



ALL AMERICAN DAY  
*Charitable Trust*

## All American Day Charitable Trust Selects Honor Flight Philadelphia as 2015 Featured Charity

**SWEDESBORO, NJ, January 15, 2015 – All American Day Charitable Trust is pleased to announce Honor Flight Philadelphia, a fully volunteer 501(c)3 non-profit that transports the Philadelphia area’s most senior veterans to Washington, D.C. to visit their memorials at no cost to them, as its 2015 Featured Charity. Aligned with its mission, All American Day will exclusively focus its 2015 activity on inspiring awareness and generosity towards Honor Flight Philadelphia.**

“Honor Flight Philadelphia is an incredible cause worthy of our immediate attention,” said Mark Fleming, Co-Founder of All American Day Charitable Trust. “Their mission is emotionally compelling and urgent. Through our robust calendar of fundraising events, including our fall Golf Outing and our flagship Veterans Day Weekend event which are all open to the public, we hope to raise the funds to send as many of our area’s most senior veterans to see the memorials built in their honor. It’s a red carpet opportunity that they richly deserve and is long overdue.”

All American Day Charitable Trust annually uses a comprehensive evaluation process to select a Featured Charity worthy of enhanced attention and donations to focus its fundraising, promotion, and support. In an effort to bring peace of mind to benefactors, All American Day evaluates prospect charities using a robust set of criteria that includes financial stability, fundraising efficiency, transparency, accountability, anticipated AADCT Impact, Emotional Appeal, and Urgency.

“As part of our commitment to maximizing the impact of our donors' contributions and providing assurance to our benefactors of our Featured Charity's worthiness for their support, we take pride in the thoroughness of our systematic Featured Charity Selection Process,” continued Mark Fleming. “It is significant that Honor Flight Philadelphia represents the first repeat Featured Charity selected by All American Day. They tick all the boxes and their passion is contagious.”

Giving top priority to the most senior veterans (ex. WWII) and veterans with terminal illnesses, Honor Flight Philadelphia is committed to transporting every single veteran in the Philadelphia area willing and capable of getting on a bus or plane to visit their memorial in Washington, D.C.. Given the trip costs are \$250 per vet, All American Day has set a goal for its 2015 fundraising of supporting at least 40 veterans on their well-deserved trip through its fundraising.

“We can never repay our veterans for their sacrifices, but we can show them our appreciation and that is what an Honor Flight trip is about,” said Andrew Schiavello, President, Honor Flight Philadelphia. “It is a great honor to be All American Day’s first repeat Featured Charity. Their generosity toward patriotic causes in the Delaware Valley is unprecedented. We look forward to working in tandem with them in not only raising awareness about the mission of Honor Flight Philadelphia but also in reaching their financial goal to raise enough funds to provide 40 veterans with a day of honor.”

**All American Day Charitable Trust**  
3 Woodfield Dr.  
Swedesboro, NJ 08085  
[www.allamericanday.org](http://www.allamericanday.org)



ALL AMERICAN DAY  
*Charitable Trust*

**About All American Day Charitable Trust:** All American Day Charitable Trust is a registered 501(c)3 non-profit organization whose mission is to inspire awareness and generosity toward well vetted patriotic causes. Each year, using a comprehensive evaluation process, the Trust selects a Featured Charity worthy of enhanced attention and donations to focus its fundraising, promotion, and support. Working hand in hand with the selected Featured Charity, the Trust hosts an established and effective schedule of fundraising events, organizes volunteer opportunities, and preaches the details and merits of its cause. Learn more at [www.AllAmericanDay.org](http://www.AllAmericanDay.org).

**About Honor Flight Philadelphia:** “We can’t all be heroes. Some of us have to stand on the curb and clap as they go by.” ~ Will Rogers

Honor Flight Philadelphia pays tribute to our heroes. Its mission is to transport the Philadelphia area’s Veterans to Washington, D.C. to visit THEIR memorials at no cost to them. Top priority is given to the most senior veterans and veterans with terminal illnesses. Learn more at [www.honorflightphiladelphia.org](http://www.honorflightphiladelphia.org).