



# THE POWER OF US

2026 ANNUAL FUNDRAISING  
CAMPAIGN COORDINATOR TRAINING  
[DATE]



# AGENDA

- Who is CGMA
- CGMA assistance
- Campaign overview
- Your role
- Ways to give
- Coordinator resources
- Campaign materials
- Timeline





## CGMA is the Official Military Aid Society of the USCG

Charity Navigator



✦ FOUR-STAR ✦

Platinum  
Transparency  
2025

**Candid.**

# CGMA BOARD OF DIRECTORS

**CGMA's Board *only* includes Directors who represent our Community:**

- Chair: Commandant
- President: Asst Commandant of Personnel, CG-1
- MCPOCG
- Commissioned Officer (Senior and Junior)
- Chief Warrant Officer
- Enlisted Leaders (Senior and Junior)
- Civilian Employee
- Reservist
- Auxiliarist
- Retiree
- Spouse (Officer & Enlisted)
- Board Members At Large

# CGMA STAFF



Brooke Millard  
CEO



John Christensen  
Chief of Staff



Alena Howard  
CDO



Mellissa Bell  
CFO



Sara Martin  
CIO



Donnie Brzuska  
CMO



Jason Wong  
COO



Andrea Cacciola  
Operations



Erica Chapman  
Fundraising  
Manager



Gwendolyn Fouch  
Office Manager



Jessica Manfre  
Safe Harbor



Jing Patton  
Operations



Sabrina Merritt  
Accounts Payable



Shilpy Vohra  
IT Support



Tanya Mathis  
Collections



Valerie Stanley  
Volunteer Assistant

CONTACT US AT [CGMA@MYCGMA.ORG](mailto:CGMA@MYCGMA.ORG) OR BY PHONE AT: 703-875-0404

# OUR MISSION

To ensure no one in the Coast Guard community has to navigate financial challenges alone



Disaster and  
Emergency Relief



Education  
Assistance



Day-to-Day  
Support

Grants and interest-free loans ensuring short-term financial challenges don't become long-term financial problems



# DISASTER AND EMERGENCY RELIEF

- Basic Living Expenses
- Car and Home Repairs
- Travel Expenses
- Evacuation Expenses
- Funeral Expenses
- Loss of Funds
- Medical and Dental Costs
- Spoiled Food Replacement
- Temporary Living Expenses





# EDUCATION ASSISTANCE

## Grants

- Supplemental Education Grant
- Education Advocate Grant
- Stafford/Plus Loan Fee Grant
- Financial Counseling Grant
- Financial Education Childcare Grant

## Loans

- Education Loan
- CG Cool Loan
- Spouse Professional Requirement Loan
- Debt Management Loan

## Resources

- Tutoring services through [tutor.com/military](https://www.tutor.com/military)





# DAY-TO-DAY SUPPORT

## Family Support

- PCS Childcare Grant
- Childcare Loans
- Special Needs Grant
- Adoption Assistance – Grant and Loan
- Assisted Reproductive Services Loan
- Baby Supplies (Layette)
- Breast Milk Shipment Reimbursement (Grant)
- Pet/Quarantine Expense Loan
- Funeral Expenses
- Elder Care Loans





# DAY-TO-DAY SUPPORT

## Housing Assistance

- Rental Assistance Loan
- Closing Costs Loan
- Household Furnishings Loan
- Utility Startup Loan
- DLA Supplemental Grant
- PCS Incidentals Loan

## Transportation Assistance

- OCONUS Car Rental Loan
- Vehicle Shipment Loan
- Vehicle Repair





**IN ANY GIVEN YEAR CGMA PROVIDES SUPPORT TO 1 IN 10  
ACTIVE DUTY COAST GUARD MEMBERS.  
THAT'S THE POWER OF US**

# 2025 ASSISTANCE

**\$12 million in total support and more than \$3 million in grants**

## ACTIVE DUTY

2,893 CLIENTS  
\$7,977,629 IN ASSISTANCE

## AUXILIARY MEMBERS

44 CLIENTS  
\$229,628 IN ASSISTANCE

## CIVILIAN MEMBERS

754 CLIENTS  
\$2,493,733 IN ASSISTANCE

## RESERVE MEMBERS

135 CLIENTS  
\$409,582 IN ASSISTANCE

## RETIRED MEMBERS

182 CLIENTS  
\$759,302 IN ASSISTANCE

## OTHER

18 CLIENTS  
\$154,310 IN ASSISTANCE

**Total: 4,014 Clients**

More than **590 CGMA Representatives** at **132 shore units** and **54 cutters** in **39 states and territories** across **19 time zones**

## THE CALM IN THEIR STORM PROGRAMS FOR EVERY FACET OF LIFE

CGMA is the go-to resource that turns today's financial challenges into tomorrow's stability. We offer grants and interest-free loans in more than 40 programs in three main categories:

### DISASTER AND EMERGENCY RELIEF | \$5.9M

Aid when disaster strikes, whether on an individual level, such as home or auto expenses, or widespread, as in the case of storms or wildfires.

