



FINANTA OPENS FIRST CREDIT UNION BRANCH IN READING

New financial center provides consumer and business services and financial education in English and Spanish

FOR IMMEDIATE RELEASE

April 8, 2026 (Reading, PA) – [Finanta](#) has launched its first credit union in Reading at 240 Penn Street. This location is fully bilingual in Spanish and English, and will act as a financial center for its current commercial operations, new consumer services and financial education offerings.

Finanta is a 33-year-old nonprofit business loan fund advancing economic opportunities for individuals, families and entrepreneurs in low-income communities by offering accessible financial services and education. Finanta Credit Union's strategy builds on this mission with its embedded strategy, which is responsive to the needs of each community where it's located, and asks members in each geography what financial products and services they need to succeed. It also hires from the community and offers services in Spanish and English.

"Finanta exists to provide fair, affordable financial services to people who have too often been left out of financial institutions," said Daniel Betancourt, CEO of Finanta. "By pairing Finanta Credit Union services with financial education and one-on-one support — in both Spanish and English — we build real relationships with our members and design solutions that help families build wealth and strengthen their communities."

Building on the successful launches of credit union branches in Lancaster and Philadelphia, the Reading location advances its community-focused strategy to ensure products and services are reflective of the needs of its customers. As such, Finanta Credit Union's offerings will evolve as it builds relationships and longevity in the community and solicits and receives members' feedback in order to develop financial solutions driven by their needs.

This new financial center will service existing and new loan fund clients, as well as credit union members. In addition to offering free checking and savings, and low-

cost loans, Finanta Credit Union will offer financial education workshop series on building wealth in Spanish and English on topics such as:

- How to buy a car or a home
- Understanding credit
- Obtaining a loan
- Budgeting

Finanta Credit Union will also forge partnerships to meet the needs of the Reading community with other local nonprofits, like Tech Centro, as well as national and international brands, like Félix, which allows customers to safely send money to Latin America at a low-cost.

For an interview with a Finanta staff member, a tour, or more information, please contact Stef Arck-Baynes at stef@achievinggood.co or 917-710-1901.

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About Finanta

Finanta is a nonprofit Community Development Financial Institution (CDFI) dedicated to fostering community ownership among low-income communities through comprehensive financial products and services. For over 30 years, it has supported small businesses, nonprofits, and community projects in the greater Philadelphia area, Delaware, and New Jersey. In 2022, it opened Finanta Credit Union to offer fair, accessible financial products that help people build wealth. Its approach to fostering financial wellbeing and community revitalization includes being deeply integrated in the communities it serves, nurturing growth and opportunity. Learn more at: [Finanta.org](https://www.finanta.org).