(Intended Audience: Potential Donors/Potential CGMA Clients)

Good morning/afternoon --- I’m happy to kick off our 2024 Coast Guard Mutual Assistance Fundraising Campaign. This is our annual opportunity to give to **Help Our Own**. The success of this year’s campaign depends on the personal commitment of each one of us. We need your support because we are stronger together!

The campaign will run throughout the month of April, and your Campaign Coordinator will get you all the details for participating.

# **WHY CGMA?**

For 100 years, Coast Guard Mutual Assistance has been helping Coast Guardsmen. From caring for Coast Guard widows and members returning from the First World War to serving those impacted by Hurricane Katrina and countless other storms, to more recent events like the 2019 Government Shutdown, and COVID-19 pandemic —CGMA has proved a sure and steady resource, providing a total of over $240 million in direct support to individual Coast Guard members in need.

The Fundraising Campaign is held each year to generate revenue needed for CGMA programs. Without an annual infusion of funds, CGMA would deplete its resources and be unable to provide assistance. This is true of most charitable organizations. The campaign also provides an opportunity each year to publicize and reinforce awareness of CGMA and the array of assistance programs available.

This year, in recognition of these 100 years of extraordinary support of the Coast Guard community, we’re challenging everyone to give back. 100 for 100.

Our goal is 100% contact for CGMA’s 100 years in service, with the stretch goal of 100% participation in giving. A gift as small as $5/month from every one of us would make an extraordinary impact.

**HOW does CGMA help?**

CGMA provides a wide range of Disaster and Emergency Assistance, Family Support and Education Programs. Assistance is given primarily through interest-free loans and grants.

Last year, *one in seven Active Duty members* received support from CGMA. CGMA provided **$9.9 million in loans and grants** to more than **6,800 members** of the Coast Guard Community. Locally (local $$$ stats)\* was provided to personnel right here at (your unit/region).

Many of you are very familiar with CGMAs long standing assistance programs. You or someone you know has likely received assistance in the wake of a hurricane, or for an emergency car repair, rent payment, or medical bill. You may also know CGMA for their popular Supplemental Education Grant (SEG) program which helps members pursue post secondary education by reimbursing the cost of fees, textbook and supplies, even computers!

Education Programs are a major initiative for CGMA. By supporting higher education, these programs foster long-term financial stability.

Day-to-day support from CGMA includes newborn baby supplies, uniforms for A-school, housing assistance, and family building support for procedures like IVF, surrogacy or adoption.

These are just a few highlights of the MANY kinds of assistance available. If you need financial assistance, please contact your CGMA Representative, (name of Rep). They’re here and ready to help.

**NEED for donations**
Despite all the assistance that has been delivered in the last century, and more specifically since the 2019 lapse in appropriations, pandemic and busy weather seasons, active duty donors and donations have continued to fall. CGMA is donor sustained and does not receive any Coast Guard or other government funds. Its financial stability depends on your contributions. In reality, **we are CGMA**: the mutual commitment to watch out for the welfare of our shipmates and coworkers must come from you and me. You can be proud of your role in CGMA; it’s who we are and what we do!

When you give, you are equipping CGMA to provide valuable support to members of the Coast Guard family. When you give, you are supporting those shipmates and co-workers with real needs who are experiencing some tough circumstances, perhaps weathering a temporary financial difficulty, or suffering from a natural disaster. When you give, you are looking after your own!

# **WHAT is your part?**

CGMA is a great organization with a proven record of response in times of need. It is a long-standing and reliable resource**. As you are able, please give your support**. Starting an allotment of even just $1.00 a month has the power to make a lasting impact in the life of a struggling shipmate. Since the campaign only runs one month each year, please be ready when you are approached by your Campaign Coordinator.

Over the years, I have found that starting an allotment or payroll deduction is a good way to help our shipmates and co-workers. I encourage you to consider this convenient method for contributing. And if you already have an allotment, this is a great time of year to bump up your gift. Every donation makes a difference for your shipmates.

Thank you for your attention today. You have my personal commitment to support CGMA … and I hope you will offer yours as well. Now, I’ll turn the meeting over to (name of local campaign coordinator) who will share some specific information about CGMA.

(Transition to 2024 Campaign PowerPoint).

*\*Reference Unit Report*