

# PRESS RELEASE

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***United Arts of Central Florida Launches power2give.org;  
Bank of America Is Website's Presenting Sponsor***

**ORLANDO, Fla. – May 16, 2013** – United Arts of Central Florida launched a new giving platform yesterday that empowers donors to support specific arts, sciences and history projects.

Representatives of Central Florida's arts and cultural community joined United Arts board members and staff in celebrating the launch at an early morning breakfast held at Mad Cow Theatre, downtown Orlando's professional theatre company.

"This is a great day for United Arts," said United Arts board chairwoman Linda Landman Gonzalez. "It's a new time. There are new ways to raise money. Through power2give.org, our arts, sciences and history organizations may post projects in need of funding of up to \$10,000 for 90 days. Because of its potential to engage new donors, we believe the site will transform the giving landscape in our four-county region."

As presenting sponsor, Bank of America is providing the principal funding for the site's launch. John P. Moskos, Orlando and Central Florida president for Bank of America, and Jodie A. Hardman, senior vice president/market manager, corporate social responsibility, attended the breakfast celebration.

"Bank of America is excited to be the presenting sponsor of United Arts' power2give initiative," Moskos said. "It is very innovative, and I think it will be very successful."

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

Additional support for the launch is provided by Orlando Utilities Commission, a municipal electric and water utility that has served the Orlando community since 1923, and Walt Disney World Resort, a United Arts Trustee supporting power2give with online and social media marketing efforts.

During the celebration, Scott Bowman, vice president of client relations for Sara Brady Public Relations and chairman of United Arts' development committee, gave a brief tour of the site, sharing how to access a specific project description and the donor benefits for supporting it, as well as tools for personal navigation and resources for questions.

“The site’s very easy to navigate,” Bowman said. “But then it should be. Developed by the Arts & Science Council of Charlotte, North Carolina, the site was vetted by several major financial institutions and assessed for user-friendliness. That’s paid off.”

Twenty-seven projects with a total value of \$122,207 were posted to the launch pages. They include “Give Teddy (a lizard) a New Home” from the Orlando Science Center, “Home Is Where the HeART Is” from the Orlando Museum of Art, “Field Trips for Underserved School Kids” from the Orlando Repertory Theatre and “Pictures Are Worth a Thousand Words” from the Orlando Shakespeare Theatre.

United Arts may also post projects. “Cancer... It Stinks. Art Can Help” will fund an expansion of United Arts’ Artist in Residence program at the M.D. Anderson Cancer Center. It provides art therapy for cancer patients undergoing chemotherapy and is described as life-affirming. The current program is funded by Orlando Health and Baker Barrios Architects.

To be eligible to post a project, 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.

“Our goal is to support the best possible arts and cultural programming in Central Florida,” said Flora Maria Garcia, United Arts’ president and CEO. “The launch of power2give is the first step in a brand new direction to accomplish that goal ... for the good of our entire community.”

### **Photo Attached**

Photo of John P. Moskos, Bank of America; Linda Landman Gonzalez, United Arts of Central Florida; Jodie A. Hardman, Bank of America taken during the power2give launch event is attached. Please credit Brian Carlson Photo.

### **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 matching gift opportunities, as well as growth tools, into the site, allowing it to leverage both new and returning donors.

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.

Central Florida’s power2give site went live May 15. The presenting sponsor of the site is Bank of America. Active projects are listed at [power2give.org/centralflorida](http://power2give.org/centralflorida).

## **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](http://www.UnitedArts.cc) or by calling 407-628-0333. Email [Denise@UnitedArts.cc](mailto:Denise@UnitedArts.cc) for comments or inquiries.

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