



# U.S. COAST GUARD



## Homeland Security

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## COAST GUARD MUTUAL ASSISTANCE ANNUAL FUNDRAISING CAMPAIGN

### April is Coast Guard Mutual Assistance (CGMA) Campaign Month!

CGMA is a unique organization dedicated to helping our own. It relies on contributions from the Coast Guard community. A board of directors made up solely of Coast Guard people provides overall direction and oversight, and dedicated Coast Guard representatives handle the day-to-day assistance activities at the local level. It is indeed Coast Guard people helping Coast Guard people.

The campaign theme this year is, *"Because You Care!"* This theme recognizes that for more than 80 years CGMA has been there to provide essential financial assistance in times of need. Over the years, CGMA has promoted financial stability and general well-being; provided a vital financial "safety net" for individuals and their families in all segments of the Coast Guard community; and helped foster morale, encouraging a sense of loyalty to the Coast Guard and minimizing the impact of financial crises so our people can focus on performing their duties.

In its 80-plus years, CGMA has provided more than \$133 million in assistance. Last year, CGMA provided a total of over \$7 million assistance in 7,600 cases.

### A demonstrated need for a strong CGMA

CGMA continues to make great strides in improving its effectiveness and efficiency. For example, last year it was put to the ultimate test of rapidly adapting and responding to the needs of Coast Guard family members who suffered the ravages of Hurricanes Katrina, Rita and Wilma. Thanks to your generosity and that of the Coast Guard Foundation, CGMA thus far has distributed an unprecedented \$2.9 million in assistance in over 1100 cases, over \$2.3 million of which was in the form grants. The average grant for those storms was \$2,850. The need for a strong CGMA may be best reflected in the comments of one victim who stated *"I can assure you that you brought tears of gratitude to the eyes of many of my fellow Katrina victims. Thanks for being there."* In addition to the unprecedented level of grants provided to Coast Guard victims of those storms, CGMA provided \$477,000 in education related grants and \$112,000 in personal grants to Coast Guard people in need during the year.

### CGMA Annual Fundraising Campaign needs your support!

CGMA makes its formal appeal only once a year. The Annual Fundraising Campaign serves a two-fold purpose. The first is to raise the money needed to sustain CGMA programs. While closely affiliated with the Coast Guard, CGMA is a non-profit organization and receives no appropriated or non-appropriated

funds from the Coast Guard. Thus, its ability to meet the needs that continue to arise each year rests solely on your contributions. The second is to make people aware of the help CGMA can provide if they need it.

Our campaign goal is for key workers to make personal contact with 100% of all assigned personnel. Please consider giving to this most worthy cause  
*"Because You Care!"*

Regards,

*RADM Kenneth J. Venuto*  
Ken Venuto

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