### EDUCATION ASSISTANCE | \$928,263

Support for higher education to foster long-term financial stability. CGMA helps Coasties access educational opportunities without the burden of high-interest debt.

### DAY-TO-DAY SUPPORT | \$5.1M

Newborn baby supplies, uniforms for A-school, housing assistance, expenses relating to the care of loved ones, and family building support for procedures like IVF, surrogacy or adoption.



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**EDUCATION  
ASSISTANCE | \$928,263**



**DAY-TO-DAY  
SUPPORT | \$5.1M**



## THE CGMA DIFFERENCE

CGMA helped my family by covering a large part of a car rental bill we unexpectedly had to pay out of pocket. It truly lifted a burden off our shoulders.

The entire process was incredibly fast, professional, and supportive. My local Representative reached out to me right away—before I even had a chance to call. Chief Mix was especially helpful, taking the time to answer all my questions with care and clarity.

If we hadn't received this grant, we would've been paying the full cost of a month-long car rental—something we simply weren't prepared for. It would've put a real strain on us during an already overwhelming time.

I originally thought I was applying for a loan, but to my surprise, CGMA awarded me a \$1,000 grant to help offset the \$1,200 out-of-pocket cost of a car rental during PCS season. That unexpected support meant so much to my family and me.

— Arraon Hixson



# THE CGMA DIFFERENCE

I was going through some challenging times with taking care of my Father and balancing my personal and family life while being at a demanding station every day. I know money comes and goes but this time in my life, my father and I needed it, and CGMA was there when nothing else was.

I put application in and money was in my account same day. The approval process was seamless!

Thank you again CGMA!

Throughout my time in the Coast Guard, I've always donated. Since day one, I loved helping out shipmates. Never in a million years did I think I would need it. I will always donate and support CGMA. Amazing purpose and cause!

– Charles Beissel

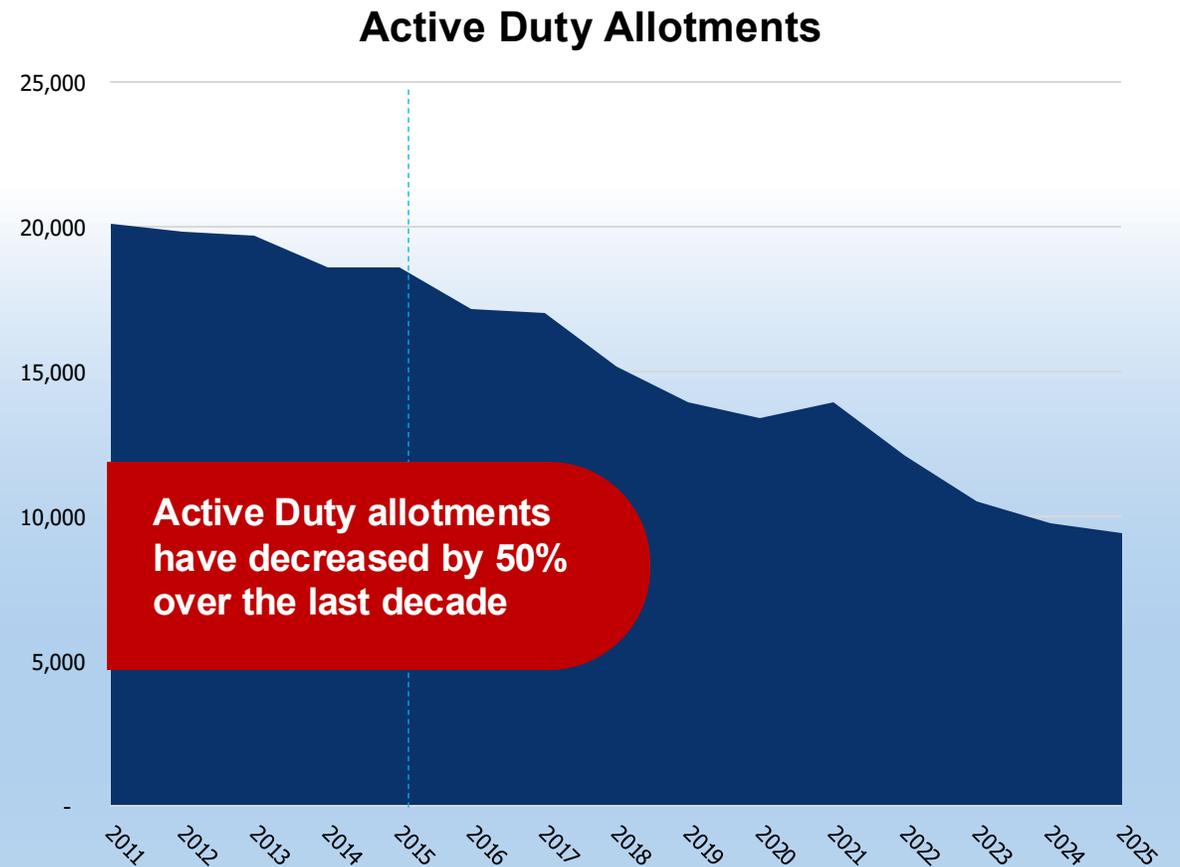
**CGMA IS 100%  
FUNDED  
THROUGH  
DONATIONS**



