



September 11, 2012

ARM Industry Challenged to Raise \$40,000 for Veterans

Third Annual Veterans Fundraiser Begins

Collingswood, NJ: ARming Heroes (www.armingheroes.org) today announced the beginning of the organization's third annual **No Debts for Vets Charity Fundraising Drive**, which runs from September 11th through Veterans Day, November 11th, every year. Last year's drive raised over \$27,000 due to the generosity of these companies and individuals <http://www.armingheroes.org/arming-heroes/donors> and prompted the organization to make this year's goal \$40,000. Here are just a few stories about veterans who received financial assistance from the organization as a result of last year's drive.

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/>

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 midnight on Sunday, November 11, 2012, will count toward this year's goal. Just like last year, ARming Heroes will again recognize companies <http://www.insidearm.com/daily/debt-buying-topics/debt-buying/arming-heroes-recognizes-top-donors/> in various categories who step up in support of veterans.

Consider Implementing an Employee Contribution Program

Last year Southwest Credit (www.sw-credit.com) implemented an employee contribution program, in which the company encouraged and even rewarded employees to donate to ARming Heroes through payroll deductions throughout the year. The company also made a corporate contribution. This represented 16% of the total donations the organization received for the 2011 drive. If half of ARming Heroes' other past donors followed suit, the organization could easily raise more than ten times the 2012 goal, or



\$400,000, this year alone. When asked why Southwest Credit took the initiative to support our veterans in this way, CEO Jeff Hurt said, “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 other 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?

- 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.