



United Arts

OF CENTRAL FLORIDA

2015 Annual Report to the Community



Albin Polasek Museum
and Sculpture Gardens

A MESSAGE TO OUR COMMUNITY



A handwritten signature in black ink that reads "Linda Landman Gonzalez".

Linda Landman Gonzalez
Chair 2012–2015

In 27 years of service, United Arts of Central Florida has invested more than \$136 million in support of art, science and history organizations in Central Florida. The agency continues to serve as a centralized resource for fundraising, funding through grants and contract service opportunities, technical support, and as the unified voice of the cultural community.

In FY15, United Arts raised more than \$5.8 million. The *Collaborative Campaign for the Arts* generated \$1,834,469 and gained 782 new and returning lapsed donors. The agency's own *Arts for ALL Fund* also raised \$251,000 to enhance the competitive grant pool.

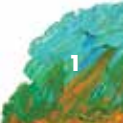
In collaboration with Orange County Public Schools, United Arts received a \$200,000 grant from the Walt Disney World Resort, allowing more than 13,000 eighth-grade students to attend a play at the Dr. Phillips Center for the Performing Arts. Evans High School students have also begun classes with new curriculum opportunities in "back of house" creative fields, thanks to a two-year, \$300,000 grant from JP Morgan Chase to open career pathways for students within Central Florida's creative industries.

United Arts welcomed back former \$100,000 Trustee, the Alan Ginsburg Family Foundation, and remains thankful to all donors and everyone who supports the work of the cultural community!



A handwritten signature in black ink that reads "Flora Maria Garcia".

Flora Maria Garcia
President & CEO

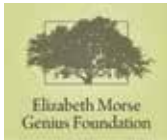




TRUSTEE SUPPORT

United Arts Trustees are donors of \$100,000 or more. Their generous support of the arts, culture, history and science in Central Florida distinguishes them as visionary philanthropic leaders. Their gifts provide foundational support for grant awards and critical institutional operating support. In addition, their funds, combined with those of generous corporate donors, provide a valuable matching pool used to inspire giving through United Arts' annual *Collaborative Campaign for the Arts*. United Arts is pleased to recognize each Trustee for their generosity and leadership.

Alan Ginsburg
FAMILY FOUNDATION





CAMPAIGN FOR THE ARTS

During the annual *Collaborative Campaign for the Arts*, United Arts works in collaboration with local cultural institutions to raise funds in support of art, science and history. The campaign runs from February 1 through April 30 each year, with an Early Bird phase beginning the week of Thanksgiving.

Donations to United Arts' *Arts for ALL Fund* directly support grants awarded through an informed, competitive and independent process as well as critical K-12th grade arts and cultural educational programming. Donors may designate to specific cultural institutions and qualify for a 15 percent matching gift when designating to the campaign's official cultural partners. This matching gift is provided through the generosity of United Arts' individual, corporate, foundation, government, and Workplace Giving campaign donors.

Committed corporations provide support through on-site Workplace Giving campaigns, where employees learn about United Arts and the organizations it funds. In FY15, 24 corporations and their employees generously contributed more than \$155,000.

In all, the 2015 *Collaborative Campaign for the Arts* raised \$1,834,469, of which \$545,747 was secured through the Early Bird phase.



"power2give was used to launch our first season of the Big Blue Bus Mobile Art Studio and subsequent seasons after that. The tool makes it very easy to tell our story and reach donors who want to be a part of the successes of the children we are reaching."

- Leesburg Center for the Arts

POWER2GIVE.ORG

Power2give celebrated its second year of operation in May of 2015. With support from Bank of America, Darden Restaurants Foundation, and OUC - The Reliable One, power2give is an innovative, Web-based crowdfunding platform where nonprofit arts and cultural organizations can post fundraising projects requesting as much as \$10,000 for up to 90 days.

The power2give platform provides a simple and accessible way for potential donors to identify programs and projects that need monetary support. This year, the site raised more than \$138,000 in donations and matching funds for 37 projects, benefiting local arts and cultural organizations and the patrons they serve.



What Teachers are saying...

"They will never forget this experience. It will follow them throughout their education."

"Most of my students have never been to an art museum so it was great that they get to experience the art work."

"The art involves real-world examples of math, science, social studies and technology."

"My students really enjoyed their experience today. This experience helps bridge the gap of what is being taught in the class and real-life experience."

"A lot of my students are not able to have museum experiences due to financial difficulties so this was great to bring the art to them."

"The students were engaged and attentive. This experience may have been a first-time for many. The students may have never heard the sounds or observed flutes before."

