



# P R E S S   R E L E A S E

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***UNITED ARTS OF CENTRAL FLORIDA LAUNCHES ANNUAL  
FUNDRAISING CAMPAIGN WITH \$675,576 RAISED***

**ORLANDO, Fla. – Feb. 1, 2014** – Following a six-week early bird effort, United Arts has raised \$675,576 or 40 percent of the \$1.7 million Campaign for the Arts goal.

The 2014 campaign officially begins Feb. 1 and runs through April 30.

“It’s exciting that we have generated 40 percent of our goal in this early phase of the campaign,” said Flora Maria Garcia, United Arts president and CEO. “That exceeds by 34 percent what was raised last year during this time and that led us to the best campaign finish in five years. We are thrilled that donors are stepping up to help us maintain the upward momentum we started last year.”

Dollars raised during the three-month campaign – which is supported through individual gifts, corporate donations and workplace campaigns – provide funding for cultural organizations in Orange, Osceola, Seminole and Lake counties.

“We were so pleased with the momentum of last year’s campaign and how many past, existing and new donors joined our efforts to raise as many dollars as possible for our cultural organizations,” said Scott Bowman, United Arts development committee chair. “I am excited that we have started this year’s campaign with more than \$675,000 raised and I am confident that this will lead to another strong finish in April so our arts, science and history partners can continue providing amazing experiences for our community.”

Donors may designate 100 percent of their contributions to one or more of 17 cultural organizations that partner with United Arts to raise funds during the campaign or to another cultural group of their choice. They may also give to Arts for ALL, a fund that provides grants to more than 50 local groups, including cornerstone institutions like the Orlando Museum of Art, the Orlando Philharmonic Orchestra, the Orlando Ballet and the Orlando Science Center; school-based education programs; and artists serving the community.

“United Arts is a one-stop-shop funding dozens of organizations in a wide range of areas,” Garcia said. “Our ultimate goal is to serve the community – to provide interesting, challenging, exciting experiences for the residents of Central Florida.”

### **About the campaign**

- The goal for the 2014 collaborative Campaign for the Arts is \$1,705,840 (8.4 percent over last year’s goal). 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.
- In 2014, United Arts welcomes two new official campaign cultural partners, the Garden Theatre and Mad Cow Theatre. The complete list of United Arts collaborative Campaign for the Arts cultural partners is:
  - Art and History Museums – Maitland
  - Association to Preserve the Eatonville Community
  - Bach Festival Society
  - Crealdé School of Art
  - Downtown Arts District/CityArts Factory
  - Enzian Theatre
  - 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
- Donations to the collaborative Campaign for the Arts can be made at [www.UnitedArts.cc](http://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 25<sup>th</sup> 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](http://www.UnitedArts.cc) or by calling 407-628-0333. Please email [Denise@UnitedArts.cc](mailto:Denise@UnitedArts.cc) for comments or inquiries.

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