



11 APR 2025  
FM: CHDIRAUX  
TO: ALAUX  
ALAUX 011/25

Subj: 2025 COAST GUARD MUTUAL ASSISTANCE ANNUAL CAMPAIGN – “THE POWER OF US”

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1. Please read the attached [ALCOAST 154/25](#) that announces the 2025 Coast Guard Mutual Assistance (CGMA) annual campaign – “The Power of Us.”
  2. CGMA is the Coast Guard’s official relief society and is a 501(c)(3) nonprofit organization that supports *all members of the Coast Guard family, including Auxiliarists* (in 2024, Auxiliarists from across the nation received over \$173,000 in financial assistance from CGMA).
  3. CGMA does not receive any federal funding. It is 100% funded by donations. All donations are tax-deductible, and you can rest assured that every donation no matter how small or large will serve to help fellow members of the Coast Guard family. Donations support Coast Guard family members in many, many ways including:
    - Disasters/emergency assistance.
    - Family building benefit program.
    - Supplemental education grant.
    - Welcome baby layettes.
    - Basic living expenses loan.
    - Vehicle repair loan.
    - Home repair loan.
    - Funeral expenses loan.
    - Closing costs loan.
    - Assisted reproductive services loan.
    - Adoption home study grant.
    - Adoption loan.
    - Education loan.
    - Stafford/Plus loan fee grant.
    - Stillborn funeral grant.
    - Financial education childcare grant.
    - Debt management loan.
    - Childcare loan.
    - Elder care loan.

- Pet expenses loan.
  - Medical/dental loan.
4. For more information on CGMA, or if you'd like to volunteer or donate to support the Coast Guard family, visit [www.mycgma.org](http://www.mycgma.org) or contact your local CGMA Auxiliary Ambassadors.
5. Check out these YouTube videos to learn more about CGMA:
- [Your Impact, Their Future: Why Giving to CGMA Matters](#)
  - [CGMA: Real Support for the Coast Guard](#)
6. Internet release is authorized.

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

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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 II.\*\*\*

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

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TO ALCOAST

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ALCOAST 154/25

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SUBJ: COAST GUARD MUTUAL ASSISTANCE (CGMA) ANNUAL CAMPAIGN

1. The CGMA Annual Fundraising Campaign begins 1 April.

The Campaign serves two main purposes:

- a. To inform our workforce of CGMA's assistance programs;
  - b. To raise critical funds to generate grants for these programs as CGMA is 100 percent funded by donations.
2. As the Coast Guard's official relief society, CGMA provides grants and interest-free loans to the Coast Guard community.

This essential support eases financial burdens, enabling our Coast Guard workforce to stay mission focused. CGMA provides this support under three main buckets: Disaster and Emergency Relief, Day-to-Day Support, and Educational Support.

- a. In 2024, CGMA delivered \$7.3 Million in grants and interest-free loans to over 5,500 Active Duty and Civilian Employees at critical moments, Non-Appropriated Fund employees included! To compare, in 2014, CGMA delivered \$3.25 Million in support.

b. Those eligible for CGMA support include the entire community CGMA serves; Active Duty, Civilian Employees, Reservists, Auxiliary volunteers, Retirees, and families. Total support to this community in 2024 was \$8.5 Million, of which nearly \$3 Million were grants.

3. The support CGMA provides is largely from donations by the very community CGMA serves. Yet, despite CGMA's incredible impact, individual allotments have declined at a rate of 877 less per year (net) for the past 10 years.

- a. In 2024, the combined Active Duty and Civilian Employee population donated \$888,000 to CGMA during the campaign. Ten years ago, in 2014, this same group donated nearly \$1.5 Million.

4. Commands are requested to dedicate 30 minutes in April for a CGMA Campaign All Hands. There, your unit's designated campaign coordinator will deliver both training on CGMA's programs, impact, and application processes. CGMA will provide training opportunities and promotional materials to each campaign coordinator prior to 1 April.

a. Those able to donate via allotment are Active Duty, Civilian Employees, and Retirees. All contributions are voluntary, but all members of the Coast Guard family are encouraged to donate via an allotment. Any level of contribution is welcome, beneficial, and appreciated.

b. Starting an allotment is incredibly simple. Visit the link below or members can complete and return a pledge form provided by the campaign coordinator.

(Copy and Paste URL Below into Browser)

<https://mycgma.org/give-help/allotment-payroll-deduction/>

5. Coast Guard Mutual Assistance (CGMA) is a 501(c)(3) nonprofit organization. As the Coast Guard's Official Relief Society, Coast Guard commands are permitted to authorize CGMA fundraising to occur in the Coast Guard workplace. COs/OINCs/supervisors may designate CGMA campaign leaders at their Command, hold CGMA awareness events, and authorize a limited use of official time for local campaign leaders to distribute CGMA campaign material.

6. To those who already donate to CGMA - thank you!

7. For information about CGMA visit [www.mycgma.org](http://www.mycgma.org).

8. For CGMA Annual Campaign questions and information:

Erica Chapman, Fundraising Manager: [campaign@mycgma.org](mailto:campaign@mycgma.org)

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

10. Internet release is authorized.