

MEMORANDUM

September 20, 2013

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.

United Way is focused on making Miami a more educated, prosperous and healthy community by investing in 119 programs and 58 agencies to achieve measurable results. Its goal is to create long-lasting changes by eliminating the obstacles to common goods like a quality education that leads to a stable job, enough income to support a family through retirement, and good health. 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 2013 United Way Campaign goal of **\$200,000**.

I ask you to support this year's campaign chairs, Delia Garcia, Dean, College of Education, Sandy Gonzalez-Levy, Senior Vice President for External Relations and Ruth Hamilton, Executive Director, Graham Center. They will be reaching out to you regularly during the campaign with information on how each of us can support this initiative. The campaign begins on September 25th and ends December 6th. 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 event and learn more about how your United Way contributions directly impact our South Florida community. I urge you to plan a fundraising initiative in your units. Please speak with your unit's [United Way Ambassador](#) for ideas.



United Way Kick-Off Event:

12:45pm on Wednesday, September 25, 2013

MMC - GC Ballrooms

(Immediately following [S.T.E.P.P. with speaker Lourdes "Luly" Balepogi who will discuss Receiving through Giving](#))



Annual United Way Auction and Recognition Event:

Thursday, December 5, 2013

MMC - Graham Center Ballrooms

5:00-6:30pm - Silent Auction

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

(We are accepting item donations now; please email uwfiu@fiu.edu if you have an item you would like to donate.)

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 Desiree Rodriguez at 305-348-7235 or visit <http://unitedway.fiu.edu> for a full calendar of events.

Sincerely,

Mark B. Rosenberg
President