

# Memorandum



**Date:** March 16, 2015

Agenda Item No. 2(B)2  
April 21, 2015

**To:** Honorable Chairman Jean Monestime  
and Members, Board of County Commissioners

**From:** Carlos A. Gimenez  
County Mayor

A handwritten signature in black ink, appearing to read "Carlos A. Gimenez", written over the printed name.

**Subject:** Miami-Dade County Employee Fundraising Campaign Program for Local Pediatric  
Cancer Centers - Directive No. 141885

On September 3, 2014, the Board of County Commissioners (Board) approved Resolution R-787-14 sponsored by Commissioner Rebeca Sosa directing my office to develop and implement a fundraising program through which County employees may donate money to support pediatric cancer research centers in Miami-Dade County. At a minimum, the funds raised must be used to benefit Miami Children's Hospital (MCH), Holtz Children's Hospital (Holtz) and University of Miami Sylvester Comprehensive Cancer Center (UMSCCC).

The Community Information and Outreach Department (CIAO) has engaged in planning discussions with MCH, Holtz and UMSCCC, forging a partnership and tapping into their collective expertise to determine the most suitable approach. The CIAO has proposed a Pediatric Cancer Campaign outlining the potential channels for promotion that include *What's New* for County Employees, Happy Friday payday message, posts on social media and participation in the wellness fairs. The campaign will kick-off in April with the "Spring into Wellness Fair" and continue every year thereafter.

The CIAO has worked diligently with Miami-Dade County's Finance Department (Finance) and the Information Technology Department (ITD) to develop an online donation option for Pediatric Cancer Research to be included on the Giveback website (<http://www.miamidade.gov/giveback/>). Once this component is finalized, the implementation plan and schedule will follow. Monies collected will be divided evenly between MCH, Holtz and UMSCCC at the end of the fiscal year (September 30), which is also the end of national Pediatric Cancer Awareness Month. In addition to staff resource time, the costs associated with this project are less than \$2,000.00 and will be absorbed by the CIAO, ITD and Finance departments.

If additional information is needed, please contact Henry Sorí, Director, CIAO, at 305-375-2515.

Per Ordinance 14-65, this memorandum will be placed on the next available Board of County Commissioners meeting agenda.

c: Edward Marquez, Deputy Mayor/Director, Finance Department  
Michael Hernández, Director of Communications, Office of the Mayor  
Henry Sorí, Director, Community Information and Outreach  
Angel Petisco, Director, Information Technology Department  
Eugene Love, Agenda Coordinator