

Dear Cultural Supporter:

It's that time of year again, when United Arts of Central Florida prepares to launch its annual collaborative *Campaign for the Arts*, running from Feb. 1 to April 30. This year's goal is ambitious, \$2,039,199! As our cultural groups continue to mature, we are pleased to welcome the Orlando Fringe, which, as part of its dynamic growth, has reached the budgetary requirements to participate in the Campaign.

The "Early Bird" phase of the Campaign, which kicked off Dec. 1, 2016, generates about one-third of the Campaign's goal. For the past two years, we've encouraged the participating cultural groups to use the Early Bird as a year-end appeal — and now, since we make Campaign payouts monthly, groups have much quicker access to the dollars they raise.

As many of you know, United Arts is constantly expanding its approaches to raising funds. On Saturday, Feb. 4, from 11 a.m. to 5 p.m., United Arts will be hosting — as part of the 2017 *Campaign for the Arts* kickoff — its new event **Arts for ALL Day** in Loch Haven Cultural Park (see more about the event on the next page). The day-long celebration of the arts, held in the six cultural venues at Loch Haven Park, will showcase 45-minute vignettes of the work of more than 60 cultural groups supported by United Arts. Not only is the day aimed at expanding access to the arts for new communities, but it also will be a day of fundraising. Participating groups will be using a new text-to-give mobile-friendly program called **MobileCause**, made available by United Arts



Flora Maria Garcia

to its funded groups. The program allows for real-time fundraising and marketing via text messaging.

The collaborative Campaign is terribly important to our cultural groups because it generates funds for operations — the expenditures that keep the doors open and pay their artists and administrators. This is *the most* difficult type of funding to raise. We work together intensely for three months to call attention to the importance of arts and culture in our community. And, with your help — we raise the bar each year to collectively support the remarkable cultural sector that enhances the quality of life in our community and puts our region on the map as a

center for creativity.

If you wish to support the more than 60 groups funded by United Arts, then please contribute to the *Arts for ALL* Fund online at UnitedArts.cc. These contributions go directly into United Arts' competitive grant pool and support so many worthy organizations!

As always, I am deeply grateful for your continued and generous support to keep our cultural sector vital and able to serve and inspire our community with the highest quality artistic product. Thank you!

Sincerely,

A handwritten signature in blue ink that reads "Flora Maria Garcia". The signature is fluid and cursive.

Flora Maria Garcia
President & CEO
United Arts of Central Florida

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