



September 23, 2010

## ***ARM Pros Stand Up in Support of Military Veterans***

Through September 22, 2010, professionals within the accounts receivable management industry have continued to stand up in support of military veterans. This week, donations made by those in the industry to ARMinG Heroes ([www.armingheroes.org](http://www.armingheroes.org)) coupled with earlier donations have totaled 36% of the organization's stated goal of raising \$10,000 for U.S. military veterans during its ten-week long **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 22, 2010.

One such person who has done her part to support this worthy cause is Regina "Gina" McNaughton, a partner with The McNaughton Group ([www.themcnaughtongroup.com](http://www.themcnaughtongroup.com)). Not only has Gina and her firm stepped up with a generous cash donation, but also it has used its social networking muscle to help spread the word. Using email blasts and LinkedIn updates, The McNaughton Group further supported the organization by making sure an estimated 1,000 other people know about the drive. But why did she do it?

"As the daughter of a World War II U.S. Army veteran who survived the beaches of Normandy, I am excited to support ARMinG Heroes and its vision to financially assist veterans—especially for the upcoming holidays," Gina stated, continuing, "I believe Margaret Mead said it best, 'Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.' Please join me in supporting the ARMinG Heroes drive and changing lives, one veteran at a time."

Another well-known industry personality who has stood up in support of veterans with a generous donation is Todd Wolfe, President and CEO of Deca Financial Services ([www.decafinancialservices.com](http://www.decafinancialservices.com)). Todd added, "I have had various family members who have served, so I have a tremendous amount of respect for the military community and what they do for our country. I feel that we as an industry have an obligation to do what we can to help."

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

### **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 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).