



United Arts
OF CENTRAL FLORIDA

EMPOWER *the* ARTS
CAMPAIGN

WWW.UNITEDARTS.CC/EMPOWERCAMPAIGN

COURTESY UA

United Arts launches a new fundraising effort for smaller cultural organizations.

This summer, United Arts of Central Florida is partnering with 13 Orange County small- and mid-size cultural organizations for the 2020 *Empower the Arts Campaign*. Launching July 15, this new campaign provides an opportunity for these growing arts and culture organizations to harness the power of a collective campaign to raise funds. The campaign is being promoted through email and social media, and United Arts is accepting designated donations online for the 13 participating organizations. Also, for the first time, United Arts is extending its matching incentive outside the *Collaborative Campaign for the Arts* to provide a 15 percent match on donations made during the *Empower the Arts Campaign*.

“United Arts is excited to launch this new campaign and support these growing organizations in their fundraising efforts,” says Juliana Steele, interim CEO/CFO of United Arts. “These organizations provide programming that is reflective of the diverse needs and interests of our community, and we are excited to celebrate them through this campaign.”

“The organizations participating in the *Empower the Arts Campaign* have a special place in our community,” says Linda Landman Gonzalez, chair of United Arts Development Committee. “One of the things that

makes this region so unique is the broad variety of cultural organizations of all sizes and genres that spring up here. Many of these organizations are poised to take the next step in their growth toward becoming cornerstone institutions, and United Arts is proud to support them on their journey.”

The *Empower the Arts Campaign* runs July 15 to Sept. 15. More information and ways to donate can be found online at UnitedArts.cc.

The participating organizations are:

- ArtReach Orlando
- Central Florida Ballet
- Central Florida Vocal Arts
- Florida Symphony Youth Orchestras
- Global Peace Film Festival
- Holocaust Memorial Resource and Education Center of Florida
- MicheLee Puppets
- Opera Orlando
- Orlando Gay Chorus
- Snap! Orlando
- Timucua Arts Foundation
- Winter Garden Heritage Foundation
- United Arts - *Arts for ALL* fund 