



BRIAN CARLSON

Exceeding Expectations

BY FLORA MARIA GARCIA

I am pleased to report that the 2015 United Arts of Central Florida annual Collaborative Campaign for the Arts raised \$1,834,649* for local arts, sciences and history organizations! United Arts continues its streak of exceeding its fundraising goal for this annual campaign.

It is so wonderful to see how much this community supports and believes in keeping the arts, sciences and history thriving in Central Florida. The beauty of the campaign is that it not only raises funds for our amazing cultural organizations, but reminds us of the great cultural offerings in our own backyard and how much we have to be thankful for.

With a strong early-bird effort in November 2014 generating \$546,000 in contributions and pledges, we met 30 percent of the campaign goal. Moving into the full campaign, which spanned from February 1 to April 30, 2015, donors were able to designate their contributions to one or more of 19 campaign cultural partners across Lake, Orange, Osceola and Seminole counties.

Gifts designated to campaign participants are eligible for a 15 percent match, made available through the contributions of United Arts' trustee-level donors. As an additional incentive, donors contributing \$50 or more 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 and now features Broadway Across America.

United Arts has surpassed its individual goal for the *Arts for ALL Campaign*, raising \$251,219*.

This is an increase of \$28,048 over last year's total and 12 percent over this year's goal. Gifts to the United Arts' *Arts for ALL Fund* support more than 50 local groups who apply for Operating Support Grants through United Arts' competitive review process. Not only does United Arts support cultural programs, but also educational programs that are often on the budgetary chopping block. I am proud that our hard work, alongside that of our cultural partners, has paid off.

Designated campaign gifts and match amounts were traditionally distributed to cultural groups at the beginning of the new fiscal year, July 1. This year, for the first time, we enabled groups to opt for "early payout" of campaign funds in order to access their funds sooner.

I am grateful for every single donor who contributed to the collaborative campaign, whether with a designated gift to a cultural partner or one for United Arts' *Arts for ALL Fund*.

Thank you to everyone who made this campaign season a success!

Flora Maria Garcia
President & CEO
United Arts of Central Florida

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