Collaborative Campaign for the Arts 2015
Supporting the Industry of Creativity and Service in Our Central Florida Community

1) What is United Arts of Central Florida?
United Arts is a dynamic collaboration of businesses, governments and school districts, foundations, arts and cultural organizations, and artists and individuals. Our mission is enriching communities through the arts, science and history.

United Arts serves residents and visitors in Lake, Orange, Osceola and Seminole Counties through more than 50 local arts, sciences and history cultural partners. We raise and distribute funds for these cultural partners, and provide management, administrative and advisory services.

2) What is the United Arts collaborative Campaign for the Arts?
During the collaborative Campaign for the Arts, United Arts of Central Florida joins with our cultural partners to raise funds for the community of arts, science and history organizations in Central Florida. Fundraising efforts include mailings from United Arts and our cultural partners, as well as online and general marketing efforts.

3) When does the collaborative Campaign for the Arts run?
The main Campaign will run from February 1 – April 30, 2015. The Early Bird phase conducted by United Arts will run from November 26, 2014 – January 9, 2015.

4) How do I contribute?
Simply visit www.UnitedArts.cc and click on the DONATE NOW button. Making a donation or pledge is fast, easy and secure.

5) What are the benefits of giving?
By giving to United Arts you join with thousands of other Central Floridians to support the community of local arts, sciences and history organizations in Lake, Orange, Osceola and Seminole counties. In grateful appreciation for this generous support United Arts is pleased to offer donors of:
- $50 or more: a complimentary one-year subscription to Orlando Arts Magazine.
- $100 or more: the above and the United ArtsCard, a buy-one-ticket-get-one-FREE and discount card that connects you to the vibrant and diverse cultural offerings throughout Central Florida.
- $1,000 or more: the above and invitations to local cultural organizations’ special events throughout the year.

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- $100,000 and more: the above and a seat on United Arts’ Board of Trustees.

6) **How will I be recognized for my gift?**
United Arts will gratefully recognize your generosity in the online and print versions of our Annual Report. In addition, our cultural partners acknowledge United Arts collaborative *Campaign for the Arts* donors of $1,000 or more in their event programs, newsletters, etc. To guarantee inclusion, your pledge must be received at United Arts’ offices in Maitland, Florida by 5:00 p.m. on April 30, 2015.

7) **Where does my donation go?**
*Donations to United Arts’ Arts for ALL Fund*: 74 cents out of every dollar donated to the *Arts for ALL Fund* directly funds United Arts’ grant programs. *These grants are awarded through a competitive and independent process* and support more than 50 local arts and cultural organizations, nearly 700,000 curriculum-based student experiences in arts education programs and hundreds of artists and arts administrators each year.

Donors who support the *Arts for ALL Fund* invest in Central Florida’s community of nonprofit arts and cultural institutions, an industry of creativity and service that produces $181 million in economic activity and over 6,700 jobs in Orange County alone each year.

*Donations designated to United Arts collaborative Campaign for the Arts cultural partners*: Donations to a designated institution reflect the personal interest and passion of the donor and funds net of any administrative and fiscal management fee go directly to the designated organization.

8) **What is the Administrative and Fiscal Management Fee?**
In December 2012, United Arts’ Board of Directors approved an Administrative and Fiscal Management Fee for the real and specific costs associated with fundraising. These include credit card processing (approximately 3%), printing, postage, paper, data entry and maintenance, production and mailing of acknowledgements and UA staff time to process donations including making bank deposits. From February 1, 2014 a fee of 7% has been applied to all donations.

9) **Who are United Arts’ cultural partners in the collaborative Campaign for the Arts?**
In FY15, United Arts’ official campaign cultural partners are:
- Art & History Museums – Maitland
- Assoc. to Preserve the Eatonville Community
- Bach Festival Society
- Crealdé School of Art
- Downtown Arts District/CityArts Factory
- Enzian Theater
- Garden Theatre
- Mad Cow Theatre
- Orange County Regional History Center
- Orlando Ballet
- Orlando Museum of Art
- Orlando Philharmonic Orchestra
- Orlando Philharmonic Opera
- Orlando Repertory Theatre
- Orlando Science Center
- Orlando Shakespeare Theater
- Osceola Center for the Arts
- Seminole Cultural Arts Council
- Wayne Densch Performing Arts Center

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Write-ins of additional institutions are permitted and funds will be dispersed to those organizations based on United Arts’ distribution policies.

