

PRESS RELEASE

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UNITED ARTS OF CENTRAL FLORIDA EXCEEDS GOAL, RAISING OVER \$1.8 MILLION FOR COLLABORATIVE CAMPAIGN FOR THE ARTS

ORLANDO, Fla. – May 12, 2015 – United Arts of Central Florida announced today that its annual Collaborative Campaign for the Arts raised \$1,829,750 for local arts, sciences and history organizations. United Arts continues its streak of exceeding their fundraising goal for this annual campaign.

“Thank you, once again, Central Florida,” said Linda Landman Gonzalez, chair of United Arts’ board of directors. “It is such an exciting time for arts and culture in Central Florida. You can certainly feel the new energy and enthusiasm for the arts. It is so wonderful to see, year after year, how much this community supports and believes in keeping the arts, sciences and history thriving in Central Florida. The beauty of the campaign is that it not only raises funds for our amazing cultural organizations, but it is also a vehicle to remind us all of the great performances, exhibits and shows happening in our backyard.”

The 2015 campaign kicked off with a strong Early Bird effort producing \$546,000 in pledges and 30 percent toward the campaign goal. Donors comprised of individuals, corporations, foundations and workplace giving campaigns during the three-month campaign were able to designate their contributions to one or more of 19 campaign cultural partners across Lake, Orange, Osceola and Seminole counties. Gifts to United Arts’ Arts for ALL Fund went towards supporting more than 50 local groups including our established cultural partners, like the Orlando Museum of Art, the Orlando Philharmonic Orchestra, the Orlando Ballet and the Orlando Science Center as well as school-based education programs that are often on the budgetary chopping block.

“The Early Bird mailing gave us tremendous momentum going into the main campaign season of February 1 to April 30,” said Scott Bowman, chairman of United Arts’ development committee. “The efforts by both United Arts and our cultural partners have proven very effective. It is most certainly a collaborative effort. We are proud to say that not only did we exceed the collective goals for the campaign,” said Bowman, “but United Arts has surpassed our individual goal, raising \$251,219 for the Arts for ALL Fund. This is an increase of \$28,047 over last year’s total and 11 percent over this year’s goal. I am proud to see that our hard work, alongside that of our cultural partners, has paid off.”

Gifts designated to cultural partners are eligible for a 15 percent matching grant made available through the contributions of United Arts’ trustee level donors – those who gave \$100,000 or more per year to United Arts – and corporate donors. Designated campaign gifts and match amounts will be distributed to cultural groups beginning July 1.

“I am grateful for every single donor who contributed to the collaborative campaign whether with a designated gift to a cultural partner or one for United Arts’ Arts for ALL Fund,” said Flora Maria Garcia, president and CEO.

“We have worked hard since the Early Bird launch to get United Arts’ campaign message out into the community and to support our cultural partners as they began their individual campaign efforts. The community came back with an answer of generosity and support for arts and culture. Thank you to everyone who made this campaign season a success.”

Break down of funds raised by cultural partner (named campaign participants):

Organization	Amount
Arts for ALL Fund (United Arts of Central Florida)	\$251,219
Art & History Museums – Maitland	\$ 40,548
Assoc. to Preserve the Eatonville Community	\$ 13,744
Bach Festival Society	\$148,548
Crealdé School of Art	\$ 36,905
DAD/CityArts Factory	\$ 17,075
Enzian	\$ 48,630
Garden Theatre	\$ 9,683
Mad Cow Theatre	\$ 28,761
Orange County Regional History Center	\$ 21,951
Orlando Ballet	\$181,756
Orlando Museum of Art	\$105,616
Orlando Philharmonic Opera	\$ 58,721
Orlando Philharmonic Orchestra	\$332,887
Orlando Repertory Theatre	\$ 47,114
Orlando Science Center	\$149,042
Orlando Shakespeare Theater	\$319,029
Osceola Center for the Arts	\$ 2,922
Seminole Cultural Arts Council	\$ 4,081
Wayne Densch Performing Arts Center	\$ 4,540
Other Designations (write-ins)	\$ 11,696

About the campaign

- The goal for the 2015 collaborative Campaign for the Arts was \$1,829,750. The amount actually raised totaled \$1,834,469 (\$4,719 over goal). United Arts combines the individual fundraising goals of its cultural partners to determine the overall goal.
- United Arts’ cultural partners are eligible for a 15 percent matching grant made available through the generous contributions of trustee level donors, who give \$100,000 or more, and corporate donors.
- For contributions of \$50 or more, donors receive a complimentary one-year subscription to Orlando Arts Magazine. For contributions of \$100 or more, donors also receive the United ArtsCard, a buy-one-ticket-get-one-free and discount card that connects donors to cultural offerings throughout Central Florida and now featuring Broadway Across America.
- Donations to the collaborative Campaign for the Arts can be made at www.UnitedArts.cc

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. Its mission is to unite, strengthen and inspire the Central Florida community through the arts and culture.

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 entering its 26th year of service to the Central Florida community, United Arts has invested more than \$131 million in local organizations and education since its founding in 1989.

More information is available at www.UnitedArts.cc or by calling 407-628-0333. Please email Michael@UnitedArts.cc for comments or inquiries.

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