

Dear Cultural Supporter:

As you read this, United Arts is midway through the collaborative fundraising campaign for arts and culture. This year, our goal is more ambitious than last year at \$2,039,199 — every year we try to push ourselves to raise a bit more, so we can continue to expand the important work done by our groups. So, please, if you've not yet made your contribution, make it now: You can easily contribute online by going to www.UnitedArts.cc and clicking on the "Donate Now" button — it is super easy. Remember, United Arts matches all designated gifts to collaborative Campaign partners by an additional 15 percent, making your contributions through UA go farther!



Flora Maria Garcia

In February of this year, for the very first time, we hosted a free or reduced-rate, daylong event entitled *Arts for ALL Day* to kick off the collaborative *Campaign for the Arts* and to invite communities that don't generally have access to the arts to enjoy a family friendly day of cultural experiences. The "open house concept" included exhibits and mini performances by more than 60 groups showcased within the six cultural venues in Loch Haven Cultural Park: Orlando Shakespeare Theater, Orlando Museum of Art, Orlando Repertory Theatre Orlando Science Center, Orlando Ballet, and Mennello Museum of American Art. Groups also shared their collateral materials and chatted with attendees in a "business expo" format. The day included a children's section, "pop up" arts experiences, outdoor landscape painters and food trucks.

In keeping with the kickoff of the collaborative campaign, groups raised money throughout the day using Mobile Cause, a new mobile fundraising

program that allows potential donors to contribute in "real time" via texting. United Arts will make this program available to groups year-round.

As an additional feature, United Arts commissioned SNAP! Orlando to organize an exhibit of the work of video game artists, which entailed virtual and augmented reality experiences showcased at the Orlando Museum of Art. SNAP! will host an expanded version of the exhibit at their downtown galleries, which will open on April 28 and run for two months. United Arts will host a Campaign Closing VIP party for major campaign donors and *Arts for ALL Day* Sponsors as part of the

downtown exhibit opening.

None of these efforts toward making the arts accessible would be possible without the support of our government, corporate and foundation partners — and especially individual donors like you. Please help us continue to invest in our cultural institutions and our community by making your contribution now at www.UnitedArts.cc.

Many, many thanks to you, our wonderful donors, who make Central Florida such a culturally rich place to live.

Sincerely,

Flora Maria Garcia
President & CEO
United Arts of Central Florida

*This year, our goal is more ambitious than last year at \$2,039,199
— every year we try to push ourselves
to raise a bit more, so we can continue to expand the
important work done by our groups.*
