



CGMA 2026 Annual Fundraising Campaign

The Power of Us.

August – September 2026
Baseline.



Contents

Campaign Trends

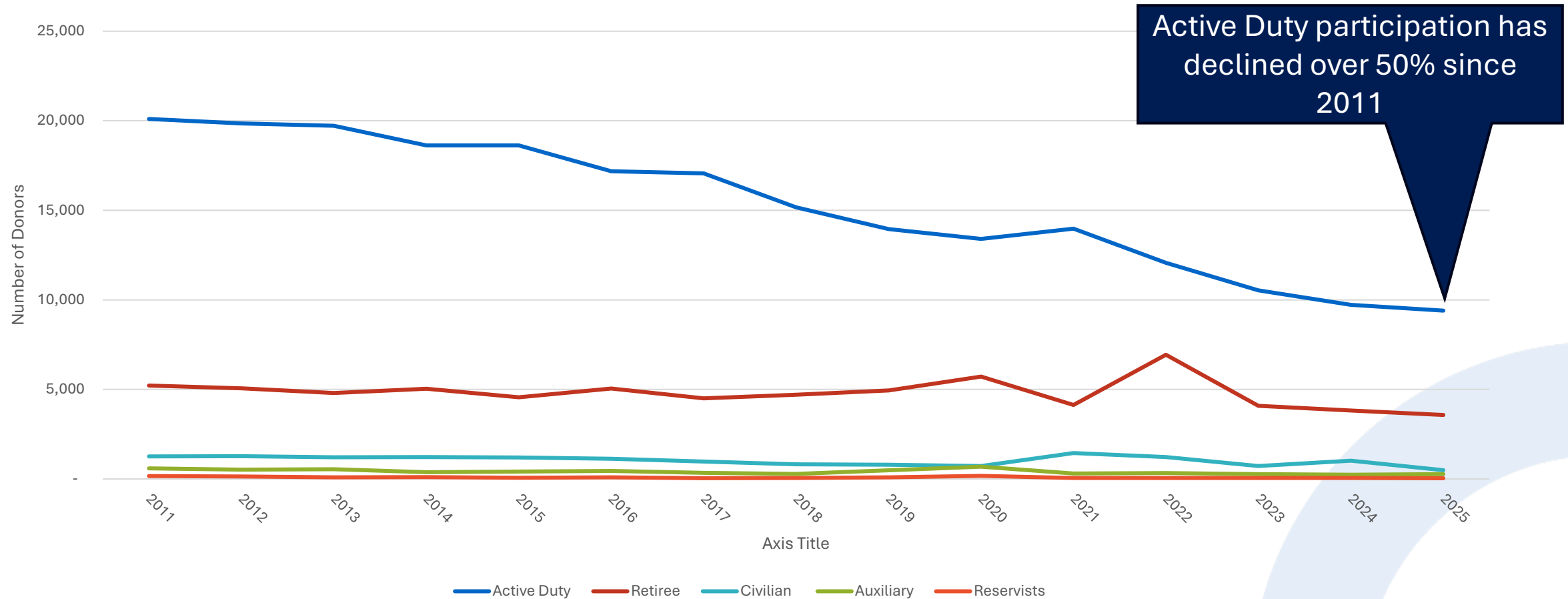
Assistance Support

Campaign Goals

District Competition

Campaign Trends

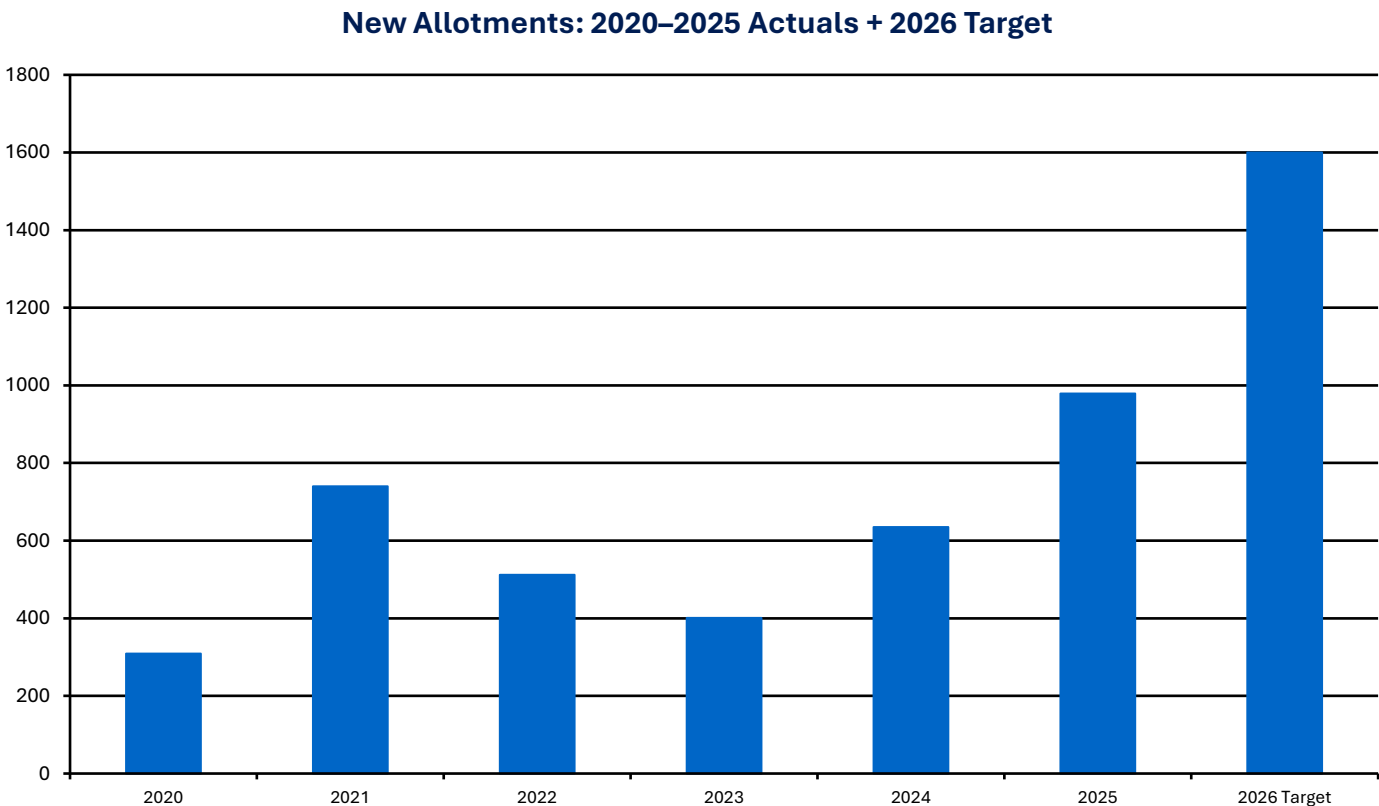
Active Duty support continues to decline



Campaign Trends

2026 Goal: 1,600 New Allotments

To reverse long-term participation decline, the campaign must increase new allotment growth by 63% over 2025.



1,600

2026 target
new allotments

979

2025 new allotments
Updated dashboard count

+63%

increase vs 2025

24.4%

target giving rate from
21%

2025 ASSISTANCE

\$12.1M in support to 4,014 Coast Guard members and families

ACTIVE DUTY

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

CIVILIAN MEMBERS

754 CLIENTS
\$2,493,733 IN ASSISTANCE

AUXILIARY MEMBERS

44 CLIENTS
\$229,628 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

THE CALM IN THE STORM

CGMA offers grants and interest-free loans through more than 40 programs across three primary categories:



DISASTER AND EMERGENCY RELIEF



EDUCATION ASSISTANCE



DAY-TO-DAY SUPPORT

In 2025, CCGMA received \$3.1 million in donations and returned \$3.1 million in grants to Coast Guard families.

IMMEDIATE LEADERSHIP ASK

Campaign Coordinators are the first step to reaching every unit.

- Ensure every unit has a registered Campaign Coordinator
- Dedicate 30 minutes in August or September for a CGMA Campaign All Hands
- Encourage members to start or update an allotment
- Share approved CGMA campaign materials and resources

Current Gap: Only 13% of units have registered a Coordinator



THE POWER OF US

Campaign Overview

District & Major Command Competition

A friendly competition to increase CGMA participation.

