

PRESS RELEASE



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United Arts of Central Florida Receives \$50,000 grant from Bank of America Charitable Foundation for power2give.org

ORLANDO, Fla. – February 5, 2015 – United Arts of Central Florida was recently awarded a \$50,000 Community Development grant from the [Bank of America Charitable Foundation](#) to provide matching funds of 50 cents per dollar for www.power2give.org, a web based giving platform that empowers donors to support specific arts, sciences and history projects in Central Florida.

The fundraising website allows nonprofit arts, sciences and history organizations to post projects with estimated costs of up to \$10,000 for up to 90 days. Donors review the list of posted projects and contribute to project(s) of their choice. The Bank of America grants provides an added incentive that allows donors to better leverage their contributions.

“Bank of America is excited to continue our funding of United Arts’ power2give initiative as Presenting Sponsor since May of 2013,” said Steven Alch, Orlando market president, Bank of America. “This sponsorship of power2give is part of our efforts to support the economic growth of Central Florida and the vitality and livability of its neighborhoods and communities.”

“Power2give gives prospective donors a simple and accessible way to identify local philanthropic needs,” said Flora Maria Garcia, CEO at United Arts of Central Florida. “By allowing a broad range of institutions to post, power2give showcases the broadest possible cross-section of cultural needs. And, Bank of America’s matching funds allow organizations to achieve their fundraising goals faster.”

To date, power2give.org has raised \$213,000 for local arts and culture projects through 1,050 individual gifts. Power2give is open to 501c(3) cultural organizations located in Lake, Orange, Osceola or Seminole counties. Also eligible for posting are nonprofit social service groups that partner with cultural groups. Individuals visit the site and make donations directed to projects about which they are passionate. To learn more visit www.UnitedArts.cc/support/power2give.

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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 enrich communities through the arts, sciences and history.

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 26th year of service to the Central Florida community and regional host of the collaborative Campaign for the Arts, power2give.org and OrlandoAtPlay.com, United Arts has invested more than \$131 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 Michael@UnitedArts.cc for comments or inquiries.