

P R E S S R E L E A S E



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United Arts of Central Florida Announces New Grants Program

ORLANDO, Fla. – April 19, 2013 – United Arts of Central Florida announced today that it will offer mini-grants of up to \$2,500 per organization per year.

Past sponsorship funding will support the new Mini-Grants program, which will assist groups not specifically served by existing grant programs. This will include small multicultural and grassroots organizations that may have a difficult time competing for funds with larger, more established cultural institutions.

Eligible organizations must have presented cultural programming for at least one year and have 501(c)(3) nonprofit status or a fiscal sponsor. Examples of appropriate programming include a concert highlighting Mexican independence and celebrations for Caribbean American Heritage and Black History months.

“While United Arts remains committed to our landmark, large-budget cultural institutions, grassroots cultural groups are important to the ecosystem and vitality of Central Florida’s cultural life,” said Flora Maria Garcia, United Arts President and CEO. “United Arts wants to make it less onerous for small-budget groups to receive funding.”

Because fledgling or all-volunteer organizations often do not have skilled grant writers or the ability to plan events far in advance, the grant application will be simple and due one month before the earliest project start date.

There will be three separate Mini-Grants cycles and deadlines per year, and funding will be up to \$2,500 per organization per year. Like many grant programs, Mini-Grants will require a dollar-for-dollar match from the grantee institution.

Mini-Grants application deadlines are May 14 for a June 1 start date, Aug. 1 for a Sept. 1 start date and Feb. 14, 2014 for a March 1, 2014 start date.

Funds for the Mini-Grants program are raised through United Arts’ annual Collaborative Campaign. Donations from individuals, corporations, foundations and workplace giving campaigns during the three-month campaign provide funding for a range of nonprofit arts, sciences and history organizations in Lake, Orange, Osceola and Seminole counties.

For more information or to join the Mini-Grants email list, contact Mary@UnitedArts.cc or visit www.UnitedArts.cc, click on Programs, then Grants.

About the United Arts Collaborative Campaign

United Arts announced Tuesday that it has received pledges totaling 93 percent of its \$1.57 million goal for the 2013 Collaborative Campaign, now in its final two weeks.

“Thank you to those who have helped bring us this far,” Garcia said. “We hope every Central Floridian who has not had an opportunity to give will consider donating to this campaign in its final days because it supports our community as a whole. And a gift today might be the one that actually puts us over the top to our goal.”

During the campaign, donors may designate 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 United Arts’ *Arts for ALL* fund, which supports 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, as well as school-based education programs that are often on the budgetary chopping block.

“United Arts is a one-stop-shop to fund arts and culture in Central Florida,” Garcia said. “Our ultimate goal is to serve the community — to support our cultural partners in providing interesting, challenging, exciting experiences for our fellow Central Floridians.”

The campaign began Feb. 1 and ends April 30. The goal for the collaborative campaign is \$1,573,194. United Arts combines the individual fundraising goals of its cultural partners to determine the overall goal.

United Arts collaborative campaign cultural partners are:

- Art and History Museums – Maitland
- Association to Preserve the Eatonville Community
- Bach Festival Society
- Crealde School of Art
- Downtown Arts District/CityArts Factory
- Enzian Theater
- Orange County Regional History Center
- Orlando Ballet
- Orlando Museum of Art
- Orlando Philharmonic Orchestra
- Opera (Orlando Philharmonic)
- Orlando Repertory Theatre
- Orlando Science Center
- Orlando Shakespeare Theatre
- Osceola Center for the Arts
- Seminole Cultural Arts Council
- Wayne Densch Performing Arts Center

Donations to the collaborative campaign 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.

United Arts has invested more than \$121 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 Mary@UnitedArts.cc for comments or inquiries.

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