ARTS EDUCATION

United Arts facilitated more than 755,000 student experiences through its cultural partners. In Orange County Public Schools, ALL 2nd graders attended the Orlando Ballet, ALL 3rd, 4th, and 5th graders attended the Orlando Philharmonic, and thanks to Walt Disney World Resort, ALL 8th graders – 13,000 in total – went to the Dr. Phillips Center for the Performing Arts to see a performance by the Orlando Repertory Theatre. ALL 5th graders in The School District of Osceola County also attended the Orlando Philharmonic. United Arts funds visits to museums, attendance at performing arts centers, and artist residencies in schools to enhance curriculums.

UAARTSED.COM

United Arts launched UAArtsEd.com, an online directory of arts education programs for preK-12th grade. Teachers can search for cultural programs, download lesson plans that tie to the Sunshine State Standards, and apply for grants, while parents can utilize the site to find family-friendly events and cultural summer camps. Funding for arts education opportunities is provided through Orange County Public Schools, The Osceola School District and the State of Florida Division of Cultural Affairs.

ARTS ENGAGEMENT GRANTS

United Arts expands opportunities for arts education to the wider community through its Arts Engagement Grants program. The program has been instrumental in implementing new programs for at-risk youth, Spanish-speaking actors, senior citizens, and toddlers. In FY15, nine organizations provided 2,549 individuals with opportunities to learn about arts and culture. United Arts supports art for all ages.



"The best United Arts resources are the staff and the workshops; this has consistently been our best resource for identifying other regional groups for partnerships and parallel programming."

- The Holocaust Center

"Thank you so much for offering this great opportunity to professional artists of our community to generate more community-engagement programs in Central Florida. The Florida Department of State Division of Cultural Affairs and United Arts comprise a marvelous team."

- Muralist, Alberto Gomez

UNITED ARTS GRANTS

United Arts provides crucial Operating Support Grants to art, science and history organizations with budgets of \$25,000 or more who provide a full season of programming. Panels of community volunteers observe cultural events year-round, meet with applicants and recommend grants based on artistic merit, management, fiscal responsibility, and service to the community. Forty-three cultural organizations were funded in FY15 through this program.

The agency reaches out to grassroots and multicultural organizations through Mini-Grants. The program has three deadlines per year, a short application and one-month turnaround from submission to grant decision. Seventy-five percent of grantees are first-time recipients and 40% are culturally diverse organizations. Fourteen organizations provided 64,033 cultural experiences to diverse segments of the community.

United Arts provides technical assistance grants for nonprofits to strengthen their skills in fundraising and marketing, and grants for individual artists to make an impact on the community through their art form.

Central Florida residents and visitors experienced art, science and history on more than 2.5 million occasions last year, made possible through 50+ cultural providers supported through these grant programs.

orlandoarts

MAGAZINE



The official publication of United Arts of Central Florida, *Orlando Arts Magazine* is a benefit for contributions to United Arts of \$50 or more. The magazine serves as a comprehensive guide to arts and cultural offerings in the four-county region United Arts supports. Produced bi-monthly in cooperation with Visit Orlando, the official tourism association, the publication covers local dance, music, film, theater, visual arts and special events. It also includes articles about home décor and artful shopping and restaurants – because living well is an art.

UNITED ARTS CARD

The United ArtsCard is a donor benefit for contributions to United Arts of \$100 or more. Good for one year, the card is a valuable buy-one-ticket-get-one-FREE and discount card that economizes ticketing for a variety of arts, science and history experiences throughout Lake, Orange, Osceola and Seminole counties.



PROVIDING INFORMATION AND ACCESS

UnitedArts.cc is the official website for United Arts of Central Florida and a vital resource for donors, organizations seeking funding and existing grantees. Organizations can learn about grant opportunities, apply for funding or manage their existing grants through the site. Visitors to the site can access featured articles from *Orlando Arts Magazine*, find information about United Arts' arts education programs, jump to Orlando At Play for a calendar of local arts and cultural events, sign their company up for a Workplace Giving campaign, make a gift or pledge, or join the arts advocacy mailing list to help keep the arts alive in Central Florida. Take a moment and explore!

MAKE A GIFT	DONOR RECOGNITION LIST	WHO WE ARE	PRESS RELEASES
VIDEOS	PHOTOS	GRANTEE RESOURCES & AWARDS	ARTS EDUCATION
COLLABORATIVE CAMPAIGN FOR THE ARTS	WORKPLACE GIVING	POWER2GIVE	DONOR BENEFITS
ADVOCACY	VOLUNTEERING	ORLANDO ARTS MAGAZINE	ORLANDOATPLAY.COM



THE SOURCE OF ARTS, CULTURE AND ENTERTAINMENT IN CENTRAL FLORIDA

A program of United Arts of Central Florida and funded in part by Orange County Arts & Cultural Affairs and the Florida Division of Arts & Cultural Affairs, OrlandoAtPlay.com features an online event calendar, public art guide, restaurant directory and a weekly e-newsletter with weekly discounts. With more than 1,000 events, 400-plus cultural organizations and 140-plus food and drink options, visitors are sure to discover an authentic experience to enjoy.



