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BY FLORA MARIA GARCIA

## The Annual Collaborative Campaign Is in Full Swing

**It's that time of year again, when United Arts launches its 2016 Collaborative Campaign for the Arts, which runs from February to April. This year's goal is ambitious—\$2 million! The campaign began with the "Early Bird" phase on Dec. 1 and generated about one-third of our goal.**

The *Collaborative Campaign for the Arts* is extremely important to our cultural groups because it generates funds for operations—the expenditures that keep their doors open and pay their artists and administrators. Designated donations made during the campaign to one of our 18 partner agencies are matched at 15 percent by United Arts. I also encourage you to make a contribution in support of United Arts' *Arts for ALL Fund*, which goes directly into our competitive grant pool and supports more than 50 organizations of all genres and sizes, ensuring that the diverse arts and cultural offerings available in the region will continue for a long time to come. We are deeply grateful for your continued and generous support that keeps our cultural sector vital and able to serve and inspire our community with the highest-quality artistic product.

United Arts is constantly expanding its approaches to raising funds with the goal of broadening our donor base. Several years ago, we launched power2give, a crowd-funding web portal for arts and culture. Last year we rebranded and relaunched our events website, OrlandoAtPlay.com, providing a platform for all our local arts and cultural providers to showcase their offerings in one place and raise awareness on a broader scale for the comprehensive range of arts, science and history experiences the region has to offer. This year, we were part of an exciting pilot project

initiated by Tech for Good, which led a national effort focused on a day of giving—"Giving Tuesday"—that took place on Dec. 1. United Arts was selected as one of six local organizations to participate. This singular opportunity was a way to open up funding to a wide range of donors and create a sense of energy and excitement around a focused day of giving.

Workplace giving campaigns continue to be a vital avenue through which United Arts reaches existing and potential donors. They provide an opportunity to speak about the arts face to face and raise awareness for the many ways the arts touch our lives, our children's lives and the lives of our friends, neighbors and family members. In 2016, United Arts is excited to partner with Florida Blue to bring live performances into the workplace during corporate events, allowing employees to experience a taste of the arts and inspire them to support the richness these organizations bring to the community.

Thank you again for the part you play in supporting arts and culture, through attendance, donations, and through your gift to United Arts' annual *Collaborative Campaign for the Arts*. With your help, United Arts raised over \$5.8 million last year. Support the organizations you love, but also please consider a gift to the *Arts for ALL Fund*, and support all of the organizations that make the Orlando region such an amazing place to live, work and play.

A handwritten signature in black ink that reads "Flora Maria Garcia". The signature is fluid and cursive.

Flora Maria Garcia  
President & CEO  
United Arts of Central Florida