



Positive Action

BY FLORA MARIA GARCIA

On Dec. 5, the board of United Arts of Central Florida approved the recommendations of three grant review panels, composed of 42 volunteer reviewers, to award \$1,423,821 in highly competitive operating support grants to 43 Central Florida nonprofit cultural institutions. Because of continued and increased support by donors such as you, United Arts was able to increase funding this year by \$53,590 in this grant category. Eighty five percent of the 2015 award is committed to Central Florida's cornerstone cultural institutions, which include, in part, Bach Festival Society of Winter Park, Orlando Ballet, Orlando Museum of Art, Orlando Philharmonic Orchestra, Orlando Repertory Theatre, Orlando Science Center and Orlando Shakespeare Theater.

In addition, United Arts made possible technical assistance grants to a number of its cornerstone groups, which strengthen and broaden their annual fund campaigns, with a focus on expanding their individual giving base. United Arts will cover half of the cost of a six-month fundraising series, developed in partnership with the Rollins Philanthropy & Nonprofit Leadership Center. As part of this program, development consultants will be assigned to each executive director and development director for a six-month consultancy. We hope that in time such an intensive fundraising series can also be offered to groups with mid-size budgets.

As United Arts gears up for the collaborative *Campaign for the Arts**, which runs from Feb. 1 through April 30, I hope you will consider continuing to support our cultural partners and the Arts For All Campaign, the foundation for our competitive grants program. Only through your generous contributions can we continue to support the many arts organizations that bring such quality work to our community.

Lastly, I want to congratulate the fabulous new Dr. Phillips Center for the Performing Arts for its spectacular opening last November. This new center, with its wonderful plaza where free performances will take place for the entire community to enjoy, is a true gift to downtown Orlando and to the entire region. It is a testament to the power of collaboration and positive action between the public and private sectors.

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.