

Unlocking the \$500,000 Challenge Grant

Orange County's \$2 million annual allocation to United Arts includes opportunity for matching grant.

In late September, Mayor Jerry Demings and Orange County Government approved an additional \$2 million to be allocated annually to United Arts of Central Florida to support the arts and cultural sector in Orange County. Part of the funding provided by the County includes a \$500,000 Challenge Grant to be matched dollar for dollar, which presents a unique and exciting opportunity for United Arts to expand its donor base and ensure that the region can retain top-tier talent.

The \$500,000 Challenge Grant, funded through Tourist Development Tax dollars, will apply to new and increased contributions through the 2020 Collaborative Campaign for the Arts. During the campaign, United Arts and the 15 campaign partners will work together toward achieving their increased collective goal of \$2.7 million — up from \$2.2 million during the 2019 Collaborative Campaign. This is the largest and most ambitious goal that has ever been set for the campaign. Once the 2020 Collaborative Campaign for the Arts reaches the \$2.7 million goal, the **\$500,000 Challenge Grant funds will be unlocked.**

"This is an exciting opportunity to grow the donor base and increase funding like never before," says Flora Maria Garcia, president & CEO of United Arts. "We refuse to leave \$500,000 on the table and will work hard to engage new donors and communicate to our current donors the importance of increasing their contributions."

United Arts and the 15 campaign partners are depending on three main initiatives to occur in order to reach the collective goal: 1) that our most generous donors will consider increasing their gifts this year; 2) that Central Florida businesses will designate their charitable donations to the arts through the campaign; and 3) that there will be a grassroots movement that will engage a



Shown, from left, are Flora Maria Garcia, president & CEO of United Arts of Central Florida, with Mary Palmer, Phil Diamond and Florida Representative Joy Goff-Marcil at the 2019 Collaborative Campaign for the Arts Kickoff Reception.

new generation of arts supporters to give through the campaign.

As always, when you make a gift to any of the campaign partners during the 2020 Collaborative Campaign for the Arts, your gift will be matched by 15 percent. And this year, for the first time, when a campaign partner exceeds their individual goal, they will be further incentivized through a 30-percent match on all additional funds raised.

Help the campaign reach its goal and unlock the additional \$500,000 by donating to any of the 15 campaign partners listed below or by designating your contribution to the **United Arts - Arts for ALL Fund** that supports more than 60 arts and cultural organizations.

- Art & History Museums - Maitland**
- Bach Festival Society of Winter Park**
- Central Florida Community Arts**
- Crealdé School of Art**
- Downtown Arts District/CityArts Orlando**
- 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**

