



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

14 NOV 2024
FM: CHDIRAUX
TO: ALAUX
ALAUX 039/24

Subj: COAST GUARD MUTUAL ASSISTANCE MARKS A CENTURY OF SERVICE

1. Please read the attached ALCOAST 424/24 that recognizes the remarkable history and 100th anniversary of Coast Guard Mutual Assistance (CGMA). The Coast Guard Auxiliary's generous contributions to CGMA over many decades has earned the Auxiliary an outstanding reputation for its devotion to improving the welfare of all Coast Guard family members. Congratulations to all Auxiliarists past and present for making the Auxiliary an integral part of CGMA's sterling history and beneficial impact upon the readiness, safety, and well-being of so many Coast Guard personnel and their families!

2. Internet release is authorized.

Respectfully,
CAPT B. R. Schmadeke
Chief Director of Auxiliary (CG-BSX)

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 II.

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

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.

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TO ALCOAST
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ALCOAST 424/24

SSIC 1710

SUBJ: COAST GUARD MUTUAL ASSISTANCE MARKS A CENTURY OF SERVICE

1. On November 1, 2024, Coast Guard Mutual Assistance (CGMA) will mark 100 years of service and support for members of the U.S. Coast Guard and their families.

2. CGMA traces its roots to the efforts of Mrs. Clara Billard, wife of the 6th Coast Guard Commandant, who recognized the need for a formal support system to assist Coast Guard personnel facing financial hardships. She founded the League of Coast Guard Women, the precursor to CGMA, with a mission to "minister to the general welfare" to provide emergency financial assistance to Coast Guard members and their families.

3. From the very beginning, interest-free loans and grants made to members in financial need became the core of assistance.

Coast Guard families expecting babies counted on the delivery of layettes with baby supplies, another popular program since the earliest days. Other initial support included visits to members in the hospital and Christmas gifts for children.

4. As the United States entered World War II, Coast Guard Welfare was formally established as a staff element of the Coast Guard and inherited the League's mission. Loans and grants raised from donations by Coast Guard personnel helped their shipmates endure financial difficulties often related to illness, the death of a family member, or debt issues.

5. A final name change occurred when the organization became Coast Guard Mutual Assistance in 1979. At that time, the Board voted to include Coast Guard Reservists, Civilians and Auxiliary members for CGMA eligibility.

6. In 1985, CGMA became one of the four Congressionally recognized military aid societies. Each Service has just one.

7. In 1996, CGMA was established as a non-profit and shared office space with Personnel Service Center until 2013. Although physically separated from Coast Guard headquarters today, CGMA's Board Chair has always been the Commandant, the Board President has always been the Assistant Commandant of Personnel/Human Resources, and all Board members represent the Coast Guard community. This governance allows CGMA to maintain a healthy lifeline with and quickly respond to changing needs of the Coast Guard community.

8. Since its inception in 1924, CGMA has provided over \$240 million in assistance through a suite of programs designed to support Service member's financial resilience. CGMA proudly offers financial assistance to Active Duty, Civilian employees, Reserve and Auxiliary members, Retired service members, PHS Officers and Chaplains, and surviving family members. Our vision as we enter the next century of service is a Coast Guard community empowered by a trusted network and shared resources to eliminate financial worry.

9. On this centennial, we celebrate CGMA's enduring commitment to

serving the Coast Guard as well as our Coast Guard community who makes this mission possible.

10. CAPT Ryan P. Matson, Acting Assistant Commandant for Military Personnel (CG-1M), sends.

11. Internet release is authorized.