

Memorandum



Date: September 25, 2012
To: Department Directors
From: Carlos A. Gimenez
Mayor 
Subject: 2012 United Way Leadership Cabinet Appointments

I would like to thank you for appointing your respective department coordinators for the 2012 United Way of Miami-Dade (United Way) campaign. This is a countywide effort and it has my full support. As in previous years, we are working in partnership with the United Way to raise funds that support much needed social services in our community.

A large part of our campaign effort is organized through the Leadership Campaign Cabinet. Over the past 2 years, we have had over 450 county employees choosing to support the United Way at a Leadership Level and the County was able to raise more than \$1.3 million in the 2011 United Way campaign. This success must be attributed to ALL participating employees, but it always begins with your leadership as department directors.

The role of Leadership Campaign Cabinet members is to support department coordinators as they are raising awareness at a departmental level, establishing departmental goals, implementing outreach and fundraising strategies, and monitoring the progress of departmental campaigns. Additionally, the Leadership Cabinet focuses on strengthening the support and understanding of these efforts at a leadership level.

I am pleased to appoint the following individuals as the 2012 Leadership Cabinet Co-Chairs:

Bill Johnson, Director, Seaport
Lisa M. Martinez, Senior Advisor, Office of the Mayor
Alex Munoz, Director, Animal Services Department
Kathleen Woods-Richardson, Director, Public Works and Waste Management
Women's Leader Chair, United Way
Lourdes Gomez, Assistant to the Deputy Mayor, Office of the Mayor
Young Leaders Member, United Way

I believe their proven leadership and demonstrated commitment to this important cause will invigorate the upcoming campaign and I am very excited to watch the full team work together. I would like to have all departments represented in this year's Leadership Cabinet. Please join the Co-Chairs at their first breakfast meeting on October 1, 2012 at 8:30 a.m. at the Stephen P. Clark Center, 111 NW 1st Street, Conference Room 29A. If you are unable to participate, please designate a direct report that will actively participate on your behalf.

I also look forward to seeing you all at the County's Campaign Kick off on October 5, 2012 at 10:30am at the Lobby of the Stephen P. Clark Center, 111 NW 1st Street. Thank you for your willingness to serve in this leadership role and I am grateful for your support of the United Way over the years. If you need further information, please contact Lisa M. Martinez, Senior Advisor at 305-375-2911.

c: Office of the Mayor Senior Staff
Lisa M. Martinez, Senior Advisor, Office of the Mayor
Bill Johnson, Director, Seaport
Kathleen Woods-Richardson, Director, Public Works and Waste Management
Alex Munoz, Director, Animal Services Department
Lourdes Gomez, Assistant to the Deputy Mayor, Office of the Mayor
Jackie Anghel-Novick, Assistant to the Senior Advisor