

# PRESS RELEASE

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## **UNITED ARTS EXCEEDS 50% MARK, RAISES OVER \$1 MILLION TOWARD \$2 MILLION GOAL FOR THE 2019 COLLABORATIVE CAMPAIGN FOR THE ARTS**

**ORLANDO – March 5, 2019** – United Arts of Central Florida announced today that five weeks into the annual Collaborative Campaign for the Arts, donations and pledges total \$1.08 million (at 53.8 percent of the campaign’s \$2 million goal). The 2019 Collaborative Campaign officially runs from February 1 through April 30.

“I am thrilled that we’ve hit this monumental mark before the halfway point,” said Flora Maria Garcia, president and CEO of United Arts. “I am so grateful to the donors who have contributed already and urge those who have not yet made their contributions to help us keep the momentum needed to get to our \$2 million goal by April 30. We rely on and greatly appreciate the generosity of Central Florida arts and cultural donors who are making it possible for our cultural providers to continue creating such amazing work.”

Donations from individuals, corporations, foundations and workplace giving campaigns during the three-month campaign provide funding for a range of arts, science and history organizations in Lake, Orange, Osceola and Seminole counties. Donors may designate their contributions to one or more of 15 Campaign Partners.

During this time, donations to Campaign Partners are eligible for a 15 percent matching grant. Gifts to United Arts – *Arts for ALL* Fund support more than 60 local cultural organizations, including our established Campaign Partners. Last year, United Arts supported more than 2.9 million arts and cultural experiences including more than 972,000 experiences for K-12 students.

“Thank you to everyone who has participated by making a pledge or contribution,” said Leslie Carney, Development Committee Chair. “United Arts is working hard to raise awareness of the importance of arts in our community and is committed to maintaining our momentum to reach our collective campaign goal of \$2 million by April 30.”

About the Campaign:

- Donations to the *Collaborative Campaign for the Arts* can be made at [www.UnitedArts.cc/Give-Now](http://www.UnitedArts.cc/Give-Now)
- The goal for the 2019 *Collaborative Campaign for the Arts* is \$2 million. United Arts combines the individual fundraising goals of its cultural partners to determine the overall goal.
- United Arts Campaign Partners are eligible for a 15 percent matching grant made available through the generous unrestricted contributions of trustee-level donors, who give \$100,000 or more, as well as corporate donors.

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- 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.
- United Arts raises funds throughout the year, but this campaign -- working together with our funded organizations -- aims to increase public focus on arts and culture, and support for our treasured cultural providers.

The complete list of United Arts *Collaborative Campaign for the Arts* Campaign Partners is:

- 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

### **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 enrich communities by investing in arts, science and history. United Arts serves residents and visitors in Lake, Orange, Osceola and Seminole counties through more than 60 local arts, science and history organizations. It raises and distributes funds for these cultural organizations and provides management, administrative and advisory services. Since 1989, United Arts has invested more than \$150 million in Central Florida's arts and culture.

More information is available at [www.UnitedArts.cc](http://www.UnitedArts.cc) or by calling 407.628.0333. Please email [FloraMaria@UnitedArts.cc](mailto:FloraMaria@UnitedArts.cc) for comments or inquiries.

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