

# P R E S S   R E L E A S E



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## ***ARTS ORGANIZATION PASSES HALF-WAY MARK TOWARD \$1.57 MILLION GOAL***

**ORLANDO, Fla. – March 5, 2013** – United Arts of Central Florida announced today that it has received pledges totaling more than 50 percent of its \$1.57 million collaborative fundraising campaign goal.

The 2013 collaborative campaign runs from February 1 through April 30. This year’s campaign featured a strong early bird effort that began in late November and secured \$505,000 in pledges, or 31 percent of the total goal.

“Thanks to the generosity of so many, we’re more than three weeks ahead of schedule,” said Scott Bowman, chair of the development committee. “We’re tracking 26% ahead of last year. But I’m mindful that times are challenging and there’s still a lot of work to do to raise the next \$800,000. We need everyone’s help.”

Donations from individuals, corporations, foundations and workplace giving campaigns during the three-month campaign provide funding for a range of nonprofit arts, sciences and history organizations in Lake, Orange, Osceola and Seminole counties.

“Our cultural partners began their mailings on February 1, and that has helped many of them reach the half-way point toward their individual goals,” Bowman said. “We are so grateful to all of these donors who are supporting the arts in our community.”

During the campaign, donors may designate 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 United Arts’ *Arts for ALL fund*, which supports 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. The fund also provides resources to school-based education programs that are often on the budgetary chopping block.

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“United Arts is a one-stop-shop to fund arts and culture in Central Florida,” United Arts President and CEO Flora Maria Garcia said. “Our ultimate goal is to serve the community — to support our cultural partners in providing interesting, challenging, exciting experiences for our fellow Central Floridians.”

### 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.
- 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
  - Crealde 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](http://www.UnitedArts.cc).

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### **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](http://www.UnitedArts.cc) or by calling 407-628-0333. Please email [Denise@UnitedArts.cc](mailto:Denise@UnitedArts.cc) for comments or inquiries.

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