# COAST GUARD DONATION TRENDS

As the need for support has increased, donations and allotments have decreased dramatically over time.

If this trend continues, we will not be able to sustain our current level of support.





2026 ANNUAL  
FUNDRAISING CAMPAIGN

# THE POWER OF US

APRIL 1 – MAY 31



# YOUR ROLE

- Serve as the primary contact about the campaign at your unit
- Spread the word about the campaign and the importance of donating through:
  - Lead the campaign kickoff meeting
  - Fundraising events
  - Holding 1:1 Conversations
  - Displaying campaign materials
  - Connecting with 100% of personnel at your unit
- Help people make their donations
- Report to CGMA on progress toward goals



**AT LARGER UNITS, YOU CAN RECRUIT  
KEY WORKERS TO SUPPORT YOU.**

# UNIT GOALS

- Connect with 100% of the members of your unit
- Increase the number of allotments by 3% and increase overall giving
- Increase awareness of available programs and resources for our Coast Guard family



# KEY MESSAGES

## Your Donations are Critical to CGMA Funding

- CGMA is 100% funded through donations, mostly through the Coast Guard community.
- While the need for support continues to increase, donations have dramatically declined.
- Without your donations, we cannot continue to provide the support you deserve and have come to rely on.

## Emphasize Convenience

- Payroll allotments allow you to “set it and forget it.”
- Already enrolled in payroll allotments? Consider increasing it this year.
- It’s easy to start a new allotment or increase your current allotment.
- You can also donate online via credit card (includes a 4% transaction fee), check or money order. You can set up a recurring credit card donation to multiply your impact month after month.

[GET HELP](#)[WAYS TO GIVE](#)[ABOUT US](#)[REPS' RESOURCES](#)[GET INVOLVED](#)[DONATE](#)[FIND MY REPRESENTATIVE](#)[SEARCH](#)

# WAYS TO GIVE

Since 1924, CGMA has proudly served the Coast Guard community. We invite you to join us in Helping Our Own with a donation that is meaningful to you. With your support, Mutual Assistance will provide direct financial assistance to help ease the burdens and relieve the financial strain for Coast Guard members in need. CGMA does not receive any government funding. We rely on your contributions, along with loan repayments and investment income. Thank you for giving as generously as you can!

[DONATE TODAY](#)[START OR CHANGE MY ALLOTMENT](#)

Include current duty station and 5-digit OPFAC number when donating

[PAYROLL ALLOTMENT](#) | [CREDIT CARD](#) | [CHECK](#)

[GET HELP](#)[WAYS TO GIVE](#)[ABOUT US](#)[REPS' RESOURCES](#)[GET INVOLVED](#)[DONATE](#)[FIND MY REPRESENTATIVE](#) [SEARCH](#)

Step 1 of 2

50%

**Allotment / Payroll Deduction Type** *(Required)*

- Active Duty member
- Retired military personnel
- Civilian employee

**Name** *(Required)*

First name

M.I.

