

PRESS RELEASE

FOR RELEASE WED., JUNE 25, 2014

Contact:

Denise C. Bealin

Director of Development and Donor Communications

407-628-0333 x222

Denise@UnitedArts.cc



UNITED ARTS' FUNDRAISING UP BY MORE THAN \$500,000; ORGANIZATION TOPS \$6 MILLION FOR THE FIRST TIME SINCE 2008

ORLANDO, Fla. — June 25, 2014 — United Arts of Central Florida announced today that it will close the year with total dollars raised (includes corporate, foundation, workplace and individual gifts, government funding and contracts for services) of more than \$6.1 million — \$548,675 (9.8 percent) over last year.

“I am proud and grateful,” said United Arts Board Chairwoman, Linda Landman Gonzalez. “It has taken the work of many committed people to raise these important dollars. This strong performance signifies that in the coming year, we will increase dollars out to our community by more than \$314,000 (8.3 percent).”

Highlights of the year include:

- Another strong finish for the Campaign for the Arts, United Arts’ annual collaborative fundraising campaign, which raised more than \$2.08 million in designated funding for area cultural groups, for the best finish in six years,
- The June 24 launch of OrlandoAtPlay.com, an online arts calendar highlighting the best of Central Florida entertainment,
- Bank of America’s commitment to renew Presenting Sponsorship of United Arts’ innovative web-based fundraising tool, power2give.org,
- An historic partnership with Heart of Florida United Way to allow social service agencies in partnership with arts and cultural groups to post on power2give.org, and
- The announcement of a \$300,000 grant over two years from the JPMorgan Chase Foundation which will fund the first two years of a hands on, skills based vocational training program at Evans High School, a soon to be arts and entertainment magnet school, to train area students for back-of-house creative-sector jobs in Central Florida.

“What a year,” said Flora Maria Garcia, president & CEO of United Arts. “I am excited to see so much happening. By seeking innovation as well as collaboration, we’re building new and lasting partnerships, creating transformational programs and raising and allocating more funds to our cultural community. Thank you to our many donors, my dedicated staff and our committed board members and volunteers.”

Through the annual collaborative fundraising campaign, 443 new donors and nearly 400 lapsed donors joined thousands more in the Central Florida community to invest in local arts, sciences and history organizations. Donations were made to the Arts for ALL Fund or by designating gifts to specific cultural partners, which are eligible for a 15 percent match on designated donations.

“The strong finish in the Campaign for the Arts was due once again to a strong start,” Scott Bowman, president/CEO of Bowman & Co. said. “United Arts sent an early-bird solicitation to donors, and it generated more than \$600,000 alone — 40 percent of the total campaign. The balance of our fundraising has been about the continuing engagement of our core funders and innovative program development like the Evans High School project JPMorgan Chase is funding and power2give.org which Bank of America is sponsoring.”

This June completes the second year of a new leadership team at United Arts including that of Board Chair, Linda Landman Gonzalez; Vice Chair, Bob McAdam; Development Chair, Scott Bowman; Treasurer, Jean Grono-Nowry; President & CEO, Flora Maria Garcia; VP Administration & CFO, Juliana Steele; and Director of Communications & Development, Denise C. Bealin.

“We have worked hard over the last two years,” continued Landman Gonzalez. “And we’re seeing the combined efforts of many — our cultural community to present quality programming, our board and staff to reach out to funders at all levels, our many donors who affirm the importance of arts and culture in our Central Florida community — and we are gathering momentum. We have raised more than \$6.0 million for the first time since 2008. And that means we can do more to support our cultural organizations and through them our community. That’s a lot to celebrate!”

About the collaborative Campaign for the Arts

- The 2014 collaborative Campaign for the Arts raised \$2.08 million — 22 percent over goal and 6.0 percent over last year. United Arts combines the individual fundraising goals of its cultural partners with a specific goal for the Arts for ALL Fund to determine the overall campaign goal.
- Donations are made directly by individuals, corporations and foundations and through workplace giving.
- United Arts’ cultural partners are eligible for a 15 percent match made available through the contributions of trustee level donors, who give \$100,000 or more per year, and corporate donors.

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, the collaborative Campaign for the Arts and OrlandoAtPlay.com, 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.

###