



Address at the United Way Kick-Off Event

**Given by Mark B. Rosenberg
on September 15, 2018**



This speech was presented on September 25, 2018 to the attendees of United Way Kick-Off Event held in the Graham Center.

Thank you for joining us today to kick-off our annual United Way campaign!

FIU and the United Way have similar visions and missions. We are a force for good in our community and are on a mission to build a stronger Miami. A Miami where all children have the opportunity to learn and thrive, where families are financially secure and where people can live their lives to the fullest because they have the good health to do so – today and for generations to come.

FIU family, you're here today because you share this spirit of caring! You take our responsibility seriously; you know all of us have the power to directly impact and improve the lives of others.

That is why we are so proud to support and raise funds for the United Way for over 20 years and to continue to support the amazing programs they are leading for our community. Programs that help students understand college admission and financial aid processes and that work with these students to select the best post-secondary option for their future. Programs that give our young people hope, purpose and a path to success.

It's through the generosity of people like you that the United Way can continue to do the work they do. I encourage each of you to contribute! Remember: you have the power to improve lives – and create a future for those who live, work and raise their families in South Florida.

Last year, we reached our goal... help us do it again! Let's show that **this** is who are – this is what we do!

Now it is my pleasure to introduce a true community champion and someone I am privileged to call a partner in service. Maria joined the United Way team in August 2017 after a 22-year career with Bank of America.

A former United Way board member, Maria has a rich history of community leadership. Some of her most prominent roles include chairing South Florida institutions such as the Greater Miami Chamber of Commerce and New World School of the Arts.

She's currently serving as co-chair of the Beacon Council's One Community One Goal initiative. Maria is also a Panther and graduated from FIU with a Master's in business administration. Please join me in welcoming, Maria C. Alonso, President and CEO of the United Way of Miami.