

An Important Goal

BY FLORA MARIA GARCIA

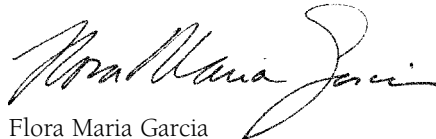
It seems like United Arts just completed its hugely successful 2013 collaborative Campaign for the Arts, which exceeded our goal by more than \$400,000. Our goal for the upcoming 2014 campaign is to keep the momentum going and to raise at least as much as last year—that's a 27 percent increase over last year's goal. With your generous help, we can make this an even greater year for the cornerstone cultural institutions that make Central Florida a dynamic place to live. I encourage you to take advantage of the benefits provided by United Arts' "Early Bird" mailing for the campaign (see page 17) and make your pledges and contributions before this year's end.

Power2give, United Arts' web-based giving program—launched on May 15 with generous support from Bank of America, OUC-The Reliable One, Darden Restaurants and Walt Disney World Parks & Resorts—has been a wonderful success. In the first 90 days, the Central Florida site generated more than 9,000 hits and \$60,000 new dollars in support of cultural projects. More than 50 percent of power2give donors are new to United Arts—a critical development. Please remember that power2give is a fundraising site, not a United Arts grant site. Our leadership recently approved the expansion of power2give "project posters" in three broad but key categories; the expansion will include:

1. Arts and cultural organizations not currently funded by United Arts. These include university-based cultural groups whose programs are inclusive of the general public, such as the Cornell Fine Arts Museum at Rollins College and galleries at the University of Central Florida and at Valencia College. These entities will promote projects to students and alumni, opening up an entirely new audience to United Arts.
2. Arts and cultural agencies and institutions beyond United Arts' four-county service area. This will be a limited expansion, allowing us to assist communities that are not able to fund their own power2give site and that have approached United Arts on behalf of their cultural sectors.

3. Social service groups within United Arts' four-county region working in partnership with cultural groups and individual artists on cultural projects. These types of collaborations are already happening, and the opportunity to post projects on power2give will bring a wide array of social service donors to the site.

As you ready for the holiday season, please consider a contribution to United Arts' collaborative Campaign for the Arts, which focuses its support on the operations of our cornerstone groups. Remember, through the generosity of our corporate and Trustee donors, United Arts matches your contribution by an additional 15 percent! And, while you are at it, please visit power2give.org/CentralFlorida to see the latest and greatest projects for one that might inspire you. Happy Holidays to all!



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