

Collaborative Campaign for the Arts

Contributions to United Arts of Central Florida's annual fundraiser make a difference.

As the United Arts *Collaborative Campaign for the Arts* continues through April 30, it is important to acknowledge the critical role that unrestricted funding plays in the health and well-being of cultural nonprofit organizations. Unrestricted operating support can pay for artistic fees and licensing, salaries, rent, building maintenance and utilities. But unrestricted funds do much more than keep the lights on. Unrestricted funds provide the flexibility needed for nonprofits to be truly innovative, to tackle large-scale issues, and to grow their missions.

For the nonprofit sector, sources of unrestricted funding have waned. Much of today's available funding is limited to program-specific support. Furthermore, much of this support mandates the creation of new programs that deplete

staff resources, leaving operating costs underfunded and innovation stifled.

Central Florida's cultural organizations are at an added disadvantage. In order to keep their programming accessible to all, they must maintain affordable ticket prices. As a result, ticket prices only cover 50-55 percent of the cost of producing an event. For this reason, cultural organizations rely even more on private contributions as a source of unrestricted funding.

Individual Donors Make the Difference

Through the 2019 *Collaborative Campaign for the Arts*, individual donors contribute to United Arts' 15 campaign partners. United Arts provides a 15 percent match to these designated contributions. Campaign contributions are

unrestricted and will provide the flexible funding that is so greatly needed. Contributions to the United Arts *Arts for ALL* Fund provide additional unrestricted funding to cultural organizations through the annual operating support grants process. You can make your donation online by going to www.UnitedArts.cc and clicking "Give Now." The campaign ends April 30.

The 15 participating organizations:

- Art & History Museums — Maitland
- Bach Festival Society of Winter Park
- Central Florida Community Arts
- Crealdé School of Art
- Downtown Arts District/ CityArts Factory
- Enzian
- Garden Theatre
- Orange County Regional History Center
- Orlando Ballet
- Orlando Fringe
- Orlando Museum of Art
- Orlando Philharmonic Orchestra
- Orlando Repertory Theatre
- Orlando Science Center
- Orlando Shakes

United Arts is proud to offer the following donor benefits for giving:

Orlando Arts Magazine - This bimonthly, full-color magazine is published in partnership with Visit Orlando and is a gift to United Arts' contributors of \$50 or more.

United ArtsCard - This valuable buy-one-ticket-get-one-free and discount card is an additional gift to United Arts' contributors of \$100 or more.

Please join United Arts in providing much-needed unrestricted operating support to the cultural sector through the 2019 *Collaborative Campaign for the Arts*. **OAM**

