

# PRESS RELEASE

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***United Arts' Collaborative Campaign Surpasses Goal in Best Finish in 5 Years,  
Raises \$1.96 Million***

**ORLANDO, Fla. – May 6, 2013** – United Arts of Central Florida announced today that its annual collaborative fundraising campaign which concluded on Tuesday, April 30 has topped the \$1.57 million goal by almost \$390,000 (25 percent).

"I am inspired," said Linda Landman Gonzalez, Chair of the United Arts Board. "Truly inspired, by the way our Central Florida community has responded to United Arts and our local arts, sciences and history organizations. And I am grateful to each and every donor. We are entering a future full of promise for arts and culture in Central Florida!"

Throughout the campaign, donors were able to 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 were also able to give to United Arts' Arts for ALL Fund. The fund 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.

The overall goal for the collaborative campaign was the combined total of individual fundraising goals for United Arts' cultural partners plus a goal for the Arts for ALL Fund. Of the campaign's 19 participants, 15 have exceeded individual goals.

United Arts attributes the strong finish to a strong takeoff. An Early Bird effort mailed in late November produced more than \$500,000 in pledges. By the time the formal campaign period began on February 1, 31 percent of the overall goal had already been pledged.

"The Early Bird mailing gave everyone a terrific head start and the momentum endured," said Scott Bowman, development committee chair and vice president of client relations for Sara Brady Public Relations. "That is amazing and we're so proud of it. I am also happy to say that not only did we exceed the collective goal for the campaign, but United Arts has also exceeded our individual goal of \$150,000 for the Arts for ALL Fund. We're finishing at \$204,283 – that's an incredible 36 percent over goal. We have more work to do to finish out the year, but I'm proud to see that our hard work, alongside that of our cultural partners, has paid off."

In addition to the Early Bird effort, United Arts reached out to prospective donors by conducting a mid-campaign mailing to more than 17,000 Central Florida residents, by securing placement of a 30-second campaign video produced by Henry Maldonado, President of the Enzian Theater, in two area movie theaters, and by producing a new ad campaign that ran in targeted publications and online. United Arts also increased its efforts in workplace giving, an important focus of fundraising during collaborative campaigns like United Arts’.

“We are especially grateful to our workplace partners,” Bowman continued. “They let us shine a bright light on the arts and culture for their employees and make it easy for people to give through payroll deductions. One workplace partner, Darden Restaurants, conducted an Arts Fair on April 11. Ten of our cultural partners – including the Philharmonic, Ballet and Science Center – were there showcasing their work. More than 400 Darden employees had a chance to stop by on their lunch break and see a sampling of all that these groups are doing. It was a great day for the arts and we look forward to more events like that next year.”

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 give \$100,000 or more per year to United Arts – and corporate donors. United Arts is still finalizing the match amounts but they and the designated gifts will be distributed to cultural groups beginning July 1.

“As a newcomer to Central Florida, I am impressed that so many people from different walks of life came together to make our goal a reality,” said Flora Maria Garcia, President & CEO. “It’s humbling. We worked incredibly hard every step of the way this year, but that effort paid off because of the generosity of this community and its dedication to the arts and culture. Thank you to every single person who contributed to the collaborative campaign whether with a designated gift or one for United Arts’ Arts for ALL Fund. And thank you to the many community volunteers – and there were a great many – who stepped forward with their time and expertise to help United Arts this year. I am proud to be part of a community so devoted to cultural achievement.”

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

<b>Organization</b>	<b>Amount</b>
Arts for ALL Fund (United Arts of Central Florida)	\$204,283
Art & History Museums - Maitland	\$29,468
Assoc. to Preserve the Eatonville Community	\$14,302
Bach Festival Society	\$156,757
Crealdé School of Art	\$44,128
DAD/CityArts Factory	\$9,931
Enzian	\$56,500
Opera (Orlando Philharmonic)	\$159,627
Orange County Regional History Center	\$28,724
Orlando Ballet	\$140,437
Orlando Museum of Art	\$116,467
Orlando Philharmonic Orchestra	\$415,704
Orlando Repertory Theatre	\$47,702
Orlando Science Center	\$153,605
Orlando Shakespeare Theater	\$320,032
Osceola Center for the Arts	\$7,234
Seminole Cultural Arts Council	\$7,364

Wayne Densch Performing Arts Center	\$7,906
Mad Cow Theatre (Non-GOS Funded)	\$17,344
Other (Non-GOS Funded)	\$24,952

### **About the campaign**

- The overall goal for the collaborative campaign was \$1,573,194. The amount actually raised totaled \$1,962,467 million (\$389,273 or 24.7 percent over goal). United Arts combines the individual fundraising goals of its cultural partners with a specific goal for United Arts' Arts for ALL Fund to determine the overall collaborative campaign goal.
- Donations are made by individuals, corporations, foundations and through workplace giving campaigns.
- United Arts' cultural partners are eligible for a 15 percent matching grant made available through the contributions of trustee level donors, who give \$100,000 or more per year, 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.
- Donations 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 enhance 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](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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