



**2009 FIU-United Way Campaign  
Leadership Breakfast**

**Given by Mark B. Rosenberg  
on October 27, 2009**



*This speech was presented to attendees of at the annual United Way kick-off leadership breakfast on October 27, 2009.*

Good morning. It is great to be here with you to kick off our annual United Way campaign, which demonstrates how FIU, through partnerships, has the power to improve the lives of those who live, work and raise their families in this community, including members of our own FIU family. We are proud to join forces with the United Way, an organization with a long history of serving South Florida, whose focus aligns with our mission. This is one of the many ways FIU is engaging our community and I want to encourage each of you to do your part and contribute.

The amount doesn't matter. What's important is that if each and every person at FIU makes a donation, collectively we can help those that are less fortunate.

This is the perfect time of year – when we are thinking about gathering with our families for the upcoming holidays – that we should take a moment and consider those among us who are struggling to put food on the table, to keep a roof over their heads, to obtain affordable and necessary health care and to provide a quality education for their children.

This is where the United Way comes in. The United Way is focused on providing an opportunity for a high 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.

This is also what FIU is all about. We are dedicated to providing the best and the brightest in our community with the ticket to prosperity in the 21<sup>st</sup> century: a cutting edge university education. We, too, are dedicated to using our resources to solve the critical problems in our region and reinforcing partnerships with key institutions that hold our community together, such as the United Way.

So I am asking you to support this year's campaign. This is the only charity for which I will ask contributions from the FIU community and it is because I believe in the power of FIU and the United Way to make a difference in South Florida.

Together we can create a brighter future for Miami-Dade. Thank you for coming today and I hope to see your continued participation in future events throughout this campaign.