

Appli Makes First Donations Through Data for Dogs Initiative, Supporting Ten No-Kill Animal Shelters

AI calculator platform donates to animal welfare organizations based on \$1.2 billion in consumer loan calculations processed in first year

SALT LAKE CITY – December 18, 2025 – Appli, a provider of AI-powered financial calculators for credit unions and community banks, today announced its first round of donations through its Data for Dogs initiative, supporting ten no-kill animal shelters across the country based on the volume of financial calculations processed through its platform.

The donations were tied to more than \$1.2 billion in consumer loan calculations completed by credit union members using Appli's calculator tools since the company launched just over a year ago. The initiative directs a portion of Appli's revenue to animal welfare organizations in communities served by its credit union partners.

"When we started Appli, we wanted to build something that would give back in meaningful ways to the communities our credit union partners serve," said Tim Pranger, founder and CEO of Appli. "Animal shelters do critical work but often operate on tight budgets. We're glad we can support their missions while helping credit unions better serve their members."

The Data for Dogs initiative provided donations to South Salt Lake Animal Services, Detroit Dog Rescue, Lake Shore Humane Society, Anita Swan Humane Society, Columbia Humane Society, Humane Society of Dallas, Paws Chicago, Grammy Rose Dog Rescue & Sanctuary, Live Love Animal Rescue, and Furkids Rescue, Shelter & Sanctuary.

Appli made the donations in memory of Henry and Flash, two pets from the company's founding team. The initiative will continue as Appli's credit union partnership base grows, with donation amounts tied to the volume of member calculations processed through the platform.

Appli's AI-powered calculators help credit unions turn routine calculations into qualified loan applications while providing members with personalized guidance about their borrowing options. The company currently serves credit unions across the United States.

About Appli

Appli, founded by POPi/o co-founder Tim Pranger, provides AI-powered financial calculators that help lenders and member service representatives create personalized member experiences for financial products. By combining real-time analysis with generative AI, Appli's tools boost customer confidence and increase conversion rates for financial institutions. For more information, visit hiappli.com.