



AuxA ~ “Waves of Support”

FALL 2023

Coast Guard Auxiliary Association Funding News

The Coast Guard Auxiliary Association, Inc. was established by the National Board in 1957 as a 501(c)(3) nonprofit corporation to “manage all fiscal and fund-raising efforts in support of Auxiliary activities not funded by the Coast Guard.”

The Association (AuxA) is well known by Auxiliarists for its earned income activity through the Auxiliary Center. Auxcen, as it is known, has been an essential and economical purveyor of elements of the Auxiliary uniform, educational and safety tools, as well as Auxiliary pride apparel and “pride” gifts.

Additionally, the Association (AuxA) procures valuable discounts for Auxiliary members through corporate partners, in recognition of their invaluable contribution of volunteer hours.

What is much less familiar, is the Auxiliary Association’s fund-raising role. As a not-for-profit corporation, AuxA receives grants, gifts, and donations from outside sources both public and private. It is the vehicle for ALL national, regional, or broad fund-raising initiatives that benefit the Auxiliary, its units, and its programs.

At any given time, there are multiple funding opportunities that exist to benefit almost every aspect of Auxiliary activity. It is our hope that through this e-newsletter we can alert our members, corporate partners, and the general-public about projects that are both of interest and in need of support. We will highlight both ways to support AuxA’s funding efforts and report to you on resulting generosity.

We cannot cover all funding needs here at once. And we refer you to our website www.cgauxa.org and our QR code (page 2) for more information. Our site will also direct you on how to give.

It is our hope that with this information you will help us, reach out, and spread the word.

Support is best when it comes in waves.



AuxA – Empowering Coast Guard Auxiliary volunteers to safeguard lives, property, and the environment through vital support and resources.

AuxA Annual Fund

The Coast Guard Auxiliary Association is about to launch its first ever Annual Fund drive. AuxA is reaching out to those who have generously donated funds in the past and inviting them to do so again.

The last quarter of the year and the holiday season is traditionally the time when most non-profits appeal to their constituencies to “go the extra mile,” and offer support to the causes or projects of their choice. AuxA has a full menu of ways to support the Auxiliary and its many units and flotillas around the country. We encourage donors to visit our website and choose a way to contribute. www.cgauxa.org

Membership in AuxA

All members of the Coast Guard Auxiliary except honorary members and retired members are members of the Coast Guard Auxiliary Association AuxA. Auxiliarists pay an annual dues through their Flotillas or Units and are entitled to membership benefits and discounts as specified on the AuxA website.

In addition, an Affiliate Membership is available for individuals (acting individually or as a group) who are not and do not want to become Auxiliarists. They become affiliate members to support the Auxiliary and its voluntary activities in support of the Coast Guard. This level of membership is available to honorary and retired members of the Auxiliary as well. Affiliate members receive a certificate, a challenge coin, and are entitled to notices and periodic publications such as this one. Affiliate membership is an excellent way to stay current with Auxiliary activities nationwide.

Campaign for Zero – Update

The Coast Guard Auxiliary Association, AuxA's "Campaign for Zero" is an ambitious, ongoing program aimed at achieving ZERO lives lost at sea. Through this effort the Coast Guard Auxiliary can begin to significantly expand their vital role, ensuring the safety of recreational boating and our waterways.

The Coast Guard Auxiliary has always been a force multiplier for the United States Coast Guard, providing essential support and resources to enhance lifesaving capabilities particularly in the arena of recreational boating safety.

To date over \$300,000 in individual gifts and multi-year pledges have been raised as part of the "Campaign for ZERO." By investing in this initiative, donors are directly contributing to the numerous ways the Auxiliary helps save lives.

This past year the Coast Guard Auxiliary stepped up to one of the Commandant of the Coast Guard's strategic goals for Recreational Boating Safety: increasing safety awareness and education for kayaking and paddle craft enthusiasts. This is the fastest growing segment of the recreational boating community.

The Auxiliary partnered with the ACA (American Canoe Association) to update a comprehensive public education course "A Paddler's Guide to Safety." AuxA invested in the distribution of boating safety brochures nationally. They also manufactured paddle reflectors and whistles, now mandatory safety equipment on all paddle craft. Paddle craft safety inspections are now routinely offered by Auxiliary Recreational Vessel Examiners.

This is just a start. With continued generosity, we can work toward a future when lives lost at sea due to preventable incidents, are increasingly a thing of the past. Through the "Campaign for ZERO" we can make a tangible difference by promoting safer and more secure waterways for everyone.



Pop-Up Tent Grants

AuxA's Direct Grant Program offering Blue Pop-Up Tents complete with Coast Guard Auxiliary wording and logo has been a huge success. Over 100 Auxiliary Flotillas and Units have applied for the matching Grant program so far.

AuxA has committed to purchasing the \$1000 tents for approximately \$800 apiece and providing them to applicants who have committed to paying the remaining \$200 of the cost. Each application must be accompanied by proof (minutes) of a vote of the flotilla/unit authorizing the \$200 expenditure.

The popularity of the tents is understandable. Their utility at boat shows/sporting events and outdoor community gatherings (farmer's markets, festivals etc.) is invaluable. They are also a welcome addition to Boating Safety Week programs, vessel inspection stations, and smaller boating safety classes – anywhere that the Auxiliary wants to present a pulled together, more professional identity and appearance. They are much more in keeping with uniformed personnel.

It is clear that many Auxiliarists have labored long with make-shift booths and signage. This is a very welcome program.



