

## News Release

### Contact

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### For Immediate Release

QCash Financial Named Tech CUSO of the Year by *Finopotamus* in 2024 Tekkie Award Series

Naperville, Ill. (August 14, 2024) – QCash Financial, LLC, a wholly owned credit union service organization (CUSO) of Alloya Corporate Federal Credit Union, was recently named Tech CUSO of the Year by *Finopotamus* in their 2024 Tekkie Awards series. The Tekkie Awards are an annual series that honors significant achievements in credit union technology, a primary area of focus for *Finopotamus*, an online resource providing in-depth technology coverage exclusively to credit unions.

“It’s an honor to be recognized as Tech CUSO of the year,” remarked Tracy Lafferty, Chief Executive Officer of QCash Financial. “We are truly committed to delivering leading technology to credit unions that not only simplifies and streamlines operations, but also strengthens their ability to better serve more members.”

QCash Financial is a tech-forward, mission-driven, credit union-focused fintech that empowers credit unions in their quest to improve the financial well-being of their communities. This is accomplished through QCash’s patented and fully automated relational underwriting platform that enables members to go from having a financial need to actual cash in their credit union account in under 60 seconds without using credit score. Using relational data rather than credit score enables the credit union to say “yes” to more members, including historically marginalized and vulnerable populations, without compromising safe and responsible lending practices. The underwriting technology integrates directly with the credit union’s core, online banking and mobile banking provider to deliver an improved member experience while reducing up to 90% of the cost of issuing a loan.

Founded in 2015 as a wholly owned CUSO of Washington State Employees Credit Union (WSECU), QCash Financial was acquired by Alloya Corporate FCU in April 2023 to help enhance the success of the CUSO and its credit union clients after several years of sharp growth. Earlier this year, Alloya named Tracy Lafferty as the CUSO’s Chief Executive Officer to continue growing the organization while maturing back-office operations.

“Thank you to *Finopotamus* for recognizing QCash in this year’s Tekkie Awards, and we send our heartfelt congratulations to the other award winners in this year’s categories,” Lafferty concluded.

To learn more about QCash Financial, visit [www.QCashFinancial.com](http://www.QCashFinancial.com).

## About QCash Financial, LLC

QCash Financial's relationship-based lending enables credit unions to help their members when they face financial challenges from life events. The CUSO's lending platform allows credit unions to offer small-dollar loans to their members anytime, anywhere on any device. From application to funding, the process is complete in under 60 seconds, no credit check required. The QCash platform is the best tool for advancing financial inclusion and access for credit union members. QCash Financial is a wholly owned CUSO of Alloya Corporate Federal Credit Union. Visit [www.QCashFinancial.com](http://www.QCashFinancial.com) to learn more.

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