



**Proudly Serving as an Important Part of the Coast Guard Family:
We are the United States Coast Guard Auxiliary
of the Fabulous Fifth Southern**



This is who we are, what matters most to us, and how we serve.

We are each part of the U.S. Coast Guard Auxiliary—the best trained, most valued maritime volunteer organization in the world – highly effective during normal operations and ready for emergencies.

Our value to the Nation has never been greater. Right now the Coast Guard has 3,000 fewer active duty personnel than five years ago. However, mission demands have grown substantially, and even with the best strategies, the Coast Guard never has enough resources to meet mission requirements. Masked beneath these daunting challenges are infinite opportunities for Auxiliarists who are resourced, skilled, and proficient to step up to augment the Coast Guard in a wide range of missions and make a difference. That's where the Coast Guard counts on the Auxiliary to focus on prevention to minimize responsive search and rescue and keep boating fatalities at their lowest levels since 1962.

“Far and away the best prize that life has to offer is the chance to work hard at work worth doing.”

—Theodore Roosevelt

We answer the call to duty. Our work is important. Our work makes a difference. We passionately place Service above Self. The American public places special trust in us to accomplish our missions. We honor that trust with professionalism and dedicated service. We serve the Nation with the humility, teamwork, initiative, and reliable follow-through that are part of our enduring legacy. The Coast Guard core values (Honor ★ Respect ★ Devotion to Duty) and the Commandant's guiding principles (Service to Nation ★ Duty to People ★ Commitment to Excellence) are what we live by and inspire us to rise to the challenge.

We feel motivated to give our best efforts to our organization's mission. We care deeply. We ensure readiness for all missions. We maintain operational focus on prevention and response. We promote and improve Recreational Boating Safety. We emphasize education and outreach. We foster innovation. We strengthen and leverage partnerships. We strive to better employ technologies and innovations to expand and enhance our efforts. We provide a diverse array of specialized skills, trained crews, and capable facilities to augment the United States Coast Guard and enhance safety and security of ports, waterways, and coastal regions. We support Coast Guard operational, administrative, and logistical requirements.

**This is who we are, what matters most to us, and how we serve. We are proud to wear the uniform, and we wear it properly. Doing so reinforces the best possible first impression of the entire Coast Guard Family and honors all men and women who have served and continue to serve. Active Duty, Reserve, Civilian, Auxiliary, and families alike—
We are one Coast Guard.**

We are proud to tell others that we belong to our organization. Honoring our past and preparing for the future, our direction embraces an evolving process of innovation and improvement. We are in this together. We are learning from each other. We hold ourselves to high standards. We expect the best from one another. We are committed to improvement and moving the organization forward. We each actively participate in shaping our future.

This is who we are, what matters most to us, and how we serve.

We are a close-knit family united by a shared purpose. We are dedicated to the people we serve and those who serve with us. We invest in ourselves. We invest in each other. We look out for each other's well-being. We are committed to each other's success. We encourage and enthusiastically support each other to get the job done. We work well together as a team. We trust each other. We focus our talents, energies, and innovations on unity of effort. Our team can accomplish anything that we decide to pursue.

We are each an important part of the Coast Guard Family and the Fabulous Fifth District Southern Region Family. We know our roles and responsibilities as members of the family. We uphold our Coast Guard Family's values while we enjoy making meaningful contributions as we focus on carrying out our responsibilities. Safety of our people is paramount. We carefully plan to maximize effectiveness and minimize risk. We optimize efficiencies and maintain sound stewardship of resources. We understand how our actions impact our shared success.

We each understand that our attitude and how we think translates into how we act in all that we do. We want to be best prepared. We want to be always ready. We embrace and actively participate in each training opportunity that contributes to our proficiency. We help each other master the competencies necessary to promote individual and team success. We praise each other and appreciate each other's contributions. We give our best during training exercises so we're conditioned to succeed when it counts most.

We respect and treat each member fairly, equally, and with the same level of professionalism.

We listen to understand. We openly share our ideas, thoughts, and information with other members. We are focused yet flexible, versatile, and agile. We are open to new perspectives, fresh ideas, coaching, and cross-training to enable us to gain new insights and outlooks, enrich our lives, and foster heightened learning and personal growth.

We take pride in our own uniqueness, welcome others as individuals, and embrace our similarities and differences. Strength of character matters most. Our shared strengths that enable us to continue our legacy of humanitarian service start in our diverse, capable, and dedicated people. We take the time to know our people. We enjoy laughter and fellowship. We understand and believe that the unique variety each member brings can make the team stronger.

We value and appreciate all members, those like us and those that are unlike us, and focus on helping each other create a safe, professional, positive, inclusive, and supportive environment that enables all members to thrive and contribute toward achieving both their individual potential and the team's shared goals.

We understand that all the above elevates morale to the highest level possible and most effectively taps our varied talents to optimize the quality of experience for all, while amplifying our mission readiness and excellence so we remain true to our motto—Semper Paratus—Always Ready.

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