could not be more proud of where we are today and the journey that we've taken over the last five years. To see the vision we had half a decade ago become reality and continue to grow is the most fulfilling experience I've had in my professional life," said Ben Loehle, findCRA CEO and Co-Founder.

Early on, the company surveyed the landscape of technology solutions available for banks to search for nonprofits aligned with CRA requirements and identified a need in the market. With a vision to modernize CRA connection, findCRA launched its initial website and services in early 2014. Shortly thereafter, findCRA was selected for the Velocity Indiana startup accelerator program and in 2015, partnered with a strategic investor, allowing the company to begin its national expansion.

In the last 12 months, findCRA has launched its newest offering for banks, the Community Qualifier™ online search tool, which allows banks to research and reach out to CRA-aligned nonprofits throughout the nation. The company developed CRANIA™, a proprietary algorithm that uses public government data to identify the right nonprofits for banks to work with in their communities. Currently, findCRA has identified over 23,000 CRA-aligned nonprofits in nearly 3,000 communities in 23 states and will complete their qualification of all 50 states this spring. The company also offers CRA Certification for nonprofits and a fully searchable Learning Center where anyone can learn more about the Community Reinvestment Act and latest industry news.

"When we first had the idea for findCRA, we knew that there could be a better way to empower community reinvestment," said Brian Waters, findCRA President and Co-Founder. "Over the last five years, it has been rewarding to not only build our company, but to collaborate with so many amazing banks, nonprofits and other industry thought leaders throughout the country. We're excited for what the future holds."

This past fall, findCRA was honored with an Inc.Credible Award by Greater Louisville Inc., nominated for a Business of the Year award by Business First and published [CRA at Forty](#)®, a collection of original essays from industry leaders on the present and future of CRA in celebration of the Act's 40<sup>th</sup> anniversary. Currently, findCRA is focused on expanding its bank and nonprofit services, which they will exhibit to over 1,000 industry professionals at the National Interagency Community Reinvestment Conference this March in Miami. You can learn more about findCRA, its current services and its vision for the future of CRA at [www.findCRA.com](http://www.findCRA.com).

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#### **About findCRA**

*findCRA develops and deploys groundbreaking tools to achieve and empower partnerships between banks and nonprofits nationally to optimize investment in and the outcomes of the federal Community Reinvestment Act. Learn more at [www.findCRA.com](http://www.findCRA.com).*