

# PRESS RELEASE

FOR RELEASE MONDAY, JUNE 24, 2013



**Contact:**

**Denise C. Bealin**

**Director of Communications and Development**

**407-628-0333 x222**

[Denise@UnitedArts.cc](mailto:Denise@UnitedArts.cc)

## **United Arts' Private Sector Fundraising Tops Goal by 9.8 Percent**

*Allocations to Arts and Cultural Groups Expected to Increase by 12.2 Percent*

**ORLANDO, Fla. — June 24, 2013** — United Arts of Central Florida announced today that it will close the year with total private sector revenues (includes most corporations, foundations, workplace and individual gifts) of more than \$2.7 million — 9.8 percent above its fundraising goal.

The nonprofit arts group also reported total fundraising revenues (includes private sector total above plus contracts for services and government) of more than \$5.4 million, surpassing projections by, 14.8 percent.

“This strong performance will mean an increase in total allocations to arts and cultural organizations in Lake, Orange, Osceola and Seminole counties of almost 12.2 percent,” said United Arts Board Chairwoman Linda Landman Gonzalez.

Highlights of the year include a strong finish for Campaign for the Arts, United Arts' annual collaborative fundraising campaign, which raised nearly \$2 million in designated funding for area cultural groups, and the May 15 launch of [power2give.org/centralflorida](http://power2give.org/centralflorida), a Web-based giving platform funding specific arts and cultural projects.

Through [power2give.org](http://power2give.org), local arts, sciences and history organizations may post projects in need of up to \$10,000 in funding for 90 days. Donors may give to the projects of their choice.

“We are so pleased with these amazing results, and I am so proud of the tireless efforts of the United Arts staff and board, as well as its cultural partners,” said Scott Bowman, chair of the United Arts development committee. “By working in collaboration, sixteen of our cultural partners surpassed their fundraising goals, and the remaining four organizations were at 85 percent or more of their goals.”

Through the annual collaborative fundraising campaign, more than 700 new donors and nearly 500 lapsed donors joined thousands more in the Central Florida community to invest in local arts, sciences and history organizations. Donations were made to the Arts for ALL Fund or by designating gifts to specific cultural partners, which are eligible for a 15 percent match on designated donations.

“The strong finish in the Campaign for the Arts was absolutely due to a strong start,” Bowman said.

“United Arts sent an early-bird solicitation to donors, and it generated more than \$500,000 alone — 25

percent of the total campaign. Most of our cultural partners were able to beat their individual goals because we started the official campaign so far ahead.”

Landman Gonzalez also noted the importance of power2give, “not just for United Arts, but for our community.”

“It’s a new time; there are new ways to raise money,” she said. “Because of its potential to engage new donors, we believe the site will transform the giving landscape in our four-county region. To date, 54.7 percent of donations to the site are from new donors. That’s something to celebrate.”

This June completes the first year tenure of new leadership at United Arts including that of Board Chair, Linda Landman Gonzalez; Vice Chair, Bob McAdam; Development Chair, Scott Bowman; Treasurer, Jean Nowry; President & CEO, Flora Maria Garcia; and Communications and Development Director, Denise C. Bealin.

“When I joined United Arts last year,” said Garcia, “I felt we had a board and staff focused and ready to hit the ground running for a successful year. And we did! It has been a lot of hard work but we have had a very successful outcome from an engaged group of people. I am grateful for the support we have received from across the community and proud of all that we have accomplished. Our goal remains to streamline programs, increase funds to the cultural community and better serve the people of Central Florida. On to another great year!”

### **About the collaborative campaign**

- The 2013 collaborative campaign raised nearly \$2 million — 26.7 percent more than the \$1.57 million goal. United Arts combines the individual fundraising goals of its cultural partners with a specific goal for the Arts for ALL Fund to determine the overall campaign goal.
- Donations are made directly by individuals, corporations and foundations and through workplace giving.
- United Arts’ cultural partners are eligible for a 15 percent match made available through the contributions of trustee level donors, who give \$100,000 or more per year, and corporate donors.

### **About Allocations**

United Arts awards funds to arts, science and history organizations in Lake, Orange, Osceola and Seminole counties through four main streams of funding:

- Designated giving through Campaign for the Arts, the organization’s annual collaborative campaign. Payouts of funds raised through the campaign to United Arts’ cultural partners begin in July.
- A collaborative campaign match of 15 percent, made possible by Trustee and corporate donors. The match is provided for donations made through the collaborative campaign. The total match for 2013 is \$257,295, 18.6 percent more than the previous year. Payout of these funds to United Arts’ cultural partners begins in July.

- Grants. United Arts awards a range of operating and project support grants, as well as Artist in Communities and mini-grants, through a competitive grant process. Awards range from a \$699 Artist Development Grant to Dawn Rosendahl to \$209,326 in general operating support awarded to the Orlando Museum of Art. For more information about United Arts' grants programs please visit [www.UnitedArts.cc/programs](http://www.UnitedArts.cc/programs).
- Designated giving through [power2give.org/centralflorida](http://power2give.org/centralflorida). See About Power2give.org below or visit [www.UnitedArts.cc/campaign](http://www.UnitedArts.cc/campaign).

### **About power2give.org**

The Arts & Science Council of Charlotte, N.C., developed [power2give.org](http://power2give.org), a giving platform that provides a simple and accessible way for potential donors to identify specific philanthropic projects to support. The platform's development team built both 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](http://power2give.org) 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](http://power2give.org) site launched May 15 and by June 24 had received 232 donations. Of those, 127, or 54.7 percent, were from donors new to United Arts. The site's presenting sponsor is Bank of America, with additional support provided by Orlando Utilities Commission (OUC), Darden Restaurants and Walt Disney Parks & Resorts. 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 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.

###