



October 9, 2012

## ***Regional Company Urges ARM Firms to Match \$100 Donation for Vets***

*Drive at 13% of Goal with Only One Month Left!*

**Collingswood, NJ:** Rick Brammer, President of United Credit Service ([www.unitedcreditservice.com](http://www.unitedcreditservice.com)) in Elkhorn, Wisconsin, put it very simply when asked why his regional firm donated \$100 to ARMING Heroes' third annual **No Debts for Vets Charity Fundraising Drive**. "I feel it's our responsibility to help our military veterans. While we operate regionally," he said, "ARMing Heroes helps to move the needle on how people perceive our industry, and that's a secondary goal everyone in the ARM industry should support. I urge every company in the industry to match this small token of appreciation for what our military continues to do to keep us safe."

Even if only those companies with membership in ACA International answered the call, the ARM industry could easily raise more than \$300,000 in support of military veterans with collection-related problems each year. The goal for this year's drive is a modest \$40,000. With about \$5,200 either pledged or donated so far, that means only a small fraction of companies in the industry would need to donate \$100 to enable ARMING Heroes to meet the challenges of its unique mission in 2012.

### **"We Typically Only Support Local Charities."**

Very commonly, ARM companies support local charities, and they do so very generously and for extremely worthy causes. However, well-meaning support of local charities does not have to be to the exclusion of also choosing national organizations to support. And attacks on the ARM industry do not always originate locally. When asked why he supports ARMING Heroes, here's what Larry Costa, Executive Vice President of Business Development at Capital Management Services ([www.cms-collect.com](http://www.cms-collect.com)) in Buffalo, had to say. "I support ARMING Heroes because our veterans deserve our help. But also, supporting this cause through a nationwide charity like ARMING Heroes, geared toward veterans with collection accounts, helps our industry by reinforcing the idea that we in the ARM industry are in tune to the needs of this special class of consumers. It's a way stand up against the relentless media attacks we've all seen and show that we care for these great Americans who have stood tall for us."

Tax deductible donations are now being accepted online at [www.armingheroes.org](http://www.armingheroes.org) and via mail to PO Box 353, Collingswood, NJ 08108, payable to ARMING Heroes. Only funds received by Sunday,



November 11, 2012, will count toward this year's goal and the recognition typically bestowed on various companies that participate in the drive.

Here are some examples of how ARMING Heroes has helped veterans.

ARM Industry Helps Wounded Vet "Come Home Just A Little Bit More"

<http://www.insidearm.com/daily/debt-buying-topics/debt-buying/arm-industry-helps-wounded-vet-come-home-just-little-bit-more/>

ARM Industry Helps Veteran Stay in School

<https://www.insidearm.com/daily/debt-buying-topics/debt-buying/arm-industry-helps-veteran-stay-in-school/>

ARM Industry Helps Veteran Hear Again

<http://www.insidearm.com/daily/debt-buying-topics/debt-buying/arm-industry-helps-veteran-hear-again/>

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](http://www.armingheroes.org).

### **What Can I Do Right Now to Help?**

- Visit [www.armingheroes.org](http://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.