

# PRESS RELEASE



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## **THE 2021 COLLABORATIVE CAMPAIGN FOR THE ARTS IS ESSENTIAL TO THE VITALITY OF THE ARTS COMMUNITY IN CENTRAL FLORIDA**

**ORLANDO – JANUARY 28, 2021** – United Arts of Central Florida’s (United Arts) annual *Collaborative Campaign for the Arts* has begun and reaching this year’s \$3.2 million campaign goal is more important than ever to the arts community. If this goal is reached, an additional \$500,000 will be unlocked in the form of a long-term Challenge Grant from Orange County Government.

During the campaign, United Arts brings together 22 arts and cultural organizations to raise funds collectively in support of arts and culture in the region. As these local arts and cultural organizations continue to grow, the need for funding increases. Dollars raised during the campaign will provide vital funds to help sustain the arts community through the coming year as they continue to struggle with diminished revenue from lost ticket sales and reduced attendance at performances, exhibits and classes due to COVID-19. Contributions designated to any of the 22 campaign partners through the *Collaborative Campaign for the Arts* will be eligible for a 15% match by United Arts, increasing the impact of donations.

"Arts and cultural organizations in Central Florida continue to inspire, teach and motivate all of us," said Juliana Steele, interim president and CEO, vice president of administration and CFO of United Arts. "A donation this year celebrates the tenacity and perseverance of arts and culture organizations as they continue to create virtual and socially-distanced events and programming to keep us connected, even when we are apart."

United Arts and the campaign’s cultural partners have already made significant strides toward the 2021 *Collaborative Campaign for the Arts’* goal of \$3.2 million, but every dollar is critical to reach the goal this year, in order to unlock the additional \$500,000 Orange County Challenge Grant.

"We are extremely pleased to have reached 30% of the overall \$3.2 million campaign goal during the 'Early Bird' portion of the campaign that ran from late November to the end of January," said Brendan Lynch, chair of United Arts Board of Directors. "We are nearing the one-year mark that our arts and culture organizations have been affected by COVID-19. United Arts is relying on increased gifts from current donors and gifts from new donors to reach the \$3.2 million goal. Donations this year are helping fill the gap that organizations are facing due to smaller attendance and cancelled events over the past year, as well as for the creative and innovative programs that continue to provide arts and cultural events to our community."

The *Collaborative Campaign for the Arts* runs through April 30. The Collaborative Campaign allows donors to designate contributions to one or more of the campaign partners with one gift.

## ***United Arts Announces Start of the 2021 Collaborative Campaign the Arts***

The complete list of contribution options for the 2021 *Collaborative Campaign for the Arts* is:

1. Art & History Museums - Maitland
2. Bach Festival Society of Winter Park
3. Central Florida Ballet\*
4. Central Florida Community Arts
5. Central Florida Vocal Arts/Opera del Sol\*
6. Crealdé School of Art
7. Downtown Arts District/CityArts Orlando
8. Enzian
9. Florida Symphony Youth Orchestras\*
10. Garden Theatre
11. Opera Orlando\*
12. Orange County Regional History Center
13. Orlando Ballet
14. Orlando Fringe
15. Orlando Museum of Art
16. Orlando Philharmonic Orchestra
17. Orlando Repertory Theatre
18. Orlando Science Center
19. Orlando Shakes
20. Snap! Orlando\*
21. Timucua Arts Foundation\*
22. United Arts – *Arts for ALL* Fund
23. Winter Garden Heritage Foundation\*

\*New to the *Collaborative Campaign for the Arts*

You can help make your community an *Arts for ALL* community, by considering a donation to the United Arts – *Arts for ALL Fund*. The *Arts for ALL Fund* supports grants to more than 65 Central Florida cultural providers and ensures access to a wide variety of arts and cultural programming for all.

For contributions of \$50 or more, donors receive a complimentary one-year subscription to *Orlando Arts* magazine. For contributions of \$100 or more, donors will receive a one-year subscription to *Orlando Arts* and the United *ArtsCard*, a buy-one-ticket, get-one-free and discount card that connects donors to cultural offerings throughout Central Florida.

Gifts can be made online at the United Arts website: <https://unitedarts.cc/CollaborativeCampaign>

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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 65 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.