

PRESS RELEASE

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SUCCESS OF THIS YEAR'S UNITED ARTS COLLABORATIVE CAMPAIGN FOR THE ARTS IS MORE IMPORTANT THAN EVER BEFORE

ORLANDO, Fla. — MAY 7, 2020 — United Arts of Central Florida announced today that the **2020 Collaborative Campaign for the Arts** raised nearly **\$3.2 million** for local arts, science and history organizations. With an aggressive goal of \$2.7 million set to unlock a \$500K Matching Challenge Grant by Orange County Government, the campaign raised 118% of the \$2.7 million goal, making this the eleventh consecutive year to exceed the fundraising goal.

“The Collaborative Campaign is a huge, collective effort every year, bringing together our major arts and cultural groups under a single fundraising umbrella. However, this year was different,” said United Arts Board Chair, Brendan Lynch. “The global health and economic crisis, and the resulting impacts it has had on our arts groups, is unprecedented, and it showed the true strength we have when our funded organizations work together towards a single goal. The leadership at every level of our collaborative campaign partners resulted in this historic result and will provide these organizations with funds for virtual programming while their doors are temporarily closed.”

The COVID-19 pandemic hit Central Florida during the middle of this intensive three-month campaign, which ran from February 1 to April 30. The 15 Collaborative Campaign partners were forced to cancel events, classes and performances, darken their theaters, and close their galleries for the health and safety of our community. Donations to United Arts’ Collaborative Campaign became essential, providing indispensable income as partners struggled with a diminished revenue from lost ticket sales, camps, and classes.

“The United Arts Collaborative Campaign this year was more important than ever -- every dollar we raised helps us plan our next season of programming,” said Elizabeth Gwinn, executive director of the Bach Festival Society of Winter Park. “The additional match money from Orange County was a huge incentive for our donors and is a bright spot in this really challenging time. Our thanks to the entire United Arts team for their help and support.”

The Collaborative Campaign immediately switched focus from raising sustaining funds to helping the campaign partners weather the shutdown. United Arts understood the urgent needs of the cultural community and began weekly distributions of the designated funds raised during the campaign. The sole mission of United Arts during this time was to get as much money to each of the cultural nonprofits as quickly as possible and support them in this greatest time of need. The designated contributions provided critical cash flow as Central Florida arts organizations pivoted to virtual programming, communicating with their patrons, and managing financial concerns.

“I am grateful for every single donor who contributed to the 2020 Collaborative Campaign for the Arts,” said Brendan Lynch. “Whether the donations were designated to one of the 15 campaign partners or to

United Arts – *Arts for ALL* Fund, these funds will make a significant and necessary impact in our local community. The pandemic has focused our attention on the importance of arts and culture in our society, and to those of us who call Central Florida home. Thank you to all the donors whose contributions ensure that our arts and cultural groups will be able to ultimately welcome us back to the exhibits, programming, and classes we love.”

Through campaign donations from individuals, corporations, foundations, board members and workplace giving, it was evident that local arts and culture organizations are not only supported but are valued within the Central Florida region.

“Central Florida Community Arts is extremely grateful for the support of United Arts and our community as we surpassed our goal this year,” said Joshua Vickery, founder and executive director of Central Florida Community Arts. “The outpouring during this time is so needed and encouraging. A special thank you to the leadership and staff of United Arts for walking alongside each organization to ensure our success!”

During the three-month campaign, United Arts partnered with 15 of the area’s largest arts, science and history organizations (see list below). Many donors earmarked their contributions for one or more of these cultural partners and saw their gifts matched by 15 and 30 percent by United Arts. Additionally, gifts to United Arts – *Arts for ALL* Fund help support more than 60 local nonprofits, including the campaign partners, through annual grant programs.

The complete list of United Arts 2020 Collaborative Campaign for the Arts fund designations includes:

1. Art & History Museums - Maitland
2. Bach Festival Society of Winter Park
3. Central Florida Community Arts
4. Crealdé School of Art
5. Downtown Arts District/CityArts Orlando
6. Enzian
7. Garden Theatre
8. Orange County Regional History Center
9. Orlando Ballet
10. Orlando Fringe
11. Orlando Museum of Art
12. Orlando Philharmonic Orchestra
13. Orlando Repertory Theatre
14. Orlando Science Center
15. Orlando Shakes
16. *Arts for ALL* Fund – United Arts’ grant fund to 60+ cultural providers

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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 \$158 million in Central Florida’s arts and culture. For more information, visit <http://www.UnitedArts.cc> or call 407.628.0333.