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## ***UNITED ARTS' FUNDRAISING TOPS \$5.8 MILLION IN 2015***

**ORLANDO, Fla. — June 25, 2015** — United Arts of Central Florida announced today that it will close the year with total dollars raised (includes corporate, foundation, workplace and individual gifts, government funding and contracts for services) of more than \$5.82 million.

"I am proud and grateful," said United Arts Board Chairwoman, Linda Landman Gonzalez. "It has taken the work of many committed people to raise these important dollars. This strong performance signifies that in the coming year, Central Florida is poised to continue its upward trajectory as an arts and cultural community."

Highlights of the year include:

- Another strong finish for the Campaign for the Arts, United Arts' annual collaborative fundraising campaign, which raised more than \$1.83 million for area cultural groups, and exceeded the campaign goal,
- Over 3,200 donations were made to the arts and cultural community through United Arts efforts,
- OrlandoAtPlay.com, United Arts' online events calendar, continues to expand and now has had more than 1,000 event listings on it and more than 44,500 total visitors,
- UAArtsEd.com, United Arts' website dedicated to providing access to arts education programming for teachers and home school parents, has attracted more than 2,000 visits since launching in January, and
- A partnership with Disney, funded by a grant of \$200,000, enabled more than 13,000 Orange County 8<sup>th</sup> graders to experience a theatre production in the Dr. Phillips Performing Arts Center.

"It's an exciting time for arts and culture in Central Florida," said Flora Maria Garcia, president & CEO of United Arts. "So much innovation as well as collaboration is going on. We're building new and lasting partnerships, creating transformational programs and raising and allocating more funds to our cultural community. Thank you to our many donors, my dedicated staff and our committed board members."

Through the annual collaborative fundraising campaign, 459 new donors and over 320 lapsed donors joined thousands more in the Central Florida community to invest in local arts, science and history organizations. Donations were made to the Arts for ALL Fund or by designating gifts to specific cultural partners, which are eligible for a 15 percent match on designated donations.

“The strong finish in the Campaign for the Arts was due once again to a strong start,” Scott Bowman said. “United Arts sent an early-bird solicitation to donors, and it generated more than \$545,000 alone — 30 percent of the total campaign. The balance of our fundraising has been about the continuing engagement of our core funders and innovative program development like the Evans High School project funded by a 2 year planning grant of \$300,000 from JPMorgan Chase and the collaboration with Disney to send 13,000 Orange County 8<sup>th</sup> graders to the theatre.”

This June completes Linda Landman Gonzalez’s term as United Arts’ Board Chair. Linda Landman Gonzalez will continue on as Ex Officio, Immediate Past Chair for two more years.

In fiscal year 2016, Jean Grono-Nowry, senior vice president, Finance and Administration at Massey Services, will replace Ms. Landman Gonzalez as Board Chair; Jim MacPhee, senior vice president at Walt Disney World Parks, will step into the Vice Chair position; Scott Bowman, president and CEO of Bowman & Co., Inc., will continue as Development Chair; and Daniel O’Keefe, partner at Moore, Stephens, Lovelace PA, will take over as Treasurer; Jennifer Quigley, principal at WBQ Design and Engineering, Inc., will continue as Secretary; Christopher McCann, senior manager of federal tax services at KPMG LLP, will chair the Audit/Finance Committee; and Kate Wilson, vice president community affairs at Wells Fargo, will chair the Standards and Allocations Committee. United Arts’ senior staff consists of President & CEO, Flora Maria Garcia; Vice President Administration & CFO, Juliana Steele; and Director of Development and Marketing, Michael Cooper.

“We have worked hard over the last three years,” continued Landman Gonzalez. “And we’re seeing the results of the combined efforts of many. We owe much to our cultural community who has presented quality programming, our board and staff who have reached out to funders at all levels, and to our many donors who affirm how important arts and culture are in our Central Florida community. With many innovative programs and initiatives in store for the upcoming year, we, as a community, are poised to accomplish great things. That’s a lot to celebrate!”

### **About the Collaborative Campaign for the Arts**

- The 2015 collaborative Campaign for the Arts raised \$1.82 million. United Arts combines the individual fundraising goals of its cultural partners with a specific goal for the Arts for ALL Fund to determine the overall campaign goal.
- Donations are made directly by individuals, corporations and foundations and through workplace giving.
- United Arts’ cultural partners are eligible for a 15 percent match by United Arts.

### **About United Arts of Central Florida**

United Arts is a collaboration of individuals, businesses, governments and school districts, foundations, arts and cultural organizations, and artists. The mission of United Arts of Central Florida is to enrich communities by investing in Art, Science, and History.

United Arts serves residents and visitors in Lake, Orange, Osceola and Seminole counties through more than 50 local arts, sciences and history organizations. It raises and distributes funds for these cultural groups and provides management, administrative and advisory services.

Now in its 26<sup>th</sup> year of service to the Central Florida community and regional host of power2give.org, the collaborative Campaign for the Arts and OrlandoAtPlay.com, United Arts has invested more than \$136 million in local organizations and education since its founding in 1989.

More information is available at [www.UnitedArts.cc](http://www.UnitedArts.cc) or by calling 407-628-0333. Please email Michael@UnitedArts.cc for comments or inquiries.

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