



**United States Coast Guard**  
U.S. Department of Homeland Security

12 MAR 2021  
FM: CHDIRAUX  
TO: ALAUX  
ALAUX 007/21

Subj: COAST GUARD MUTUAL ASSISTANCE (CGMA) FUNDRAISING CAMPAIGN:  
IT'S MUTUAL

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1. The Coast Guard recently announced the kick-off of its 2021 Coast Guard Mutual Assistance fundraising campaign. Please read the content below about this remarkable program that serves all branches of the Coast Guard family.

Respectfully,  
Captain Scott L. Johnson  
Chief Director of Auxiliary (CG-BSX)

R 091752Z MAR 21  
FM COMDT COGARD WASHINGTON DC  
TO ALCOAST  
UNCLAS  
ALCOAST 094/21  
SSIC 5760

SUBJ: COAST GUARD MUTUAL ASSISTANCE (CGMA) FUNDRAISING  
CAMPAIGN: IT'S MUTUAL

1. Summary: The purpose of this message is to provide guidance for the 2021 Coast Guard Mutual Assistance (CGMA) campaign, give ethics guidance, and educate members and employees about the various CGMA support programs. Since 1924, CGMA has proven to be a valuable Coast Guard community resource. Through donations great or small, we can ensure CGMA remains strong and ready to serve our Coast Guard family for years to come.
2. Campaign. The 2021 CGMA Annual Fundraising Campaign runs from 01 to 30 April 2021. CGMA works because we give; it is called "Mutual Assistance" because it is, at its core, Coast Guardsmen taking care of our own. It is up to each of us to ensure that CGMA stays strong and effective, ready to meet the needs of our fellow shipmates. I encourage the broadest support for the campaign and would emphasize two important objectives:
  - a. SEG-C Autumn. This is a one-time grant of up to \$500 to help with the cost of various school supplies for the fall school term. This grant is available to members with dependents in Pre-K through 12th grade. Members who received the previous spring semester SEG-C are eligible to receive the fall grant as well.

b. to raise the funds necessary to continue its critical role on behalf of the CG Community. Such funding allows CGMA to remain nimble and to respond quickly to the urgent financial pressures of a shipmate in need. The generosity of our donors fuels the expansion of existing programs, plus the creation of new ones.

3. CGMA offers a helping hand to shipmates and co-workers in need through direct financial aid and a wide range of programs and services. As a donor supported non-profit, CGMA receives no federal funds, and it must rely on our generosity and our commitment to helping each other.

4. Unit requirements. Each unit should have assigned a campaign coordinator. See [www.cgmahq.org/campaign](http://www.cgmahq.org/campaign) for more information. As the campaign gets underway, unit Campaign Coordinators will be asked to contact each active duty military member and civilian employee. Selected Reserve, retired military, and members of the Coast Guard Auxiliary will be contacted by mail and are encouraged to respond using the contribution forms provided. To make a gift securely online visit: [www.cgmahq.org/give](http://www.cgmahq.org/give). Post-campaign reports and forms should be provided no later than 15 May; deployed units may arrange to submit their reports during a brief stop for fuel or upon return to homeport by contacting CGMA HQ at [campaign@cgmahq.org](mailto:campaign@cgmahq.org).

5. Programs. The official financial relief organization for the Coast Guard, CGMA is poised and ready to respond to financial needs within the Coast Guard family. Since its beginnings in 1924, CGMA has rendered more than 214 million dollars in assistance. Please take the time to educate members and employees. This assistance is provided in four essential areas:

a. Disaster and Emergency Response. CGMA is always ready to respond to disasters with immediate loans and grants to help those whose lives are significantly disrupted by floods, fires, and storms. CGMA is always responsive to those faced with unexpected emergencies such as funeral expenses, emergency travel, and urgent repairs to their homes or vehicles.

b. Education. CGMA offers many programs to empower growth and goals. Members are able to receive up to \$6000 in loans for tuition and expenses for themselves or their dependents. CGMA distributes nearly \$700,000 in grants for textbooks and other fees for advanced education each year. CGMA continues to provide free access to [www.Tutor.com/military](http://www.Tutor.com/military) for active duty members, reservists on active duty, civilian employees and dependents. With a partnership with the Coast Guard Work-Life staff, CGMA financial resilience tools and grants are available.

c. Family Support. CGMA is there through so many key life events with programs like adoption loans and grants, housing security deposits and closing costs, OCONUS rental car assistance, non-rate A School uniforms, special needs grants, emergency vet bills, and more. In 2020 CGMA provided over \$937,404 in family support programs. CGMA is our partner for life.

d. Tragedy. Unfortunately, from time to time, unexpected and unimaginable tragedy will strike individual families. In these circumstances, CGMA is there to assist our shipmates, relieving the financial burden that accompanies such tragedy. CGMA's ability to respond swiftly and decisively has helped to allay some of the most immediate concerns of a member or their spouse in these situations. CGMA hopes this kind of support is never required, but is gratified to be able to provide immediate assistance when needed.

6. In this challenging and uncertain time, I want to assure you that CGMA is here for you. In 2020, CGMA's reaction to the pandemic proved definitively the responsiveness and resilience of our relief society. In 2020, CGMA provided over \$3.5 million in grants to those families impacted by the economic and social challenges of the Coronavirus (COVID 19). Assistance was provided to over 6000 CG personnel. CGMA continues to provide support for those who continue to be deeply affected. [www.Tutor.com/military](http://www.Tutor.com/military), a permanent CGMA program, is an outstanding resource for those families still in a remote learning environment. This program provides safe and secure, one-to-one tutoring with a live expert online 24/7. Tutors can help with grades K-12 and college subjects. It can help students stay on course while temporarily out of the classroom and can help fill the time with constructive learning experiences. Additionally, at this time, all of CGMA's normal programs and resources remain available. For more information on all of our other programs, please visit our website: [www.cgmahq.org](http://www.cgmahq.org).

7. Ethics Guidance. CG members and employees are permitted to solicit funds for CGMA in their official capacity. COs/OINCs/supervisors and individuals may all use their official title, position and authority to speak, write and encourage other members of the Coast Guard to donate to CGMA. Donations are always the members' choice. See 5 C.F.R. 2635.808(b) or your servicing legal office for more information.

8. POCs:

a. General questions and Campaign Coordinator designation: [campaign@cgmahq.org](mailto:campaign@cgmahq.org).

b. Erica Chapman, CGMA Fundraising Manager at 703-581-5297

or [Erica.Chapman@cgmahq.org](mailto:Erica.Chapman@cgmahq.org).

c. Alena Howard, CGMA Chief Development Officer at 703-468-7087 or

[Alena.Howard@cgmahq.org](mailto:Alena.Howard@cgmahq.org).

9. RADM J. M. Nunan, Assistant Commandant of Human Resources (CG-1), sends.

10. Internet release is authorized.

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\*\*\*For many reasons including the value of keeping communication lines clear and open as well as facilitating access to training and educational tools, all Auxiliarists are urged to have their own email address and to keep it updated in AUXDATA.\*\*\*

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\*All ALAUX's are posted on the Chief Director of Auxiliary web site located at: [CHDIRAUX  
ALAUX](http://CHDIRAUX.ALAUX)

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If you have a question regarding this ALAUX, please seek resolution within your Chain of Leadership and Management (COLM) including up to your servicing District Director of Auxiliary (DIRAUX). If your question still cannot be resolved after that, then please email [CGAUX@uscg.mil](mailto:CGAUX@uscg.mil).