

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact:

Denise C. Bealin

Director of Development and Donor Communications

407-628-0333 x222

Denise@UnitedArts.cc



HEART OF FLORIDA UNITED WAY AND UNITED ARTS OF CENTRAL FLORIDA TO PARTNER ON POWER2GIVE.ORG

Orlando, FL – June 12, 2014 – United Arts of Central Florida announced today a historic partnership with Heart of Florida United Way that will allow United Way partner social service agencies to post arts and cultural projects in need of funding to United Arts’ power2give.org/centralflorida.

“This is a tremendous opportunity for power2give.org and United Arts to serve a whole new genre of passionate donors and important causes while remaining true to our arts and cultural mission,” said Linda Landman Gonzalez, chairwoman of United Arts. “Both arts and cultural organizations and social service agencies need support. Through power2give, we can provide access and build partnerships so that creativity flourishes throughout our Central Florida community.”

To be eligible to post, social service agencies must be United Way agency partners and their project must be arts and cultural in nature. Some projects will be produced in partnership with local arts and cultural organizations. As the regional host of Central Florida’s power2give site, United Arts will review all postings before they go live to ensure they meet eligibility requirements.

“This historic partnership is the first step in a brand new direction bringing together organizations and people who are here to serve our entire Central Florida community,” said Florida Maria Garcia, President and CEO of United Arts. Robert H. (Bob) Brown, President and CEO of Heart of Florida United Way agrees. “By bringing arts and culture into the fold of United Way, we strengthen our core missions. Art is increasingly being recognized for its therapeutic value and health benefits, the educational value speaks for itself, and arts and culture can help support financial stability through job creation. It’s a great fit.”

Examples of projects posted by social service agencies on other power2give.org sites include:

- Project Plié: a partnership between the Oklahoma City Ballet and the Boys & Girl Clubs of Oklahoma City to provide training scholarships for children,
- Bringing Art to Life, One Brushstroke at a Time: an arts exhibition held by the Boys & Girls Clubs of Metro Atlanta, and
- Powerful Music Evening for Homeless Families: a live musical program for the homeless created by Dimensions in Sound & The Studio Orchestra, Inc. in partnership with The Salvation Army of Dane County (Madison, Wisconsin).

About power2give.org

Power2give.org/centralflorida launched in May 2013 and is a new giving platform that empowers donors to support specific arts, sciences and history projects. Approved posters may post projects with estimated costs of up to \$10,000 for up to 90 days. Because of the time limit and range of institutions allowed to post,

a range of arts, sciences and history disciplines are represented, giving potential donors an array of cultural organizations to support. Overall, the power2give.org platform provides a simple and accessible way for potential donors to identify specific philanthropic projects to support.

The power2give platform was developed by the Arts & Science Council of Charlotte, N.C., to meet the needs of a new generation of donors and philanthropists for immediate, high-tech engagement. The Charlotte team launched the original site in August 2011. By early March of 2014, the platform is live in 24 communities including Atlanta, GA; Houston, TX and Tacoma, WA. It has raised \$6 million nationwide, including matching funds.

About Heart of Florida United Way

Heart of Florida United Way is Central Florida's most comprehensive health and human services charity and the largest provider of funds to the region's most critical health and human service programs. Last year it raised and managed \$24.5 million throughout Orange, Osceola and Seminole counties. United Way is working to advance the common good by focusing on education, income, health and safety. It also operates United Way 2-1-1, Central Florida's community crisis and suicide hotline and information and referral helpline; a Volunteer Resource Center; a Gifts In Kind Center; a Stewardship program that works with agencies to provide emergency assistance; and the Ryan White Part B program, which administers more than \$2 million to provide HIV/AIDS services and referrals. United Way impacts more people annually than any charity operating in the tri-county area and partners with local businesses, government, other charities and individuals to increase awareness of local health and human service issues and to inspire hope, provide options and create possibilities for people in need. In 2012, United Way was awarded Charity Navigator's highest "Four-Star Rating" for exceeding industry standards in fiscal management and outperforming other charities in its area of focus. Visit www.hfuw.org for more information, or call (407) 835-0900.

About United Arts of Central Florida

United Arts is a collaboration of individuals, businesses, governments and school districts, foundations, arts and cultural organizations, and artists. Its mission is to unite, strengthen and inspire the Central Florida community through the arts and culture.

United Arts serves residents and visitors in Lake, Orange, Osceola and Seminole counties through more than 50 local arts, sciences and history organizations. It raises and distributes funds for these cultural groups and provides management, administrative and advisory services.

Now in its 25th year of service to the Central Florida community and regional host of power2give.org and the collaborative Campaign for the Arts, United Arts has invested more than \$126 million in local organizations and education since its founding in 1989.

More information is available at www.UnitedArts.cc or by calling 407-628-0333. Please email Denise@UnitedArts.cc for comments or inquiries.

###