



September 16, 2010

Vets Charity at 25% of Goal in a Week; Multiplies Forces

[ARMing Heroes \(www.armingheroes.org\)](http://www.armingheroes.org) has already achieved 25% of its stated goal of raising \$10,000 for U.S. military veterans in the first week of its **First Annual Veteran's Day Charity Fundraising Drive** ("the drive"), which started on September 11, 2010. Click here (<http://www.armingheroes.org/donors.aspx>) to see which companies have stood up in support of U.S. Military veterans with a donation through September 15, 2010.

The organization, which is the accounts receivable management industry's non-profit dedicated to serving U.S. veterans (hence "ARM" in "ARMing"), has also announced the launch of its **Force Multiplier Program**. In this program, ARM industry professionals agree to use their best efforts to try to raise \$1,000 to help needy veterans prior to November 11, Veterans Day, through any combination of their own company's donations or donations made for veterans attributable to their efforts. All Force Multipliers will be recognized on the ARMin Heroes website for their commitment to this cause.

How Can I Help?

If you are reading this, then the organization needs help from you and your company in order to exceed the drive's goal of raising \$10,000 for U.S. military veterans.

Comment on this story below if you are reading it online, and make a pledge for a donation in the comments section. Tell the world why you support this cause, including the name of your company, and let us know how we can contact you for the donation. Tell us if you'd like to become a Force Multiplier, too. These commitments can also be made directly at www.armingheroes.org.

First to join the Force Multiplier program was Dwayne Banasiak, a U.S. Navy veteran and PredictiveMetrics' (www.predictivemetrics.com) Director of Consumer Scoring Sales. When asked why the industry should support this cause and why he does, Dwayne commented, "Often people thank veterans for their service, but direct financial support for a cause like this will truly benefit those who have made such great sacrifices for America. I am happy to support such a great cause."



About the Drive

The drive began at 8:46 AM EST on Saturday, September 11, 2010, and will conclude at 11:00 AM PST on Veterans Day, Thursday, November 11, 2010. The starting time coincided with the anniversary of the first attack on the World Trade Center in 2001, while the ending time coincides with the anniversary of the official cease fire at the end of World War I, a date later adopted for use as Veterans Day in the United States.

The goal of the drive is to raise \$10,000 or more and disburse most or all of the funds in time for the holidays, both directly to veterans who have applied for aid and indirectly through in-kind donations to one or more large national veterans' charities on behalf of the ARM industry.

Donors interested in making a difference in the lives of veterans can send a check or money order payable to "ARMing Heroes" to P.O. Box 353, Collingswood, NJ 08108 or can also [click here to visit the ARMING Heroes website to make an online donation](#).

All donations are tax deductible. All donors will be recognized (where permitted) on the ARMING Heroes website and will be updated in December with information on how their donation specifically helped a veteran or veterans.

About ARMING Heroes

ARMing Heroes was founded and began operating in March, 2009. The organization's mission is to serve the needs of U.S. military veterans, including their spouse and children. ARMING Heroes fills a charitable niche by linking people identified with employment, credit, and financial counseling needs with the accounts receivable management industry, an industry uniquely poised to help in these areas. Persons interested in volunteering their time and others interested in applying for benefits or pledging other forms of support are encouraged to contact the organization at www.armingheroes.org.