



October 21, 2010

## ***ARMinG Heroes Stuck at 58% of Goal; DBA International Pitches In***

ARMinG Heroes ([www.armingheroes.org](http://www.armingheroes.org)), the accounts receivable management industry's non-profit dedicated to serving U.S. military veterans (hence "ARM" in "ARMinG"), is stuck at 58% of its goal of raising \$10,000 by Veterans Day, November 11, 2010, as a part of its **First Annual Veteran's Day Charity Fundraising Drive** ("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. Through close of business on October 20<sup>th</sup>, the organization has received dozens of donations from companies, large and small, and from individuals, ranging from \$50 to more than \$500, with an average donation size just under \$300.

### **DBA International Pitches In**

Six weeks into the drive, ARMinG Heroes has hit a wall after the wave of patriotism and financial support that marked the first few weeks. Enter DBA International ([www.dbainternational.com](http://www.dbainternational.com)) and Executive Director Roger Knauf, who has made it a personal mission to ensure that all DBA members are aware of this worthy cause. Earlier this week, DBA International made an announcement to all DBA members showing its support for ARMinG Heroes, and calling on DBA members to make a donation to the drive.

Even after the drive ends next month, DBA International's support will not end. Talks are currently in the works to help the organization with an in-kind donation of promotional support centered around DBA's 14<sup>th</sup> Annual Conference in February 2011. DBA members are encouraged to contact ARMinG Heroes to see how they can lend support to this cause if they plan to attend this event.



## **How Can I Help U.S. Military Veterans?**

Right now, you can make a tax deductible donation that will help needy U.S. military veterans. 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](#). Click here <http://www.armingheroes.org/donors.aspx> to see which companies and individuals have stood up in support of U.S. military veterans with a donation through October 13, 2010.

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 (those who commit to raising \$1000 from other sources). These commitments can also be made directly at [www.armingheroes.org](http://www.armingheroes.org).

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 is the accounts receivable management industry’s non-profit dedicated to serving U.S. veterans (hence “ARM” in “ARMing”). It 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).