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**Contact: Deidre Davis**

Chief Marketing Officer

517-333-2424 ext. 7877

deidre.davis@msufcu.org

**Reseda Group, a Wholly-Owned CUSO of MSUFCU, Acquires
Fintech Startup Live.Give.Save.**

EAST LANSING, Mich. — Reseda Group, a wholly-owned CUSO (Credit Union Service Organization) of MSU Federal Credit Union (MSUFCU), has announced it is has acquired Live.Give.Save. Inc., a women-founded fintech company that created the first personal finance mobile app to make saving and giving as easy as spending.

"We have been seeking a partner like Live.Give.Save. to evolve our technology offerings and be able to share that technology with the credit union industry," said April Clobes, CEO/President of Reseda Group and MSUFCU. "The credit union industry is based on the core value of people helping people, and the Spave® mobile app provides the platform for helping people through technology."

The acquisition agreement, which closed on June 1, 2021, calls for Reseda Group LLC to form a new company called Spave LLC. Live.Give.Save. is contributing all its assets to Spave, and Reseda Group will have 80% ownership in Spave. The founder and CEO of Live.Give.Save., Susan Sorensen Langer, will own 20% of Spave LLC and stay on as CEO.

"We've long sought a partner like MSU Federal Credit Union — a company with leadership who shares our vision of creating a better world — and have been actively seeking to invest in new technology," said Langer. "We knew they could enrich our user experience, deliver industry credibility, and provide ready access to our target market."

Concurrent with the closing of its acquisition, Live.Give.Save. also announced that its latest version of the Spave® mobile app is now available for download in the iOS App Store and Google Play.

Spave® is the first-ever mobile app that uses everyday spending to help consumers give to causes they care about and save for their future without changing their lifestyle. The result: the more you spend, the more you “spave”. The more you spave, the greater the impact you'll have — for yourself and others.

It works like this: Spave® deducts micro-amounts ("spavings") from your primary checking account whenever you make a purchase using cards linked to the app (debit or credit). You define the percentage to spave, and Spave® automatically distributes them to your savings and selected charity(ies). With the Spave® app you can:

* Set it and forget it. Easily and securely link your accounts to start saving and giving with every swipe of your card, then watch your spavings grow.
* Define your spaving amounts that allow you to live the life you want, give to the causes you care about, and save for a secure, fulfilling future.
* View your spending, giving, and saving all in one place.
* Set or modify weekly, monthly, or yearly goals and track your progress.
* Compare your charitable contributions and personal savings against your total spending.

Founded in 1937, MSUFCU has a national reputation for excellence and has received several top industry and workplace awards, including being named as a Top Workplace in the large employer category by the Detroit Free Press for eight consecutive years, a Top 100 Best Workplace for Women by Fortune for three consecutive years, and was named one of the top five Michigan credit unions by Forbes Best-in-State Credit Unions. MSUFCU was named a Best Workplace in Financial Services and Insurance by Fortune Magazine two consecutive years and has been certified as a Great Place to Work® for seven consecutive years. MSUFCU has also been recognized by the Credit Union National Association, recently winning first place for the people-helping-people philosophy 2020 Louise Herring Award. MSUFCU is headquartered in East Lansing, MI, has 21 branches, more than 300,000 members, over $6.2 billion in assets, and greater than 900 employees. For more information, visit [msufcu.org](https://www.msufcu.org).

Founded in 2016 and headquartered in Red Wing, Minn., Live.Give.Save. is a woman-founded fintech company. Its proprietary technology platform and process solves challenges with balancing spending, saving, and giving habits for consumers (particularly millennials) using cutting-edge mobile technology. It is designed for users, by users, to help financial institutions and nonprofits better engage with their constituents (customers, contributors, and community). More information is available at the Spave [website](https://spave.us/). Version 2.0 of its Spave® app is now available for download on the iOS App, or on Google Play.

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