

PRESS RELEASE

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2022 COLLABORATIVE CAMPAIGN FOR THE ARTS RAISED \$5.5 MILLION FOR ARTS AND CULTURE IN CENTRAL FLORIDA

ORLANDO, Fla. — MAY 17, 2022 — United Arts of Central Florida announced today that the **2022 Collaborative Campaign for the Arts** successfully raised \$5.5 million for local arts, science and history organizations. With an aggressive goal of \$4.38 million, the campaign raised 125% of its target making this the thirteenth consecutive year the Collaborative Campaign has exceeded its fundraising goal.

“The Collaborative Campaign truly embodies the spirit and passion of our local arts and cultural community and United Arts is proud to bring these local arts, science and history organizations together with one united goal,” said Jennifer Evins, president and CEO of United Arts. “The unprecedented amount of donations we received during the campaign this year is evidence that this community is wonderfully supportive of and invested in local arts and culture.”

This United Arts campaign raises awareness for our local arts and cultural community by uniting arts, science and history organizations to collectively raise funds from February 1 to April 30. 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 and strengthen the economy and this was a record-breaking year.

The 2022 *Collaborative Campaign for the Arts*:

- raised \$5.5 million, the most amount of money the campaign has ever raised.
- included 31 organizations, more campaign partners than any previous campaign.
- had two campaign partners, the Orlando Ballet and the Orlando Philharmonic Orchestra, each raise over \$1 million in donations for the first time.
- had one campaign partner, Orlando Shakes, raise over \$500,000 in donations for the first time.
- included campaign partners from Lake County for the first time.

“The Collaborative Campaign for the Arts is the single most important fundraising effort for the Orlando Philharmonic each year. We are very pleased with the growing support of the community for the arts, demonstrated by record finishes for the campaign now for three years in a row,” said Paul Helfrich, executive director of Orlando Philharmonic Orchestra. “We congratulate Jennifer Evins and the entire United Arts team for their highly successful execution of this year’s campaign. They are great partners in our efforts.”

United Arts is extremely grateful for the support from donors who made this campaign the most successful in the organization's history. This year the campaign received 880 donations from new donors which is evidence that there is a growing demand for the arts in the region. Contributions designated to any of the 31 campaign partners received a 15% matching grant by United Arts, increasing the impact of donations. A \$500K Challenge Grant was also generously provided by Orange County Government to encourage raising new money for the arts. With the challenge from Orange County and the United Arts match, the campaign secured a total over \$6 million.

"Orlando Ballet is deeply appreciative of the efforts of United Arts of Central Florida to increase visibility and connectivity between the community and the organizations that drive the campaign's success," said Cheryl Collins, executive director of Orlando Ballet. "This collaborative approach has strengthened donor understanding and confidence in their mission investments in a very pronounced way."

Donations made through the 2022 Collaborative Campaign celebrated the tenacity and perseverance of local arts and culture organizations as they continue to emerge from the pandemic stronger, create diverse and innovative programming, grow their audience and keep us connected as a community.

"As a campaign partner for the second year, we were thrilled to exceed our campaign goal, which will allow us to scale our impact to new partnerships and add capacity to our organization," said Theresa Smith-Levin, executive director of Central Florida Vocal Arts and Opera del Sol. "Being a part of the campaign provided us with the tools and motivation we needed to find donor fundraising success."

The 2022 *Collaborative Campaign for the Arts* Partners:

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

*New to the Collaborative Campaign for the Arts

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About United Arts of Central Florida

United Arts of Central Florida is the local arts agency uniting the community and fueling the arts. With the help of individual donors, corporations, foundations and public funding, United Arts inspires creativity, builds community and strengthens the economy in Central Florida. United Arts is proud to facilitate arts education programs for all ages and provide critical funding and comprehensive marketing for local art, science, and history organizations and individual artists. Leading the second largest collaborative fundraising campaign in the country and uniting over 30 of the region's cornerstone arts and cultural organizations, United Arts is dedicated to ensuring the arts are for all.

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