



Formerly **The Financial Clinic**

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## **National Nonprofit Fintech Announces Rebrand**

*Also Launches Revamped Online Platform to Scale Financial Security*

**Brooklyn, NY, September 30** - Mae Watson Grote, Founder and CEO, announced the next chapter of the national nonprofit she founded in 2005 with a new name: Change Machine. The announcement of the rebrand, refreshed mission, and new website was revealed at the 2020 Prosperity Summit attended by public officials, thought leaders, financial coaches, fintech advocates, and representatives from financial institutions.

Formerly The Financial Clinic, Change Machine is on a mission to build financial security for low-income communities across the US through people-powered technology. As part of its rebrand, Change Machine also announced a new logo and website - <https://change-machine.org/> - reiterating its commitment to technology for an equitable economy.

Change Machine also announced the launch of its revamped fintech platform on the Salesforce AppExchange. More than 600 organizations - serving low-income families, job seekers, students, and more - across 46 states have used this platform to build their financial coaching practice, connect with each other, and amplify their national impact.

“In recent years, and especially now, we see that merely helping the working poor to financially survive is not enough,” said Mae Watson Grote, Change Machine Founder and CEO. “Today, we reaffirm our commitment to financial security and building an equitable economy in which we ALL thrive.”

“Our fintech platform is amplifying the thought leadership of practitioners on the ground and the experiences of customers. It is an engine to build financially-thriving communities across the country,” Mae added.

“We are excited about Change Machine’s next chapter,” said Board Chair, Marc Khouzami, Director, DWS Group. “Change Machine’s fintech platform is a data science tool, helping advocates and policy makers understand how best to serve low-income communities.”

“We are so thrilled that Change Machine chose the Prosperity Summit to announce its new mission and commitment to financial security for every American household,” said Frances Rosebush Baylor, Vice President, Partnerships & Field Engagement, Prosperity Now. “We are excited about all of the great work they will do and will continue to do by centering the lived experiences and voices of those they serve and those who are facing structural wealth inequality.”

Change Machine is hosting a virtual Brandwarming Party on Wednesday, October 7th, to celebrate the rebrand and share its goals for the coming year. Learn more and register to attend at <http://bit.ly/Brandwarming>

*Founded in 2005, Change Machine builds financial security for low-income communities through people-powered technology. Our products champion the aspirations of those most economically disadvantaged, as well as the expertise of financial coaches and customers, to transform how social service organizations and public agencies work with people to achieve their goals. Over 6,000 practitioners have used our platform to amplify their impact, including putting \$45 million in the pockets of their customers. Together, we’re creating an equitable economy in which we all thrive. Learn more at <https://change-machine.org>*

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