

PRESS RELEASE

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UNITED ARTS OF CENTRAL FLORIDA RAISES \$2.08 MILLION FOR BEST COLLABORATIVE CAMPAIGN FOR THE ARTS FINISH IN SIX YEARS

ORLANDO, Fla. – May 20, 2014 – United Arts of Central Florida announced today that its annual collaborative Campaign for the Arts raised \$2,080,826 for local arts, sciences and history organizations. For its best finish in six years, the campaign closed 22 percent over goal and six percent over last year’s campaign, the prior top finisher.

“Thank you, Central Florida,” said Linda Landman Gonzalez, chair of United Arts’ board of directors. “We had a record-setting result because of our donors. The response is inspiring. This community believes in keeping the arts, sciences and history thriving in Central Florida.”

The 2014 campaign kicked off with a strong Early Bird effort. Conducted by United Arts in late November, 2013, it produced \$675,576 (40 percent) toward the campaign goal. In addition, all campaign cultural partners, including United Arts, the Orlando Shakespeare Theater, Orlando Philharmonic Orchestra, Orlando Ballet and new campaign participants, Mad Cow Theatre and Garden Theatre, conducted a series of mailings and other donor solicitations. United Arts reached out to prospective donors by conducting a mid-campaign mailing to more than 18,000 Central Florida residents, by placing a 30-second campaign video produced by Henry Maldonado, President of Enzian, in four area movie theaters and by producing a new ad series that ran in targeted publications as well as on radio and online. United Arts also completed a website redesign in time for the launch of the main campaign period. The revised site is more focused and user friendly, providing an improved donation experience for prospective donors as well as those who are renewing their support.

“The Early Bird mailing once again gave us tremendous momentum going into the main campaign season of February 1 to April 30,” said Scott Bowman, chairman of United Arts’ development committee. “Mailings and other efforts by both United Arts and our cultural partners have proven very effective and United Arts’ advertising efforts were attractive, memorable and coordinated. Our workplace giving partners were a huge boost to the campaign right to the end. They provide great support and make it easy for their employees to learn about arts and culture and to give through payroll deductions.”

United Arts held this year’s campaign open for one additional week to accommodate three late-running workplace giving campaigns and credits employee giving for the final push over the \$2 million mark.

“We are also proud to say that not only did we exceed the collective goals for the campaign,” said Bowman, “but United Arts has surpassed our individual goal, raising \$221,508 for the Arts for ALL Fund.

That’s nine percent over this year’s goal and last year’s actual. I am proud to see that our hard work, alongside that of our cultural partners, has paid off.”

Many of the gifts designated to cultural partners are eligible for a 15 percent matching grant made available through the contributions of United Arts’ trustee level donors – those who gave \$100,000 or more per year to United Arts – and corporate donors. Designated campaign gifts and match amounts will be distributed to cultural groups beginning July 1.

“I am grateful for every single donor who contributed to the collaborative campaign whether with a designated gift to a cultural partner or one for United Arts’ Arts for ALL Fund,” said Flora Maria Garcia, president and CEO. “We have worked hard since the Early Bird launch to get United Arts’ campaign message out into the community and to support our cultural partners as they began their individual campaign efforts. The community came back with an answer of generosity and support for arts and culture. Thank you to everyone who made this campaign season a success.”

Break down of funds raised by cultural partner (named campaign participants):

Organization	Amount
Arts for ALL Fund (United Arts of Central Florida)	\$221,508
Art & History Museums – Maitland	\$ 23,349
Assoc. to Preserve the Eatonville Community	\$ 17,056
Bach Festival Society	\$162,846
Crealdé School of Art	\$ 45,271
DAD/CityArts Factory	\$ 13,285
Enzian	\$127,616
Garden Theatre	\$ 14,058
Mad Cow Theatre	\$ 40,480
Orange County Regional History Center	\$ 31,107
Orlando Ballet	\$183,128
Orlando Museum of Art	\$108,992
Orlando Philharmonic Opera	\$131,071
Orlando Philharmonic Orchestra	\$367,847
Orlando Repertory Theatre	\$ 44,745
Orlando Science Center	\$163,207
Orlando Shakespeare Theater	\$352,807
Osceola Center for the Arts	\$ 4,827
Seminole Cultural Arts Council	\$ 5,389
Wayne Densch Performing Arts Center	\$ 5,288
Other Designations (write-ins)	\$ 16,951

About the campaign

- The goal for the 2014 collaborative Campaign for the Arts was \$1,705,840 (8.4 percent over last year’s goal). The amount actually raised totaled \$2,080,826 (\$374,986 or 22 percent over goal; \$118,359 or 6.0 percent over last year). United Arts combines the individual fundraising goals of its cultural partners to determine the overall goal.

- United Arts' cultural partners are eligible for a 15 percent matching grant made available through the generous contributions of trustee level donors, who give \$100,000 or more, and corporate donors.
- For contributions of \$50 or more, donors receive a complimentary one-year subscription to Orlando Arts Magazine. For contributions of \$100 or more, donors also receive the United ArtsCard, a buy-one-ticket-get-one-free and discount card that connects donors to cultural offerings throughout Central Florida and now featuring Broadway Across America.
- Donations to the collaborative Campaign for the Arts can be made at www.UnitedArts.cc

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 entering its 25th year of service to the Central Florida community, 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.

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