

PRESS RELEASE

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THE 2022 COLLABORATIVE CAMPAIGN FOR THE ARTS UNIFIES THE ARTS COMMUNITY IN CENTRAL FLORIDA

ORLANDO – February 2, 2022 – United Arts of Central Florida’s (United Arts) annual *Collaborative Campaign for the Arts* has begun and reaching this year’s \$4.38 million campaign goal is more important than ever to the arts community.

This year’s Collaborative Campaign is unifying 32 local arts and cultural organizations to raise funds in support of the arts, science and history in the region. As Central Florida continues its rapid growth, so does the demand for these organizations, and the need for funding increases. Dollars raised during the campaign will provide vital funds to help fuel the arts community throughout the coming year. Contributions designated to any of the campaign partners through the *Collaborative Campaign for the Arts* will receive a 15% matching grant by United Arts, increasing the impact of donations.

"Arts, science and history organizations continue to inspire, teach and motivate all of us," said Jennifer Evins, president and CEO of United Arts. "This campaign celebrates the tenacity and perseverance of these organizations as they strive to create enriching events and diverse programming to help our region thrive."

United Arts and the campaign partners have already made significant strides toward the 2022 *Collaborative Campaign for the Arts’* goal, but every dollar is critical. When the campaign exceeds \$4.38 million in donations, an additional \$500,000 from Orange County will be unlocked -- in the form of a challenge grant.

On February 1 at Harriett's Orlando Ballet Centre, the Collaborative Campaign partners rallied to celebrate the official start of the campaign with the help of the campaign sponsors: Orlando Magic, Orlando Utilities Commission, Ernst & Young and MSL CPAs & Advisors.

The *Collaborative Campaign for the Arts* runs through April 30 and allows donors to designate contributions to one or more of the campaign partners with one gift and take advantage of the 15% match to their favorite organizations.

The complete list of contribution options for the 2022 *Collaborative Campaign for the Arts* is:

1. Art & History Museums of Maitland
2. ArtReach Orlando*
3. Bach Festival Society of Winter Park
4. Bay Street Players*
5. Central Florida Ballet
6. Central Florida Community Arts
7. Central Florida Vocal Arts/Opera del Sol
8. Crealdé School of Art
9. Creative City Project*
10. Downtown Arts District/CityArts Orlando
11. Enzian
12. Florida Symphony Youth Orchestras
13. Garden Theatre
14. Global Peace Film Festival*
15. Holocaust Memorial Resource & Education Center of Florida*
16. Leesburg Center for the Arts*
17. MicheLee Puppets*
18. Mount Dora Center for the Arts*
19. Opera Orlando
20. Orange County Regional History Center
21. Orlando Ballet
22. Orlando Fringe
23. Orlando Gay Chorus*
24. Orlando Museum of Art
25. Orlando Philharmonic Orchestra
26. Orlando Repertory Theatre
27. Orlando Science Center
28. Orlando Shakes
29. Snap! Orlando
30. Timucua Arts Foundation
31. United Arts – *Arts for ALL Fund*
32. Winter Garden Heritage Foundation

*New to the *Collaborative Campaign for the Arts*

If you are new to the community and not sure which organization to choose from, you can donate to the United Arts – *Arts for ALL Fund*, which works to ensure access to a wide variety of arts and cultural programming for all people.

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 10% 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 in partnership with more than 75 local arts, science and history organizations. It does this by providing critical resources, grants, comprehensive marketing and promotions, collaborative fundraising, arts education opportunities, and advocacy. Since 1989, United Arts has invested more than \$170 million in Central Florida's arts and culture.

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