

1 February 2005

From: Como Gene M. Seibert
To: Flotilla Commanders

Subj: COAST GUARD MUTUAL ASSISTANCE

1. I am writing to ask for your leadership and support of the 2005 Coast Guard Mutual Assistance (CGMA) Fundraising Campaign. This year, CGMA is conducting its annual fundraising campaign throughout the entire Coast Guard community between 1 April and 30 April 2005. While the month of April is the designated time frame for the official campaign, contributions will be accepted and encourage throughout the year.
2. For over 80 years, CGMA has been the Coast Guard's own aid society, promoting financial stability and general well being through interest-free loans, grants and financial counseling. The Coast Guard has, in CGMA, a valuable and time-tested resource for meeting the financial needs that arise within the Coast Guard family.
3. Many of you and your membership have been putting in long hours with your Active Duty and Reserve counterparts, and have seen first hand some of the unusual financial needs they face in times such as these. Auxiliary members and their families have also been among those who have received CGMA help, whether in the form of need-based emergency financial assistance or as education assistance grants. This past year, CGMA provided close to \$26,000 in assistance to Auxiliary members.
4. I strongly believe local level leadership involvement is essential for a successful campaign. It is important for people to know that CGMA is strongly supported from the top down. In connection with this effort, I ask your help in distributing the enclosed campaign appeal envelopes to the members of your flotilla at an upcoming flotilla meeting. The envelopes contain appeal letters from the Commandant and RADM Kenneth T. Venuto, CGMA President and Assistant Commandant for Human Resources, along with some examples of assistance provided last year and an individual response and postage-paid return envelope.
5. Please extend my sincere thanks to all those who have contributed in the past for their generosity and compassion, and encourage your flotilla members to help us continue CGMA's commitment to assist members of the Coast Guard family.
6. Should you desire more information regarding CGMA, please visit the CGMA Website, www.cgmahq.org. Click on "Rep's Page" for access to a Power Point presentation and Frequently Asked Questions (FAQ's). The CGMA staff is also available to answer any questions.
7. Thanks in advance for helping make this important event a success!

Gene M. Seibert