10) **What is the collaborative Campaign for the Arts goal and how is it set?**
Each cultural partner establishes their individual goal. United Arts’ goal for the *Arts for ALL Fund* is set by our Development Committee. The sum of these goals is the overall collaborative *Campaign for the Arts* goal. Note that cultural partners are strongly encouraged to use the prior year’s actual result as the basis of their projection and we encourage growth. In 2015, the goal is $1,829,750.

11) **Why give through the Campaign for the Arts, rather than directly to my favorite organizations?**
Gifts designated to specific cultural partners during the *Campaign for the Arts* are eligible for a 15% match that is provided through the generosity of United Arts’ corporate and trustee level donors, so your dollars go further when given through the collaborative *Campaign for the Arts*. Restrictions do apply. Please see United Arts’ fundraising Policies & Procedures which can be sent to you upon request.

12) **What if I want to designate to multiple organizations?**
Multiple designations are allowed, with a minimum contribution of $25 or more. Simply mark each organization you wish to support on your pledge form. And, even though you may have a personal passion for a specific organization, we ask you to also consider a designation to United Arts’ *Arts for All Fund*. Even a modest designation to the *Arts for All Fund* will support the community of local arts, sciences and history organizations that serve all of us in Central Florida.

13) **What is workplace giving?**
Workplace giving is a way in which local businesses can engage their employees in support of the cultural community. United Arts works with businesses to educate employees about the benefits of a thriving cultural community, what kind of support is needed and how they can get involved. Businesses may provide incentives for employees to support United Arts financially and allow payroll deduction.

In addition, in some instances, United Arts' workplace giving campaign may be run as part of a larger federated campaign where another agency, such as United Way or America's Charities, acts as the fiscal agent.

To discuss starting a workplace giving campaign at your organization, please contact United Arts’ Manager of Development and Communications, Carolyn Turner, at 407-628-0333 or Carolyn@UnitedArts.cc.

14) **When do I need to pay off my pledge?**
All pledges to the 2015 collaborative *Campaign for the Arts* are expected to be paid by December 31, 2015. If your circumstances make this timing difficult, please contact

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Denise C. Bealin, Director of Development & Communications at United Arts to discuss your pledge (407-628-0333). Payment options include cash, check, credit cards and stock transfer, in lump sum or installments.

15) **What if I’m still paying off last year’s pledge?**
United Arts will accept a new pledge with an open balance on no more than one prior year’s campaign. Payments will be applied to the open pledge first, until it is paid in full. But allowing the new pledge will ensure there is no interruption in your support of Central Florida’s cultural community and that your pledge is received in time to qualify for the benefits of giving during the campaign period.

16) **What are the benefits of being a Trustee level donor?**
Trustees of United Arts (donors of $100,000 or more) have distinguished themselves over an extended period of time as the most generous supporters of arts, culture, history and science in Central Florida. As a result of their generosity, the Trustees should be treated with dignity and respect and are granted immunity from excessive solicitations from United Arts or its grantees. No grantee may solicit individual or corporate sector Trustees for operating support at anytime during the year. As United Arts supports donor choice, Trustees may choose to make additional operational gifts, but it is antithetical to the collaborative nature of the campaign for any grantee to ask a Trustee to reallocate or designate a portion of their Trustee gift to a specific organization.

Solicitation of a designated personal contribution by a grantee from its own board of directors is encouraged by United Arts unless that board member is an active individual United Arts Trustee. Grantees may ask for personal gifts from board members who represent Corporate Trustees. However, solicitation for all Trustee gifts are the responsibility of United Arts.

**For more information, please contact Denise C. Bealin, the Director of Development & Communications at United Arts of Central Florida: 407-628-0333; denise@unitedarts.cc.**

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