

# Donors Make the Difference

Donors help make arts and cultural programming possible.

Arts and cultural programming in Central Florida stimulates our communities with energy, excitement and creativity while driving economic activity in the region to the tune of more than \$399 million per year (see article “The Region’s Cultural Sector Gives Back” on pg. 10 for more details). Dynamic arts programs targeting seniors, youth and diverse communities ensure access and exposure to populations that are typically underserved and off the radar. In short, the arts enrich the lives of Florida residents and visitors alike.

However, ticket prices do not fully cover the hard cost of producing theater, curating an exhibition or paying musicians; in fact, at best earned revenue covers between 50-55 percent of a nonprofit’s total revenue. Cultural groups must also rely on donors throughout the year to make up the earned revenue gap. In a very real sense, donors make an important difference by making up the difference.

United Arts of Central Florida encourages everyone to invest in cultural groups during this season of giving. Starting on Nov. 22, it is easy to support arts and culture even in this hectic time of year. **By going to the United Arts website, [www.UnitedArts.cc](http://www.UnitedArts.cc), and clicking “Give Now,”** you can donate to the United Arts grants pool (the *Arts for ALL* Fund) or any of United Arts’ partner cultural organizations (which United Arts matches by an additional 15 percent during the Campaign). One donation — multiple points of impact.

The cultural groups appreciate every dollar spent in support of the community’s artistic and creative efforts. Donors looking to make additional contributions to the cultural community can do so by:

- **Volunteering Time:** Share the impact the arts and culture have had on you while learning about all the programs United Arts provides as a volunteer at community outreach events. Contact Alexis Sammons, [alexis@unitedarts.cc](mailto:alexis@unitedarts.cc), for more information.
- **Joining a Board:** Board members support the arts by overseeing the activities of an organization and contributing financially, either personally or through fundraising efforts. Diverse representation is particularly important for a culturally rich region. Contact your favorite local arts organization and inquire about board membership; or if you don’t



COURTESY CREALDÉ SCHOOL OF ART

Crealdé School of Art’s *Fun With Film* is just one of many programs available to our community.

- know which group you might want to serve, call United Arts and we can provide you information about potential groups that need board members.
- **Attending a Cultural Performance:** Sign up at [www.OrlandoAtPlay.com](http://www.OrlandoAtPlay.com) (it’s free) to receive weekly emails about events coming up every weekend or just browse United Arts’ Calendar of Events. The site also facilitates ticket purchases, identifies restaurants around the venue you will be attending and shows you where to park.
- **Getting the Word Out:** Share the impact of United Arts and other local cultural organizations through your Facebook, Twitter and Instagram accounts, and encourage others to stay informed about what’s going on in Central Florida’s arts and cultural community. **OAM**