

PRESS RELEASE

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United Arts-hosted Power2give.org Raises Nearly \$90,000 in 90 Days

ORLANDO, Fla. – Aug. 29, 2013 – United Arts of Central Florida announced today that power2give.org/CentralFlorida has completed its first round of 90-day postings and raised nearly \$90,000 for area cultural institutions, including matching funds of 50 cents per dollar provided by Bank of America, the site's presenting sponsor, and Orlando Utilities Commission (OUC).

The new giving platform went live May 15. Nonprofit arts, sciences and history organizations may post projects with estimated costs of up to \$10,000 for up to 90 days. Because of the time limit and number of institutions allowed to post, a range of arts, science and history disciplines are represented, giving potential donors an array of cultural organizations to support.

Last summer, United Arts launched power2give as a tool to address the challenge of securing new donors. As of Aug. 15, the site had received more than 9,000 hits and 400 donations, 50 percent of which were from donors new to United Arts. Twelve projects achieved full funding, and for several emerging or grass roots organizations, the amount raised through power2give exceeded their most recent United Arts grant.

"This is a next-generation, self-help, fundraising tool, and it is helping all of us — United Arts and our cultural community — embrace and learn new marketing and fundraising techniques that are a must for the future," said Scott Bowman, chairman of United Arts' development committee. "We're getting there, and along the way, additional project-focused funding is getting to our cultural community."

To be eligible to post a project during the launch phase, organizations must have received funding from United Arts within the last five years. Groups that don't meet that requirement have also inquired about participation.

"From week one, United Arts staff members have fielded calls from beyond our core group of grantees and beyond our four-county region," Bowman said. "So many organizations recognize the potential of this site. Our executive committee and board are reviewing the current criteria with the view of expanding in a thoughtful and controlled way that remains consistent with our mission and core values."

United Arts President and CEO Flora Maria Garcia said the potential connection between donor and project is key to the site's fundraising success. "It's immediate and personal," she said. "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 provided the principal funding for the site's launch. Additional support is provided by OUC, a municipal electric and water utility that has served the Orlando community since 1923 and Walt Disney World Resort, a United Arts Trustee providing power2give with online and social media marketing assistance.

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 who wanted 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 to support. The platform's development team built retention and growth tools into the site, allowing it to accommodate returning donors.

The Charlotte team launched the original site in August 2011. By early April of this year, power2give sites in 14 communities — including Atlanta, Charlotte, Houston and Miami — had raised \$2.4 million, generated almost 11,000 gifts and funded nearly 1,200 projects. Twenty additional 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 \$126 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. For more information about Central Florida's power2give site, visit www.UnitedArts.cc/Campaigns/power2give.

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