

PRESS RELEASE

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***United Arts of Central Florida Revolutionizes Fundraising with Launch of power2give.org;
Bank of America Is Website's Presenting Sponsor***

ORLANDO, Fla. – May 13, 2013 – United Arts of Central Florida announced today that it will launch a new giving platform that empowers donors to support specific arts, sciences and history projects.

The new site will go live Wednesday, May 15. Nonprofit arts, sciences and history organizations may then post projects with estimated costs of up to \$10,000 for up to 90 days. Donors review the list and give to the project(s) of their choice. Because of the time limit and number of institutions allowed to post, a range of arts, science and history disciplines will be represented giving potential donors an array of cultural organizations to support.

"The effectiveness of the site," said Flora Maria Garcia, President & CEO of United Arts, "from a fundraising perspective is that the connection between donor and project is immediate and personal. That's what today's donors are looking for, and because the site changes so frequently, donors become engaged and return again and again."

As Presenting Sponsor, Bank of America is providing the principal funding for the site's launch.

"We are so proud to have earned Bank of America's leadership support for power2give," said Linda Landman Gonzalez, chairwoman of the United Arts board. "I think that says a great deal about the potential of the site. Our local business leaders understand that this tool empowers both donor and nonprofit."

"Bank of America is excited to be the Presenting Sponsor of United Arts' power2give initiative," said John P. Moskos, Orlando and Central Florida President, Bank of America. "Our support of power2give is an extension of our commitment to help the arts flourish in Central Florida."

Additional support for the launch is being provided by OUC-The Reliable One, a municipal electric and water utility that has served the Orlando community since 1923; and the Walt Disney World Resort, a United Arts Trustee supporting the power2give initiative with online and social media marketing efforts; among others.

To be eligible to post, organizations must be registered charities in Florida and located in Lake, Orange, Osceola or Seminole county. They must also have received funding from United Arts within the last five years. As the regional host of Central Florida's power2give site, United Arts will review all postings before they go live to ensure they meet eligibility requirements.

Power2give.org was conceived and designed by the Arts & Science Council of Charlotte, N.C. The original site launched there in August, 2011. Since then it has been licensed to more than 14 communities across the country. Its combined results are impressive: \$2.4 million to fund nearly 1,200 projects. Most importantly, 46 percent of the gifts received for posted projects were from new donors.

“No other source of new donors is delivering that kind of success,” Garcia said. “It’s quite amazing and why power2give can literally transform the giving landscape in Central Florida.”

Garcia says she learned about power2give while working in Atlanta in a previous position. “I wanted to bring it here,” she said, “because the ultimate goal of United Arts of Central Florida is to serve this community, to support our cultural partners and other nonprofits in providing interesting, challenging, exciting experiences for our fellow Central Floridians.”

About power2give.org

Power2give.org was developed by the Arts & Science Council of Charlotte, N.C., to meet the needs of a new generation of donors and philanthropists for immediate, high-tech engagement with dynamic content and experiences.

The power2give.org platform provides a simple and accessible way for potential donors to identify specific philanthropic projects in need of support. The platform’s development team built retention and growth tools into the site, allowing it to accommodate returning donors as well.

The Charlotte team launched the original site in August 2011. By early April of this year, power2give had raised \$2.4 million, including matching funds, generated almost 11,000 gifts, and funded almost 1,200 projects in 14 communities including Atlanta, Charlotte, Houston and Miami. Twenty other locations are in various stages of discussion and implementation.

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. Email Denise@UnitedArts.cc for comments or inquiries. For more information about Central Florida’s power2give site, visit www.UnitedArts.cc/Campaigns/power2give. Note that www.power2give.org/CentralFlorida goes live on Wednesday, May 15, 2013.

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