



A Vital Organization

BY FLORA MARIA GARCIA

This last year has been stellar. United Arts of Central Florida (UA) raised \$548,000 more than the previous year. The collaborative Campaign for the Arts* alone generated a record high of \$2,080,826, which is 22 percent over goal and our best finish in six years. UA's own listing in the campaign, the Arts for ALL Fund, raised in excess of \$220,000. These funds were raised without cannibalizing designated gifts to our cultural partners.

I am very pleased that at our annual meeting, generously hosted by the Charles Hosmer Morse Museum of American Art, our board approved a FY15 budget with a 12 percent increase (\$204,638) in funds out to our cultural groups. This will be achieved by increasing match dollars earned through the campaign, as well as grants and contracts for services.

In total, UA allocates dollars to cultural groups and artists via *eight* different programs:

- *Campaign for the Arts*, during which UA works with our cultural partners to raise funds and for which, through the generosity of trustees and corporate donors, UA provides a 15 percent match on designated donations.
- Operating Support Grants, which are awarded through a fair but competitive process that assesses organizations' financial stability, management and artistic quality.
- Our partnership with Orange County Public Schools, the School District of Osceola County, Lake County Schools, and Seminole County Government and Libraries for arts education services providing more than 100,000 free cultural experiences each year.
- Our contract with the Greater Orlando Aviation Authority to showcase the best of our cultural community at Orlando International Airport.
- Power2give.org/centralflorida, our own crowd-funding site, which, combined with matching

funds generously provided by presenting sponsor Bank of America and others, has generated more than \$155,000 in year one.

- Mini Grants for incubation of ideas and creativity to benefit our entire community.
- Arts Engagement Grants, which are focused on out-of-school cultural experiences for all ages.
- Artist in Communities Grants encouraging artistic partnerships to serve local neighborhoods.

In June, we were thrilled to announce that with a generous leadership gift of \$300,000, JPMorgan Chase & Co. has funded a two-year initiative to establish a creative industry vocational program at Evans High School that will prepare at-risk kids for real-world, back-of-house and entertainment jobs in Central Florida.

Also recently launched is our new and improved event website, OrlandoAtPlay.com. By fall, the site will include an arts education module with curriculum guides.

This broad range of resources and services provided by UA, coupled with our ability to coordinate and consolidate efforts within our region, is why UA is vital to this community. A single arts organization—no matter how strong, innovative and successful—would not be able to harness this level of consolidation. I'm so pleased that our donors view our many efforts in service to the cultural community—and through it our region's residents and visitors—as an efficient and accountable use of resources too.

Flora Maria Garcia
President & CEO
United Arts of Central Florida

* The *Campaign for the Arts* is the collaborative portion of United Arts' overall annual fundraising effort. Each year, UA invests more than \$4.5 million in arts and culture through grants, designations and contracts.