



DUKE ENERGY

## Putting Energy into Inclusion

**M**aking art accessible to all is more than simply opening doors to the public or offering discounts or free admission days. It's about making the arts inclusive to all populations. That means reaching out to different cultures and inviting them in. It's providing content that attracts and appeals to the growing, diverse population in Central Florida. Adding new initiatives isn't always easy for our arts and cultural groups in these times, when funds for new projects are difficult to secure.

By partnering with United Arts, Duke Energy, the largest electric power-holding company in the United States, is sharing this vision and has become a cornerstone that has turned diversity initiatives into reality. "Recognizing that our communities, customers and workforce are more diverse today than ever before, we approach diversity and inclusion as a strategy for business success," says Debbie Clements, community relations manager at Duke Energy. "With the growing Hispanic population in Central Florida, the Duke Energy Foundation welcomed the opportunity to do our part to help grow

programming and audiences that celebrate Hispanic culture."

With a gift of \$50,000 to start funding programs, Duke Energy continues to show why it is a leading partner in the community.\* The new diversity initiatives include:

- Conducting workshops for our Central Florida cultural organizations where target marketing and outreach will be taught by marketing experts in our area
- Funding exciting new projects targeted to diverse audiences, and shows, exhibits and performances that otherwise might not come to fruition
- Broadening audiences and better serving the diverse populations in Central Florida
- Helping to build the capacity of our cultural organizations

For more than 100 years, Duke Energy has proudly served communities through charitable giving and employee volunteerism. Duke believes that the decisions made today will determine long-term prospects as a company. One of those decisions is to ensure that our communities have

the resources and support they require to thrive—now and well into the future.

Arts and culture have the power to enhance community vitality. This is why Duke invests in philanthropic programs and initiatives that provide access to and encourage an appreciation of arts and culture. In addition, Duke supports capacity-building initiatives that strengthen the nonprofit community through professional development programs and other tools to help nonprofits fulfill their missions.

During the 2014-2015 fiscal year ending June 30, the Duke Energy Foundation awarded \$2.6 million in philanthropic support to nonprofit organizations in Florida. With this new gift, the company looks forward to making even more positive impacts on the Central Florida community.

\*Duke Energy's commitment to arts and culture is being recognized on a national level, with the recent announcement of the high honor from Americans for the Arts—2015 BCA Hall of Fame Award honoree: Duke Energy. The BCA Hall of Fame Award recognizes companies that have exhibited exceptional long-term vision, leadership and commitment to developing alliances with the arts. United Arts congratulates Duke Energy on this award, with appreciation for their support of arts and culture in our community.