

PRESS RELEASE

FOR RELEASE, MARCH 12, 2020



Contact:

Ms. Sean Thurman
Marketing & Communications Manager
407.628.0333, x229
Sean@UnitedArts.cc

HALFWAY THROUGH THE 2020 COLLABORATIVE CAMPAIGN FOR THE ARTS, UNITED ARTS RAISES \$1.5 MILLION TOWARD \$2.7 MILLION GOAL

ORLANDO – March 12, 2020 – United Arts of Central Florida announced today that six weeks into the annual *Collaborative Campaign for the Arts*, donations and pledges total \$1.46 million, representing 54.2% of the campaign’s \$2.7 million goal. If this goal is reached, an additional \$500,000 will be unlocked in the form of a Challenge Grant from Orange County Government. The 2020 Collaborative Campaign officially runs through April 30.

“I am thrilled that we’ve hit this monumental mark before the halfway point,” said Brendan Lynch, chair of United Arts Board of Directors. “I am grateful to the donors who have contributed already and urge those who have not yet made their contribution to help us keep up the momentum needed to reach our \$2.7 million goal by April 30. We rely on and greatly appreciate the generosity of Central Florida arts and cultural supporters who are making it possible for our arts organizations to continue producing such amazing work.”

Donations from individuals, corporations, foundations and workplace giving during the three-month Collaborative Campaign provide funding for a wide range of local arts, science and history organizations. Donors may designate their contributions to one or more of the 15 Campaign Partners. To maximize your contribution, donations to Campaign Partners are eligible for a 15% 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 funded organizations provided than 2.9 million arts and cultural experiences, including more than 1 million experiences for K-12 students.

About the campaign:

- Donations to the *Collaborative Campaign for the Arts* can be made at www.UnitedArts.cc/Give-Now
- The goal for the 2020 *Collaborative Campaign for the Arts* is \$2.7 million, \$500,000 above what was raised last year.
- If this goal is reached, an additional \$500,000 will be unlocked in the form of a Challenge Grant from Orange County Government.
- United Arts matches designated gifts to our Campaign Partners at 15%.
- The gift that keeps on giving: 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.

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
- 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 the more than 60 local arts, science and history organizations it supports. It does this by providing direct support through grants and contracts for services, collaborative fundraising, arts education opportunities, advocacy, and technical and administrative assistance. Since 1989, United Arts has invested more than \$155 million in Central Florida's arts and culture.

For more information, visit <http://www.UnitedArts.cc> or call 407.628.0333.

###