



September 13, 2011

Annual Veterans Fundraiser Starts with a Boost from Southwest Credit

ARMing Heroes' Second Annual "No Debts for Vets" Charity Fundraising Drive Starts with Donation from Agency

Collingswood, NJ: ARMing Heroes (www.armingheroes.org) today announced the beginning of the organization's second annual **No Debts for Vets Charity Fundraising Drive**, which runs from September 11th through November 11th. The organization exceeded last year's modest \$10,000 fundraising goal with donations from these generous companies and individuals (<http://www.armingheroes.org/arming-heroes/donors>) during its first-ever drive to raise money for military veterans, and has set \$25,000 as this year's goal. In doing so, donors helped veterans like Christopher Baker and Stephen "Corey" Davis with things like car repairs, a new water heater, or just paying down a credit card that may have ballooned in part due to the veteran's service. (Visit the press release page on the ARMing Heroes website at <http://www.armingheroes.org/arming-heroes/press> for full details.)

Southwest Credit (www.sw-credit.com) stepped up to the plate immediately, with a \$1,000 donation and up to \$1,000 in matching funds for monies its employees may raise for this cause between now and November 11th. The company even consulted with ARMing Heroes to help the organization come up with a new format for this year's drive – a new twist that should enable the goal to be reached and more, while bringing out the competitiveness so crucial to the success of companies in the ARM industry.

In this year's drive, ARMing Heroes will again recognize all donors, where permitted, by listing each donor on the ARMing Heroes website. Additionally, ARMing Heroes will recognize those companies with the highest ratio of dollars donated per employee, combining corporate and employee funds, in various categories to include:

- Large collection agency (Over 1,000 employees)
- Mid-sized collection agency (101 to 1,000 employees)
- Small collection agency (Under 100 employees)
- Healthcare sector agency
- Financial sector agency
- Telecom and/or utility sector agency
- Government sector agency
- Higher education sector agency
- Commercial sector agency



- International agency
- Branch office
- Debt buyer
- Attorney firm
- Vendor, Letter Services Sector
- Vendor, Technology Sector
- Vendor, Data Services Sector
- Vendor, Other
- Media outlet
- Association

Tax deductible donations are now being accepted online at www.armingheroes.org and via mail to PO Box 353, Collingswood, NJ 08108, payable to ARming Heroes. Only funds received by 5PM on Friday, November 11, 2011, will count toward this year's goal and the recognition bestowed on various companies in the preceding categories.

Why did Southwest Credit step up so soon, even before the drive started, to take action to support America's military families? CEO Jeff Hurt summed it up when commenting, "The Southwest Credit team considers it a great honor to serve those who have served our country. We are so proud of the sacrifices our veterans have made for each one of us and we are thrilled to have an opportunity to give back to our brave soldiers. Southwest Credit and its employees are committed to our corporate social responsibilities, and the ARming Heroes organization provides a unique opportunity for our industry to give and provide support for others."

For a summary of the organization's activities since its founding, review the press release section of the ARming Heroes website here: <http://www.armingheroes.org/press.aspx>

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.

What Can I Do Right Now to Help?



www.armingheroes.org

- Visit www.armingheroes.org and join our One for a Warrior Program, sign up to help in other ways, or donate now.
- **Friend** us and post this article to your page on **Facebook**.
- **Tweet** about this article on **Twitter**.
- Join our group on **LinkedIn**, the **ARMinG Heroes Veterans Charity Supporter / Assistance Center**.
- Comment on this article online and ask us to contact you.
- Forward this article via email to your key contacts.
- Print this article and fax it to your local congressional office and ask them to post our website on theirs as a resource for vets.