



The Season for Giving

BY FLORA MARIA GARCIA

As we enter into the holiday season, you have most likely received a United Arts “Early Bird Campaign” mailer as a precursor to our traditional annual Collaborative Campaign for the Arts* that kicks off in February 2016. I encourage you to give generously during this Early Bird period. If you give now, you will not only be exempt from additional solicitations, but you can also take advantage of year-end tax write-offs and, at the same time, energize the campaign and our cultural partners with an exhilarating start. Will you help us exceed our goal again this year? We hope to continue the upward momentum in 2016 to help maintain a healthy and thriving cultural sector that so richly serves both Central Florida’s children and adults.

This year we are trying something new—participation in “Giving Tuesday,” a national day of giving, which falls on Dec. 1. United Arts was approached by Tech4Good, a local affiliate of the international organization TechSoup, which invited our agency and five other local nonprofits to participate in a Giving Tuesday pilot program for Central Florida (look for the ad on page 51 in this issue). Given that the daylong event falls within United Arts’ Early Bird Campaign, we will be matching all contributions made on Dec. 1. I encourage you to make your contribution on Giving Tuesday to help *supercharge* the Early Bird Campaign. Depending on the success of this effort, we hope to continue with it in years to come, and to draw on a broader donor base.

Also in this edition, we asked Mark Brewer, president & CEO of the Central Florida Foundation and a longtime collaborator with United Arts, to

write a piece about planned giving. With so many passionate cultural donors, we want to make you aware of opportunities to consider a planned gift. As Mark states in his article, “Many times these are major gifts of legacy or to create sustainability for a beloved mission.” A planned gift can be for a specific cultural group or to United Arts to benefit the entire arts community—it’s the gift that keeps on giving over the life of an institution and can provide the much-needed stability that is critical to our cultural organizations. United Arts will be working with the Central Florida Foundation to further explore possibilities for planned giving.

Please help us to pursue our mission of “*enriching communities by investing in the arts, science and history*” by generously contributing to the Early Bird Campaign, participating in Giving Tuesday or considering a planned gift. It is your generosity that makes it possible for United Arts to continue to forge new territory in serving our community. Happy holidays and many thanks for your continued support and engagement in the work that we do.

Flora Maria Garcia
President & CEO
United Arts of Central Florida

*The *Collaborative Campaign for the Arts* is a 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.