

2013 Fundraising Campaign Summary

	Count	Number Contributing	Percent Contributing	Allotments & Payroll Deductions				Cash & Credit Cards		Total Amount
	Per CG Sources July 2013			New & Increases		Continuing		Number	Amount	
				Number	Amount	Number	Amount			
Active Duty	42,190	19,724	47%	1,300	\$ 101,783	18,000	\$ 1,242,217	424	\$ 23,267	\$ 1,367,267
Retired	40,396	4,794	12%	41	\$ 20,172	2,699	\$ 259,828	2,054	\$ 125,402	\$ 405,402
Civilian/NAF	10,052	1,213	12%	115	\$ 21,718	810	\$ 137,282	288	\$ 11,781	\$ 170,781
Reserve	7,984	94	1%					94	\$ 5,455	\$ 5,455
Auxiliary	31,944	544	2%					544	\$ 30,396	\$ 30,396
Special Events									\$ 21,990	\$ 21,990

Grand Total:	132,566	26,369	20%	1,456	\$ 143,673	21,509	\$ 1,639,327	3,404	\$ 218,291	\$ 2,001,291
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Number of Units Reported:	135
Remaining:	0

As of
6/30/2013

Report Notes:
<ul style="list-style-type: none"> ♦ 2012 actual v. estimate--marginal difference of less than 1% ♦ Most significant decline in participation is with USCGR, CGMA-HQ coordinated communication with Reserve leadership in attempts to boost participation ♦ Dollars pledged increased by a small margin. This follows the trend of a contracting donor pool giving higher amounts ♦ Special Events total reflects NAF fundraiser which netted \$16,500 (click for link)

Number of Contributors 2012 vs. 2013					
	2012		2013	Change:	% of Change
Active Duty	19,860		19,724	(136)	-1%
Retired	5,060		4,794	(266)	-5%
Civilian/NAF	1,279		1,213	(66)	-5%
Reserve	114		94	(20)	-18%
Auxiliary	525		544	19	4%
Totals	26,838		26,369	(469)	-2%

Dollars Contributed & Pledged 2012 vs. 2013					
	2012-Estimate	2012-Actual	2013-Estimate	Act-Est Change:	% of Change
Active Duty	\$ 1,348,120	\$ 1,348,181	\$ 1,367,267	\$ 19,086	1%
Retired	\$ 423,249	\$ 420,065	\$ 405,402	\$ (14,663)	-3%
Civilian/NAF	\$ 165,797	\$ 167,792	\$ 170,781	\$ 2,989	2%
Reserve	\$ 5,825	\$ 5,825	\$ 5,455	\$ (370)	-6%
Auxiliary	\$ 33,018	\$ 33,018	\$ 30,396	\$ (2,622)	-8%
Special Events	\$ 4,432	\$ 4,432	\$ 21,990	\$ 17,558	
Totals	\$ 1,980,441	\$ 1,979,313	\$ 2,001,291	\$21,977	1%