



April 17, 2018

To Whom This May Concern,

For over 75 years, United Way of Broward County has been the pillar of strength in our community, providing support in times of need. Through community conversations, United Way looks at Broward County as a whole to determine the most urgent needs of our residents. With a unified approach the organization strategically distributes funds to create innovative solutions.

Funds raised at the Mayors' Gala enables us to continue to fight for the health, education and financial stability of every person in Broward County. This year's Mayors' Gala we would like the opportunity to honor and recognize Mayor Beam Furr alongside Colin W. Brown, Chairman and CEO of JM Family Enterprises, Inc. on Saturday, October 13, 2018 at the Greater Fort Lauderdale Broward County Convention Center.

In past years, the county mayors have aided us in our efforts to raise funds and promote the gala by:

- Name placement on the save the date, invitation and all promotional material for the gala
- Assigning a Chief of Staff member to participate and attend the gala committee meetings on behalf of the mayor
- Aiding in sponsorship solicitation for the Gala including co-signing letters to the Broward County vendor list and providing a list to United Way from the Mayor's database
- Assisting United Way of Broward County in convening all cities within Broward County to attend the gala by purchasing a ticket, a table and an ad in the program
- Opportunity to attend a Broward League of Cities meeting to present the 2018 Mayors' Gala
- Calling potential sponsors and supporters of the gala at United Way of Broward County's offices
- Attendance at the pre-reception event tentatively scheduled on Wednesday, September 12, 2018 and be available for photo opportunities with guests at the event

Our goal is to have every city in Broward County represented at this year's gala. Please join us on Saturday, October 13, 2018 as we join forces and collaborate to raise crucial funds for those in Broward County who are working hard and falling short.

Sincerely,



Kathleen Cannon

President and CEO

United Way of Broward County

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A copy of the official registration and financial information may be obtained from the division of consumer services by calling 1-800-435-7352 within the state. Our Registration number is CH536. Registration does not imply endorsement, approval, or recommendation by the state. UWBC does not use paid solicitations and 100% of each contribution is received by UWBC.