

PRESS RELEASE

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Power2give.org Meets Goal for Four Arts Projects Just Three Weeks after Launch by United Arts of Central Florida

Orlando, Fla. – June 7, 2013 – United Arts of Central Florida’s new giving platform has quickly proved successful, fully funding four projects for three arts organizations in just three weeks. Launched on May 15, power2give.org/centralflorida empowers donors to support specific arts, sciences and history projects.

“Now THAT is power,” said Jodie A. Hardman, senior vice president, marketing manager, corporate social responsibility when she heard the news. As presenting sponsor of power2give.org/centralflorida, Bank of America provided the principal funding for the site’s launch and is currently the prime donor of matching funds on the site providing 50 cents for each donated dollar.

The funded projects include the Orlando Shakespeare Theater’s “Pictures are worth a 1000 words, Cameras cost \$1000” where donors were able to provide the theater with a new digital camera; Mad Cow Theatre’s “Let Us Paint You a Picture...” in which tools for painting are needed at a cost of \$1,968 as well as their “Strike Up The Band” project in which all benefits go to the making of music for an upcoming show with a request of \$10,000.

The fourth project to successfully meet goal was the Orlando Repertory Theatre’s “Field Trips for Underserved School Kids!” This \$3,750 fundraising effort will give ten classrooms worth of students in underserved communities – 330 schoolchildren – free or discounted tickets to the theatre and provide a full or partial bus subsidy.

“The REP is pleased and honored,” said Gene Columbus, Executive Director of the Orlando Repertory Theatre, “that the community so strongly supported our goal of providing underserved children the opportunity to have an experience in the theatre. Power2Give made it easy for the donors, in the short amount of time, to make their donation on-line knowing there will be long-term effects on the hundreds of children getting the chance to experience live theatre.”

Twenty-seven projects with a total value of \$122,207 were posted to the launch pages. They include “Every Child Deserves to Dance!” from the Orlando Ballet, “Notes in Your Neighborhood” from the

Orlando Philharmonic Orchestra, “Home Is Where the HeART Is” from the Orlando Museum of Art and “Cancer.... It Stinks. Art Can Help” from United Arts of Central Florida.

Additional support for power2give.org/centralflorida 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.

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. To learn more watch a video about power2give here <http://youtu.be/s3dGgGxzi1Y>

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.

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