

PRESS RELEASE

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United Arts of Central Florida's Power2give.org Funds Fifth Project Just 23 Days After Launch

ORLANDO, Fla. – June 12, 2013 – In a little more than three weeks of operation, United Arts of Central Florida's new giving platform, power2give.org/centralflorida, has fully funded its fifth arts and cultural project.

Posted to the site by Winter Park's Albin Polasek Museum and Sculpture Garden, the project provides a detailed and multi-step restoration of the "Emily Fountain." One of sculptor Albin Polasek's most treasured works, "Emily" has greeted museum guests since 1961.

"Our first power2give project, Extreme Makeover: The Emily Fountain Edition, was a huge success," said Michelle Martino, development director at the Polasek Museum. "We found new ways to engage our existing donors, as well as cultivate new ones who are passionate about the work we do. The interactive and simple platform that power2give provides really engaged donors in our project and made them a direct part of its success."

Open for postings from all organizations that have received a grant from United Arts in the last five years, power2give.org offers local arts, sciences and history institutions additional opportunities to work collaboratively and seek needed funding.

"As a small, local organization with limited reach, we are extremely excited to participate in United Arts of Central Florida's rollout of power2give," said Debbie Komanski, the museum's executive director. "With many sculpture conservation projects on the horizon, we see power2give as a channel through which we can turn these priorities into a reality. By informing a larger base and touching new donors, we can get more people in our community truly engaged."

Since its launch May 15, United Arts-hosted power2give.org has raised \$31,878 for specific projects. These dollars include matching funds from Bank of America, the site's presenting sponsor. In addition to the Polasek initiative, fully funded power2give.org projects include the Orlando Shakespeare Theater's "Pictures are worth a 1000 words, Cameras cost \$1000," Mad Cow Theatre's "Strike Up the Band" and the Orlando Repertory Theatre's "Field Trips for Underserved School Kids!"

A total of 27 projects valued at \$122,207 were posted to the launch pages. They included "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 and 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, generated almost 11,000 gifts and funded nearly 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 is Bank of America. Active projects still in need of funding are listed at www.power2give.org/centralflorida. To learn more watch a video about power2give at <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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