

*Sample remarks*

CGMA Fundraising Campaign Kick-Off

**Intended Audience: Potential Donors/Potential CGMA Clients**

Good morning/afternoon --- I'm happy to be here to kick off our 2016 Coast Guard Mutual Assistance Fundraising Campaign. The success of this year's campaign depends on the personal commitment of each one of us. We need your support.

The campaign will run during the month of April, and your Key Worker will get you all the details for participating. First, I want to briefly touch on the positive impact that CGMA makes on behalf of our shipmates and their families.

CGMA serves as the principle source of financial assistance to our active duty, retired, and Selected Reserve members, as well as civilian employees. Assistance is given primarily through interest-free loans and grants. Last year, CGMA provided over **4,400 loans and grants** totaling more than **\$3.4 million**. Locally (**local \$\$\$ stats**)\* was provided to personnel right here at (**your unit/region**).

Education Programs are another major initiative for CGMA. By supporting higher education, these programs foster long-term financial stability. Many of you are probably very familiar with the popular SEG Program. This great program recently increased the maximum grant to \$350 and expanded to include all degree levels. The SEG is available each year for fees, text books and supplies related to a course of study. If you need more information on this program, talk to your CGMA Representative (**name of the rep**).

- CGMA has other education programs as well. There's the CGMA Education Loan. It now offers up to \$3,000, interest-free, to help with qualified education expenses. And there's also a program to reimburse loan origination fees for federal (Stafford) student and parent (PLUS) loans.

\* CMP Summary Report for December 2015, year-to-date

- All together, CGMA provided over \$841,000 in education assistance last year.

Other CGMA family support services include newborn baby supplies, and free, professional financial counseling. In recent years, CGMA has launched several new programs. Need-based loans are now allowed for Emergency Pet expenses. And a new PCS Loan program, offers up to \$1,000 to help with incidental expenses associated with a PCS move.

When you give, you are equipping CGMA to provide valuable support to members of the Coast Guard family. When you give, you are supporting those shipmates and co-workers with real needs who are experiencing some tough circumstances, perhaps weathering a temporary financial difficulty, or suffering from a natural disaster. When you give, you are looking after your own.

CGMA is the only organization solely dedicated to providing essential financial assistance to the entire Coast Guard family. CGMA is donor sustained and does not receive any Coast Guard or other government funds. Its financial stability depends on your contributions. In reality, we are CGMA: the commitment to watch out for the welfare of our shipmates and coworkers must come from you and me. You can be proud of your role in CGMA; it's who we are and what we do!

CGMA is a great organization with a proven record of response in times of need. It is a long-standing and reliable resource. As you are able, please give your support. Since the campaign only runs during April, please be ready when you are approached by your Key Worker.

Over the years, I have found that starting an allotment or payroll deduction is an easy way to help our shipmates and co-workers. I encourage you to consider this convenient method for contributing.

Thank you for your attention today. You have my personal commitment to support CGMA ... and I hope you will offer yours as well.

Now, I'll turn the meeting over to **(name of local campaign coordinator)** who will share some specific information about CGMA **(transition to 2016 Campaign PowerPoint)**.