

To the Awards Committee,

I am honored to write this letter of recommendation for Rosalinda Martinez in support of her nomination for an activist award. Rosalinda is an exceptional social impact strategist with a remarkable dedication to advancing equity and creating lasting, positive change for underserved individuals and communities.

In her current role as Texas Community Strategy Director at AARP, the nation's largest social impact organization, Rosalinda has demonstrated visionary leadership. She oversees AARP Texas' outreach, communications, advocacy, and community engagement strategies aimed at improving the quality of life for older Americans across the state. Rosalinda's strategic direction has not only strengthened AARP's presence in Texas but has also led to the organization being ranked #1 nationally for its community engagement efforts. Her leadership in forging partnerships with prominent sports teams like the Houston Astros and Texas Rangers reflects her ability to amplify AARP's mission through innovative, multi-channel campaigns.

What sets Rosalinda apart is her deep commitment to equity. She has played a pivotal role in leading AARP Texas' Hispanic/Latino strategy, ensuring that marginalized communities have access to essential resources and programs tailored to their unique needs. This focus on inclusivity has helped bridge gaps in access, creating opportunities for underserved populations to benefit from AARP's support.

Rosalinda's impact extends beyond her work at AARP. In her previous role as Vice President of the Houston Hispanic Chamber of Commerce, the largest Hispanic Chamber in the U.S., she demonstrated her passion for developing the next generation of leaders. She played an instrumental role in launching the Emerging Leaders Institute, an initiative that connects young professionals with opportunities for professional growth and development. Through her efforts, Rosalinda helped align the Chamber's programs with corporate community strategies, significantly boosting the organization's reach and influence.

Her dedication to community service has earned her numerous recognitions, including being named a Houston Business Journal 40 Under 40 Honoree and Young Philanthropist of the Year by the Latino Learning Center. She has also been recognized for her work in advancing diversity, equity, and inclusion, receiving accolades from the Greater Houston Women's Chamber of Commerce. Additionally, Rosalinda's appointment as Co-Chair of the Harris County Senior Care Facility Task Force during the COVID-19 pandemic underscores her commitment to addressing critical challenges in her community.

Beyond her professional accomplishments, Rosalinda actively serves on multiple boards and task forces, including the Houston Arts Alliance, Kids' Meals, and the Equity Task Force for Houston 2036. Her extensive experience in event strategy, public relations, and campaign management, coupled with her leadership in organizations such as the U.S. Department of Commerce, has further solidified her reputation as a trusted and influential leader in the social impact space.

I can think of no one more deserving of this activist award than Rosalinda Martinez. Her tireless dedication to advancing social equity, her ability to build and strengthen communities, and her unwavering commitment to improving lives make her a true force for change. It is with the utmost confidence that I recommend her for this distinguished recognition.

Sincerely,

*Victoria Lara*

Director of Economic Development

Harris County Precinct 2