



Twenty-Six & Counting

BY FLORA MARIA GARCIA

United Arts is in its 26th year of service to Central Florida and has invested more than \$131 million in local cultural organizations and artists since its founding in 1989. Given the agency's significant history and contributions to the evolution of art and culture in Central Florida, I want to take this opportunity to highlight for you why United Arts continues to be a vital and important force in this community.

A 2014 report issued by Americans for the Arts lists United Arts of Central Florida as the 7th largest United Arts fund nationally, based on total campaign comparisons of 48 participating United Arts funds from around the country. In FY14, UA awarded a total of \$2,206,164 in matching funds, grants and service contracts.*

In total through consolidated efforts, United Arts allocates dollars to groups and artists through nine different categories, including rigorous reviews and oversight:

- The *Collaborative Campaign for the Arts**, in which UA matches designated dollars to cultural partners with a 15 percent match (and an increase from \$275,000 to \$300,000 for FY15).
- Competitive Operating Support Grants—(\$1.42 million in FY15, up from \$1.37 million in FY14).
- Arts & Culture Access for School Kids (close to \$500,000)—partnering with State of Florida, school districts in Lake, Orange, Osceola and Seminole counties, and Seminole County Public Library System, making possible more than 700,000 cultural experiences for children.
- A Service Contract with the Greater Orlando Aviation Authority for performances at the airport. (\$50,000).
- State Arts Council Funding of \$150,000 for arts programming, capacity building and promotion of cultural programs throughout four counties.
- Power2Give.org, a crowdfunding site, and

matching funds provided by corporate donors, resulting in \$230,381 being generated since inception.

- Mini Grants, for groups with a budget of less than \$25,000, that host annual events, such as the numerous cultural festivals that take place throughout the four-county region. United Arts provided \$20,000 in Mini Grants in FY14 and has increased that to \$25,000 in FY15.
- Arts Engagement Grants—focused on *out-of-school* education experiences for all ages. In FY14 \$20,000 in grants supported arts programming for seniors, at-risk teens and special needs individuals, and will be provided again in FY15.
- Artists in Communities Grants are for individual artists wishing to engage in projects that support the community. Just as in FY14, \$30,000 in funding will support these projects in FY15.

In FY14, United Arts generated more than \$241,000 in *new* contributions and grants! The consolidation of and range of resources is why United Arts is vital to this community—a single arts organization alone would not be able to harness this level of consolidated support from individuals, foundations, corporations and governments. Donors view such a consolidated effort as an efficient and accountable use of resources. I encourage you to continue to support United Arts and to be proud of everything the agency has accomplished in its 26-year history!

Flora Maria Garcia
 President & CEO
 United Arts of Central Florida

*These awards and the *Collaborative Campaign for the Arts* represent 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.