

PRESS RELEASE

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THE FIRST UNITED ARTS EMPOWER THE ARTS CAMPAIGN RAISED OVER \$220,000 FOR ARTS AND CULTURE ORGANIZATIONS IN ORANGE COUNTY

ORLANDO, Fla. — October 15, 2020 — United Arts of Central Florida announced that the 2020 *Empower the Arts Campaign* raised \$224,370 for local arts and culture, exceeding the \$162,000 goal by 39%. This campaign was created to strengthen the fundraising efforts of small and mid-size Orange County organizations and these donations provided much-needed support during this difficult time.

“The overwhelming support from our community through the *Empower the Arts Campaign* gave Florida Symphony Youth Orchestras the extra push we needed to navigate uncharted territory,” said Briana Scales, executive director of Florida Symphony Youth Orchestras. “The generous donations will allow us to safely provide socially distanced rehearsals for our members and performances for the community this season. I believe the 15% match from United Arts played a large role in our success. Thanks to our donors and this gracious match, we can continue to create tomorrow’s leaders through music today and I could not be more appreciative.”

As these Orange County arts and cultural organizations continue to grow, the need for funding increases. This campaign provided these nonprofits with an opportunity to reach new donors through the United Arts collaborative fundraising process. Donations to the United Arts *Empower the Arts Campaign* provides indispensable income as partners struggle with a diminished revenue from lost ticket sales, camps, and classes.

“The *Empower the Arts Campaign* enabled the Holocaust Center to raise needed funding online with ease,” said Kathy Turner, senior development director of the Holocaust Memorial Resource and Education Center of Florida. “The 15% match presented by United Arts provided the incentive for many virtual program attendees to support our vital mission and work.”

Through campaign donations from individuals, corporations, foundations, and board members it was evident that local arts and culture organizations are supported and valued within the Central Florida region.

The *Empower the Arts Campaign* allowed donors to designate contributions to one or more of the 12 campaign partners (listed below). Contributions designated to these partners through the campaign were matched at 15% by United Arts. A total of \$31,734 in matching funds were shared by the campaign partners.

The complete list of United Arts 2020 *Empower the Arts Campaign* partners includes:

1. ArtReach Orlando
2. Central Florida Ballet
3. Central Florida Vocal Arts
4. Florida Symphony Youth Orchestras
5. Global Peace Film Festival
6. Holocaust Memorial Resource and Education Center of Florida
7. MicheLee Puppets
8. Opera Orlando
9. Orlando Gay Chorus
10. Snap! Orlando
11. Timucua Arts Foundation
12. Winter Garden Heritage Foundation
13. United Arts – *Arts for ALL Fund*

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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 \$162 million in Central Florida's arts and culture.

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