How the competition works:

- Each District and major command starts from its own baseline
- Progress is measured by percentage increase in allotment donors
- The goal is growth, not total size or highest current giving rate
- Weekly updates will highlight leaderboard movement and commands closing the gap

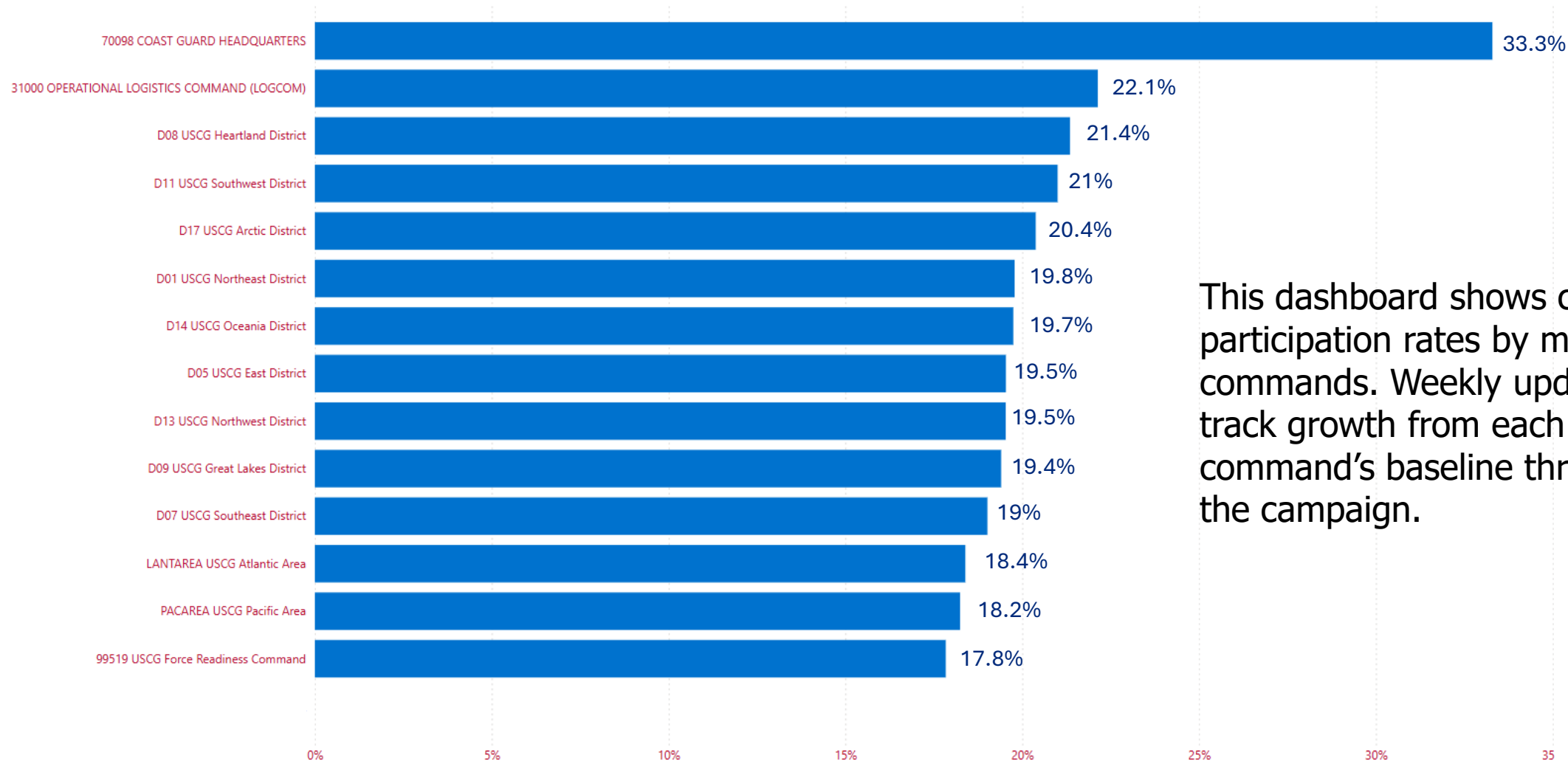
The ask: Use command channels to drive Campaign Coordinator registration, CGMA All Hands briefs, and new or updated allotments.



Campaign Overview

2026 Campaign Dashboard: Starting Line

Current giving rates establish the baseline for District and major command competition.



This dashboard shows current participation rates by major commands. Weekly updates will track growth from each command's baseline throughout the campaign.



Thank You

