

MEMORANDUM

September 23, 2010

Dear Members of the University Community,

This spring, I will be calling on our faculty and staff to help build a robust endowment that underwrites academic and student oriented programs to make a strong statement in support of FIU's effort. As we launch this faculty and staff fundraising campaign, I hope you will join me in showing how much you support this institution through your commitment to making every student count.

While I stress the importance of giving back to FIU, I understand that we cannot disregard our commitment to contributing to our local community. As such, FIU is once again partnering with the United Way of Miami-Dade as an avenue to improve the lives of those who live, work and raise their families in this community, including members of our own FIU family.

The United Way is focused on providing an opportunity for a quality education that leads to a stable job, enough income to support a family through retirement, and good health. Its goal is to create long-lasting changes by eliminating the obstacles to these common goods. With the help of our FIU community, we can create a brighter future for Miami-Dade. This year, we have established a reduced goal of **\$200,000** for the 2010 United Way Campaign. With your help, I am confident that we will be able to once again surpass our goal.

For the 2010 campaign, I ask you to support this year's campaign co-chairs - Thomas Breslin, Trustee and Chair of the Faculty Senate; Sandy Gonzalez-Levy, Senior Vice President of External Relations; and Ruth Hamilton, Executive Director of the Graham Center. They will be reaching out to us regularly during the campaign with information on how each of us can support this initiative. This is an opportune time to give to those less fortunate and collectively I know we can make a significant difference to this endeavor.

Please join us at the campaign kick-off events and learn more about how your United Way contributions directly impact our South Florida community:

United Way Kick-Off Events: Wednesday, October 27, 2010
MMC - Graham Center Ballrooms
1:00pm
(Immediately following S.T.E.P.P.)

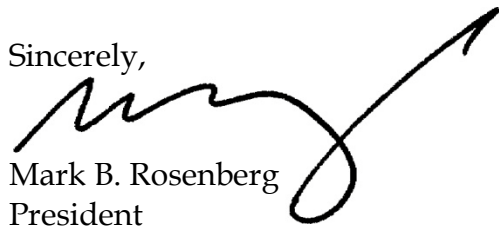
Thursday, October 28, 2010
BBC - Wolfe Center Ballrooms
1:00pm
(Immediately following S.T.E.P.P.)

United Way Auction:

Friday, December 3, 2010
MMC - Graham Center Ballrooms
5:00-7:00pm - Silent Auction
7:00-8:00pm - Live Auction/Recognition

Please join me in reconfirming your pledge to help our community's less fortunate as we strive to LIVE UNITED. You can designate your contribution to the non-profit organization of your choice, including our own FIU efforts. Visit unitedway.fiu.edu for additional information.

Sincerely,



Mark B. Rosenberg
President