Last name

Suffix

**Employee ID or Last 4 of SSN** *(Required)*

1234567

**Rank/Rate/Grade** *(Required)*

YN1

**OPFAC # of Unit (if known)**

1234!

**Personal Email** *(Required)*

name@domain.com

**Current Duty Station** *(Required)*

Base NCR

[NEXT](#)

[GET HELP](#)[WAYS TO GIVE](#)[ABOUT US](#)[REPS' RESOURCES](#)[GET INVOLVED](#)[DONATE](#)[FIND MY REPRESENTATIVE](#)[SEARCH](#)

Step 2 of 2

100%

## MONTHLY ALLOTMENT AMOUNT

**Current donation amount (Optional)**

\$0.00

**New donation amount (Required)**

\$10.00

**Authorization (Required)**

- I authorize this CGMA donation allotment to be taken from my Coast Guard pay. I understand that it will remain in effect until I request a change or stop.

[PREVIOUS](#)[START MY ALLOTMENT](#)

# COORDINATOR RESOURCES

## Coordinator Toolkit

- Campaign Kickoff Presentation
- Social Media Kit
- Coordinator Reference Guide
- Fundraising Guide
- Key Messages
- Best Practices
- FAQs



Unit Size/ Expected Attendance	Dollar Amount
25 or Under	\$50
26-50	\$75
51-75	\$95
76-130	\$135
131-250	\$175
251-399	\$200
Over 400	\$250

**Request Kickoff Event Funds with CGMA Form 32 on the Resource Site**

**MATERIALS AVAILABLE ON THE CAMPAIGN RESOURCE CENTER AT MYCGMA.ORG/ANNUAL-CAMPAIGN**

# CAMPAIGN MATERIALS

- Pledge Forms
- Posters
- Flyers
- Emails

**MATERIALS SHIP MID-MARCH**



Stepping up  
no matter what

THAT'S THE  
**POWER  
OF US**

At Coast Guard Headquarters,  
no one walks alone.

From disaster assistance to PCS support and nearly every challenge in between, **we're here when you need us.**

We are 100% funded by donations. Helping Our Own whenever life happens.

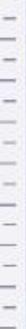
CGMUTUALASSIST MYCGMA | MYCGMA.ORG

**DONATE TO  
HELP YOUR  
SHIPMATES TODAY**



Scan here to start or  
change your allotment or  
visit [myCGMA.org/donate](https://myCGMA.org/donate)

NEW  
ALLOTMENTS  
GOAL



# PLANNING YOUR ALL HANDS MEETING

- Hold your All Hands meeting before April 15, 2026
- Arrange for location, refreshments and decorations
- Ask your CO/OIC to kick off the meeting, or line up a keynote speaker
- Request a CGMA Ambassador to speak
- Announce the All Hands meeting well ahead of time in the Plan of the Week, calendar invitation and other local communication
- Arrange for Public Affairs/media coverage, if appropriate
- Develop a program for the event
- Have the FAQs on-hand so you can answer any questions that come up

## AGENDA

Opening Remarks

About CGMA

Why Give?

Keynote Speaker

2026 Campaign Goals

Ways to Participate

Q&A

Call to Action

# CAMPAIGN BEST PRACTICES

## Establish Connections

- Share personal impact stories or share stories of how CGMA has helped others  
*(do not use client names unless you have permission to do so)*
- Build one-on-one connections through conversations and direct appeals
- Tailor your message to your unit
- Reference emails and endorsements by leadership and leverage leadership support

## Build Awareness and Create Opportunities to Donate

- Host small fundraising events (e.g., Chik-fil-a or Krispy Kreme sales, Plank Challenge, Pie-in-the-Face Challenge)
- Display Visual Reminders (e.g., put posters up in highly trafficked areas)
- Leverage Local Social Media Groups (e.g., Facebook) to spread the word and encourage participation
- Celebrate participation and milestones – publicly thank individuals who have signed up or increased their allotments (with their permission).
- Share progress updates with your team to build momentum and foster a sense of accomplishment.

# TIMELINE

- **Mid-March**  
Campaign materials ship
- **April 1**  
Annual Fundraising Campaign launches
- **April 1–14**  
Schedule All Hands meetings with your CO/XO
- **Throughout the Campaign**  
Weekly Emails updating you on your progress toward goal
- **May 31**  
Annual Fundraising Campaign ends



# Q&A

