

Dear Cultural Supporters:

February 1 marks the official kickoff of the 2018 United Arts *Collaborative Campaign for the Arts*, starting with a campaign kickoff party for major donors, press and campaign partners at the beautiful Grand Bohemian Hotel in downtown Orlando. The Grand Bohemian is home to an extensive art collection, and the hotel has been a very arts-friendly venue, hosting a number of arts galas and exhibitions.

Each year, as part of the campaign, United Arts of Central Florida appeals to donors regarding the support necessary to keep arts and cultural programming in our community alive and thriving. Last year — in partnership with our cornerstone, major cultural institutions — United Arts raised more than \$2 million through the *Collaborative Campaign for the Arts*. As those of you who support the arts know, ticket sales alone do not cover the cost of the cultural programming that makes Central Florida the exciting artistic community that it is. Your contributions provide cultural organizations the much-needed boost to their revenue that makes it possible for them to offer programming of high quality and artistic merit in Central Florida.

Your dollars go to programs reaching our children, our seniors and diverse audiences through meaningful initiatives sustained by our cultural community. The cultural sector is also a major contributor to jobs within the Central Florida creative economy as proven by the latest results of the 2017 study of Americans for the Arts' *Economic Impact of Nonprofit Arts & Cultural Organizations and Their Audiences*, showing that the cultural sector contributes almost \$400 million per year to the local economy. On top of that, last year, as



Flora Maria Garcia

a result of your support and funding from corporate and education partners, United Arts facilitated more than 910,000 cultural experiences for K-12 students in and out of school.

The past year, 2017, was also such a tough year for our community. Central Florida was hit hard by Hurricane Irma — many cultural organizations were forced to cancel performances resulting in lost ticket revenue, lost wages and property damage to cultural facilities — resulting in losses in excess of \$600,000 to 39 cultural groups. Cultural groups will be hard-pressed to make up those losses; *that is why your support is needed more than ever this year.*

When you receive your pledge form, please consider a 10 percent, or even 15 percent, increase to your contribution this year to help Central Florida's cultural organizations recover from the financial losses of Hurricane Irma and to regain their momentum. As always, contributions given through the *Collaborative Campaign for the Arts* will be matched 15 percent by United Arts. We thank you for your generous support of the *Collaborative Campaign for the Arts* and for your support of the great arts and cultural offerings in our community.

Sincerely,

A handwritten signature in blue ink that reads "Flora Maria Garcia".

Flora Maria Garcia
President & CEO
United Arts of Central Florida

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