

CGMA: State of the Business

Statement of Financial Position

Assets

Cash	\$979,463
Investments	\$43,633,524
Trust	\$1,274,716
Property	\$254,994
Receivables	\$3,144,132
Total Assets	\$49,286,829

Liabilities

\$164,104

Equity

Without Restriction	\$32,791,358
With Restriction	\$16,331,367
Net Assets	\$49,122,725

Total Liabilities and Equity \$49,286,829

Statement of Activities

Revenue

Contributions	\$2,773,164
Other Income	\$32,091
Investments	\$3,454,845
Total Revenue	\$6,260,100

Expenses

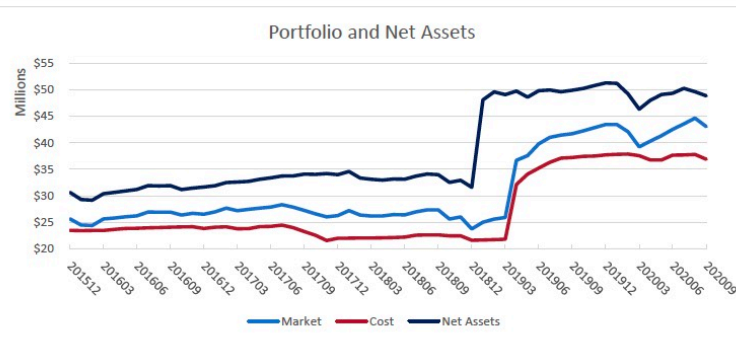
Program	
Disasters and Emergencies*	\$5,670,989
Education	\$748,181
Family Support	\$332,827
Administration	\$515,459
Fundraising	\$524,880
Total Expenses	\$7,792,336

Net Income \$(1,532,236)

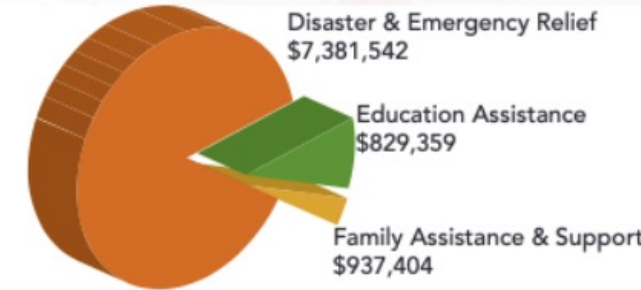


Clients Served in 2020

Type of Client	# of Clients	Assistance \$
Active Duty	7,560	\$7,049,563
Auxiliary Members	49	\$138,863
Civilian Employees	604	\$1,205,678
Reserve Members	493	\$427,045
Retired Members	319	\$422,357
Widows/Widowers/Other	8	\$29,351
DoD Members	68	\$166,500



2020 Aid Provided
9085 Cases, \$9.1 million



For every dollar donated, **\$3.22** was issued in direct programs and assistance.



GRANTS

- DISASTER & EMERGENCY \$4,790,807
- EDUCATION \$666,253
- FAMILY SUPPORT \$225,044

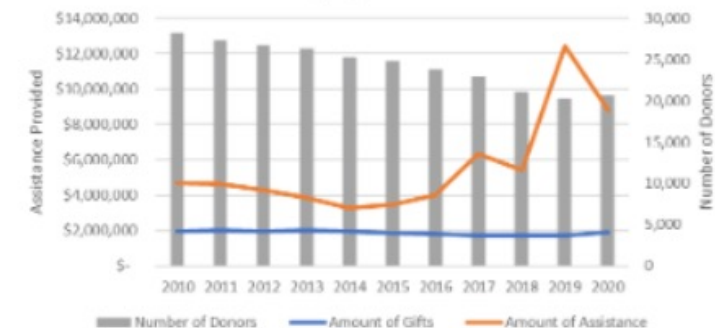
LOANS

- DISASTER & EMERGENCY \$2,643,703
- EDUCATION \$163,106
- FAMILY SUPPORT \$659,392

CORE

- ADMIN \$515,459
- FUNDRAISING \$524,880
- MISSION SUPPORT \$1,069,893

CGMA Annual Campaign Donations & Assistance



CGMA: What's New

1. External events:
 - a. Government Lapse in Appropriations: \$8.4m in 35 days
 - b. Pandemic: \$4.5m in 2020
 - c. Women's retention study: Breast milk shipment, PCS child care, Assisted Reproductive services
2. Delivered **10% all historical assistance in last two years**
3. New branding
4. Better balanced revenue sources (Individual, foundations, corporate)
5. Attention on year round giving and donor stewardship
6. Accelerated *new programs*: OCONUS rental car/PCS car shipment, DLA Supplemental, AK Ferry Strike
7. Increased loan/grant amounts, reduced approval authority to reduce stigma
8. You Tube, Instagram and other ways to communicate

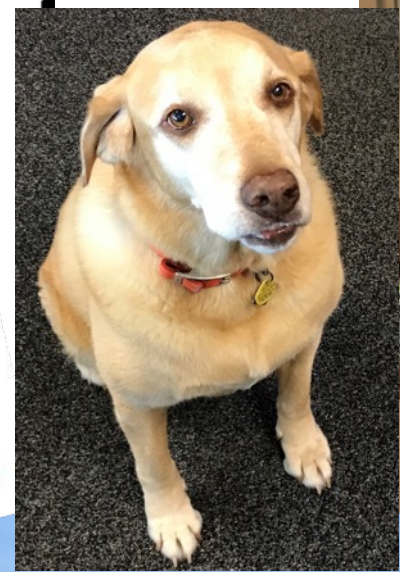


CGMA: What's the same

1. Active duty support; still largely flatlined
2. Attrition for retirees as transition
3. Misperceptions about CGMA
 - a. What we do more than hurricane/vehicle loans and emergency travel, credit checks/scores, career impacts
 - b. Differences between CGMA and CG Foundation
4. Institutionalizing processes to raise donor awareness (promotions, advancements), others
5. Staff capacity remains limited



CGMA WAS THERE TO HELP ME
AND MY FAMILY THROUGH TOUGH
FINANCIAL TIMES WHEN I WAS AN
E-S STRUGGLING TO KEEP FOOD ON
THE TABLE AND THE CAR RUNNING



Some Clients We Helped



How You Can Help

- Ensure others know about programs: Disasters/Emergencies, Education, Family/Off-duty Support
 - Retirees
 - Widows without SBP
- Ask for us to present to networks, either in person or virtually
- Help us friendraising which leads to fundraising
- Spread the word





Questions?

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