

October 6, 2011

ARM Industry at 29% of Goal with Six Weeks Left in Drive

No Debts for Vets Campaign Gains Momentum from New and Pre-Existing Donors

Collingswood, NJ: ARMING Heroes (www.armingheroes.org) today announced that donations from the ARM industry have enabled the organization to reach 29% of its stated goal of raising \$25,000 for military veterans by Veterans Day, Friday, November 11th. This includes funds actually received and pledges from various donors. This puts the ARM industry slightly behind the pace of donations needed to reach the goal by Veteran's Day.

Penncro Associates Does It Again

So far, donations have come from new donors and from those who have long supported ARMING Heroes' unique mission to help military veterans through the ARM industry. Notably, Penncro Associates Vice President of Business Development John Griffin has been a key contributor to the organization's success, having made donations on his own behalf while facilitating his company's corporate contributions to supporting veterans. His work in support of this mission has made Penncro Associates the top donor among ARM companies in the Philadelphia region.



Airman Katherine Griffin

“The reason I support [ARMING Heroes] is I am in the industry, and my daughter is in the Air National Guard, so I gravitate toward it. I'm proud of her,” stated John, when asked recently why he supports veterans through ARMING Heroes. Pictured here returning from basic training, where she was an Honor Graduate, Senior Airman (SrA) Katherine Griffin is John's



daughter and now serves in the Pennsylvania Air National Guard's 111th Fighter Wing based in Horsham, Pennsylvania. A past summer employee at Penncro, Airman Griffin has more recently received a Pennsylvania Commendation Medal by the PA Adjutant General.

New Donors Stand Up in Support of Military Veterans

Because this year's goal is more than double last year's goal, new donors in the ARM industry are needed, and they have started to stand up in support of military veterans. Companies like Cedar Financial, whose President Amir Erez stated, "As a company who is involved in a truly global marketplace, Cedar Financial recognizes that we all have a duty and moral obligation to support our veterans, not only as individuals but as organizations who directly benefit from their sacrifices. America's fighting men and women put their lives on the line each day to defend our freedom and secure the peace throughout the world. Politics aside, the greatest injustice would be to abandon those who have protected us from harm's way. Thank you for letting us be a part of this inspiring and well needed program!"

Why should other companies in the ARM industry also support this worthy cause? "Contributing to 'No Debts for Vets' is a significant way for members of the ARM community to repay a debt to service men and women," said Premiere Credit's President and CEO, Rob Meck. "As a company that employs both current and former military personnel, we welcomed the opportunity to make a donation in recognition of their service. We hope that career-minded veterans looking for work will consider the open positions we have to offer; their commitment to excellence and integrity is second to none."

And, finally, why should those ARM companies with existing charitable programs consider supporting vets through ARming Heroes? "Through our Employee Charitable Help Organization (E.C.H.O.), I.C. System contributes to numerous organizations including the Wounded Warrior Project, Military Heroes Foundation, and the National Disaster Search Dog Foundation," said Mary Hiles, E.C.H.O. Coordinator. "We appreciate the support that ARming Heroes provides our active military and veterans, and we are very honored to direct a portion of our charitable dollars to this organization."

About the Drive

ARMing Heroes is now running its second annual **No Debts for Vets Charity Fundraising Drive**. The drive starts on September 11th each year and ends on Veteran's Day, November 11th. Just like last year, 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.

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?

- 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.