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The Power of Partnerships

BY FLORA MARIA GARCIA

A year ago, I wrote about United Arts' kickoff of power2give.org, a web-based giving platform through which arts and cultural organizations may post projects costing \$10,000 or less for up to 90 days. Power2give is the nonprofit cultural sector's version of "crowdfunding" and it is an innovative and exciting way of raising dollars and attracting new donors—especially those interested in individualized projects and making a specific impact.

Over the last two years, our research has repeatedly shown that one of the areas most in need of growth in our cultural sector is the individual giving base. I am pleased to report that, at press time, of the more than 750 donations made through Central Florida's power2give.org site, 50 percent are from donors who are new to United Arts. The platform is clearly delivering on its early promise in terms of our greatest need.

Building on that success, I am thrilled to announce a historic partnership between United Arts of Central Florida and Heart of Florida United Way. The boards of both organizations have approved a measure that allows United Way partner agencies to post arts and cultural projects on power2give.org.

In May, United Arts will present an overview of power2give to United Way partner agencies. In early summer, United Way will host a "mixer" to introduce cultural community leaders and marketing and development staff to their counterparts in social service. Working together, we will build lasting relationships and powerful collaborations to better serve this community. The types of projects that could result from such a partnership are similar to programs already in place in Central Florida.

The Orlando Museum of Art (OMA) offers Art's the Spark, an interactive program designed for those with neurological disabilities, such as Alzheimer's disease. It stemmed from an initiative that was developed by The Museum of Modern Art (MoMA) in New York and quickly expanded to additional venues across the country. Funded by the MetLife Foundation, the program uses art to facilitate discussion and interaction

for those suffering the early and mid-term effects of this terrible disease, as well as their caregivers and family. In some participating museums, activities include a classroom component, such as an art project, but also music, ballroom dancing, poetry reading and writing, and other hands-on experiences. Such programs do more than enrich daily lives, they provide emotional outlets and help participants retain fine motor and conversational skills as well as memory function. For more information, visit omart.org/education/arts-spark-oma. To learn more about MoMA's pilot program, please visit moma.org/pdfs/docs/learnGuideforMuseums.pdf.

Other examples include MicheLee Puppets' anti-bullying campaign; Orlando Ballet's Adaptive Dance program, which encourages children with Down syndrome to express themselves through music and movement; and efforts to include sign language interpreters in our arts and cultural programming so that the hearing-impaired can fully participate.

It is this spirit of collaboration, community service and generosity that makes Central Florida a wonderful place to live. I am very excited about the possibilities—and projects—to come, and you should be too. Check our website, UnitedArts.cc, for more information.

Flora Maria Garcia
President & CEO
United Arts of Central Florida

Now featuring Heart of Florida United Way partners.



Working together for a better Central Florida Community.