

PRESS RELEASE



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ARTS ORGANIZATION STARTS FUNDRAISING CAMPAIGN WITH HALF A MILLION DOLLARS RAISED

ORLANDO, Fla. — Feb. 1, 2013 — United Arts of Central Florida announced today that it has raised half a million dollars toward this year's \$1.57 million campaign fundraising goal.

The 2013 collaborative campaign officially begins February 1 and runs through April 30.

"It's exciting to me that we have generated in excess of 31 percent of our goal in this early phase of the campaign," said Flora Maria Garcia, United Arts president and CEO. "That exceeds by 26 percent what was raised last year during this time. We're doing really well."

Dollars raised during the three-month campaign — which is supported through individual gifts, corporate donations and workplace campaigns — provide funding for cultural organizations in Orange, Osceola, Seminole and Lake counties.

"We are so encouraged with the incredible results of our early campaign effort, and we know that the momentum will continue through the official collaborative campaign," said Scott Bowman, development committee chair and vice president of client relations for Sara Brady Public Relations. "We hope to see more businesses conducting workplace giving campaigns so they can engage their employees in support of our cultural community."

Donors may designate 100 percent of their contributions to one or more of 17 cultural organizations that partner with United Arts to raise funds during the campaign or to another cultural group of their choice. They may also give to Arts for ALL, a fund that provides grants to more than 50 local groups, including cornerstone institutions like the Orlando Museum of Art, the Orlando Philharmonic Orchestra, the Orlando Ballet and the Orlando Science Center; school-based education programs; and hundreds of artists and arts administrators.

Of every dollar given, 90 cents supports providers and programming for the arts, science and history.

"United Arts is a one-stop-shop funding dozens of organizations in a wide range of areas," Garcia said. "Our ultimate goal is to serve the community — to provide interesting, challenging, exciting experiences for the residents of Central Florida."

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Making arts accessible for all ages

Those residents include children and youth from pre-kindergarten to 12th grade.

United Arts cultural partners annually provide more than 600,000 learning experiences for kids through classroom programs and field trips revolving around a variety of cultural programs, including music, science, dance, history, theater, literacy and others.

Many of the programs meet state education standards and are part of the core curriculum. All second-graders have the opportunity to attend performances of Orlando Ballet; third- to fifth-graders may visit the Orlando Philharmonic Orchestra.

“The reason agencies like United Arts exist is they provide funding opportunities to cultural organizations to make the arts accessible to folks who would not normally be able to go,” Garcia said. “The relationship that United Arts has with the departments of education make it possible to get kids into cultural venues and experience the arts firsthand.”

Generating revenue and jobs

The arts also impact the community on a broader scale, with studies pointing to significant economic benefits.

In Central Florida alone, nearly 9,000 jobs were supported by the arts and culture industry, according to a 2010 economic study by Americans for the Arts.

Arts and cultural organizations helped generate nearly \$36 million in revenue for state and local governments and \$264 million in direct economic activity.

“The arts foster economic development, education and tourism,” Garcia said. “They also attract and retain high-level businesses, so support for the arts is a terrific investment in the betterment of our community.”

About the campaign

- The goal for the collaborative campaign is \$1,573,194. United Arts combines the individual fundraising goals of its cultural partners to determine the overall goal.
- United Arts cultural partners are eligible for a 15 percent matching grant made available through the contributions of trustee level donors, who give \$100,000 or more, and corporate donors.

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- For contributions of \$50 or more, donors receive a complimentary one-year subscription to Orlando Arts Magazine. For contributions of \$100 or more, donors also receive the United ArtsCard, a buy-one-ticket-get-one-free and discount card that connects donors to cultural offerings throughout Central Florida.

- United Arts collaborative campaign cultural partners are:
 - Art and History Museums – Maitland
 - Association to Preserve the Eatonville Community
 - Bach Festival Society
 - Crealdé School of Art
 - Downtown Arts District/CityArts Factory
 - Enzian Theater
 - Orange County Regional History Center
 - Orlando Ballet
 - Orlando Museum of Art
 - Orlando Philharmonic Orchestra
 - Opera (Orlando Philharmonic)
 - Orlando Repertory Theatre
 - Orlando Science Center
 - Orlando Shakespeare Theater
 - Osceola Center for the Arts
 - Seminole Cultural Arts Council
 - Wayne Densch Performing Arts Center

- Donations to the collaborative campaign can be made at www.UnitedArts.cc.

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 the \$121 million in local organizations and education since its founding in 1989.

More information is available at <http://www.unitedarts.cc/> or by calling 407-628-0333. Please email Donna@unitedarts.cc for comments or inquiries.

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