

MEMORANDUM

September 6, 2011

Dear Members of the University Community,

I am pleased to announce that 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. While I stress the importance of giving back to FIU, we must continue to support this most important community organization.

As many of you know, the United Way is focused on providing opportunities 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. With your support, I am confident that we will be able to once again surpass our 2011 United Way Campaign goal of \$200,000.



I ask you to support this year's campaign chairs, Alexander Acosta, Dean, College of Law, Sandy Gonzalez-Levy, Senior Vice President for External Relations, Ruth Hamilton, Executive Director, Graham Center and Greg Olson, Senior Director and Ombudsman, BBC. They will be reaching out to you 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 in our community.

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, September 28, 2011

MMC – Graham Center Ballrooms at 1:00pm
(Immediately following S.T.E.P.P.)

Friday, September 30, 2011

BBC – Wolfe Center Ballrooms at 1:00pm
(Immediately following S.T.E.P.P.)

Annual United Way Auction and Recognition Event:



Friday, December 2, 2011

MMC – Graham Center Ballrooms

5:00-6:30pm – Silent Auction

6:30-7:30pm – Live Auction/Recognition

Please join me in reconfirming your pledge to help our community's less fortunate as we strive to LIVE UNITED. For additional information, please call 305-348-7235.

Sincerely,

Mark B. Rosenberg
President