"OrlandoAtPlay has helped us reach audiences beyond our normal local marketing channels. It has also driven traffic to our social media sites."

- Leesburg Center for the Arts





Rigoberto Torres exhibit at
Creadé School of Art

PARTNERS IN SUPPORT OF CULTURAL TOURISM – ORANGE COUNTY & UNITED ARTS



United Arts partners with Orange County Arts & Cultural Affairs to manage the Cultural Tourism and Cultural Facilities Funding recommended by the Arts & Cultural Affairs Advisory Council and approved by the Orange County Board of County Commissioners. As fiduciary agent, United Arts coordinates guidelines and workshops, facilitates the application process, supports the panel review process, and oversees the reporting and funds disbursement process for funded projects. To date: \$26.3 million in funding has been awarded, supporting 47 organizations and 266 projects/phases, and group marketing.

Cultural Tourism Funding supports projects that enhance the Orlando area's arts and cultural identity, stimulate local economies and generate new jobs. Awards are determined through a competitive panel review process. In FY15, \$2.1 million was awarded for 26 projects, collaborative marketing programs, festivals, exhibitions and performances, bringing total grants to \$17.7 million since 2003.

Cultural Facilities Funding supports the acquisition, renovation, construction or equipping of museums and performance venues in Orange County. In FY15, \$893,547 was awarded for seven projects. In the eight years this program has been funded, more than \$8.5 million in critical support has been provided for local cultural museums and auditoriums.

FY15 COMBINED FUNDING – GRANTS & OTHER SUPPORT | LARGE BUDGET

LARGE BUDGET ORGANIZATIONS	UNITED ARTS FUNDING				TOTAL FUNDING
	CAMPAIGN FOR THE ARTS & POWER2GIVE	CAMPAIGN MATCH	GRANTS	EDUCATION AND OTHER CONTRACTS	
Orlando Philharmonic Orchestra	\$316,292	\$56,827	\$189,361	\$181,273	\$743,753
Orlando Shakespeare Theater	\$497,099	\$52,921	\$143,020	\$17,920	\$710,960
Orlando Ballet	\$207,415	\$27,469	\$190,322	\$35,630	\$460,836
Orlando Science Center	\$150,667	\$24,631	\$158,627	\$65,294	\$399,219
Orlando Museum of Art	\$103,946	\$16,096	\$165,243	\$75,811	\$361,096
Bach Festival Society of Winter Park	\$149,840	\$24,410	\$58,996	\$33,850	\$267,096
Orlando Repertory Theatre	\$51,139	\$6,707	\$92,500	\$89,832	\$240,178
Crealdé School of Art	\$38,180	\$6,706	\$60,500	\$9,100	\$114,486
Enzian	\$53,940	\$19,142	\$36,500	-	\$109,582
Orlando Philharmonic Orchestra - Concert Opera	\$82,031	\$19,511	-	-	\$101,542
Mad Cow Theatre	\$59,271	\$6,001	\$22,540	-	\$87,812
Art & History Museums – Maitland	\$40,908	\$3,502	\$37,500	\$4,085	\$85,995
Orange County Regional History Center	\$22,366	\$4,638	\$25,000	\$27,277	\$79,281

FY15 COMBINED FUNDING – GRANTS & OTHER SUPPORT | LARGE BUDGET

LARGE BUDGET ORGANIZATIONS	UNITED ARTS FUNDING				TOTAL FUNDING
	CAMPAIGN FOR THE ARTS & POWER2GIVE	CAMPAIGN MATCH	GRANTS	EDUCATION AND OTHER CONTRACTS	
The Wayne Densch Performing Arts Center	\$54,540	\$793	\$1,000	-	\$56,333
Seminole Cultural Arts Council	\$49,831	\$795	\$1,000	-	\$51,626
Downtown Arts District/CityArts Factory	\$24,278	\$1,889	\$21,099	-	\$47,266
Garden Theatre	\$9,833	\$2,109	\$26,500	-	\$38,442
The Association to Preserve the Eatonville Community	\$13,829	\$1,860	\$1,000	-	\$16,689
Osceola Arts	\$2,947	\$724	-	-	\$3,671
Total All	\$1,928,352	\$276,731	\$1,230,708	\$540,072	\$3,975,863

FY15 COMBINED FUNDING – GRANTS & OTHER SUPPORT | SMALL & MEDIUM BUDGET

SMALL & MEDIUM BUDGET ORGANIZATIONS	UNITED ARTS FUNDING			TOTAL FUNDING
	CAMPAIGN FOR THE ARTS & POWER2GIVE	GRANTS	EDUCATION AND OTHER CONTRACTS	
Dr. Phillips Center for the Performing Arts (education services)	-	-	\$39,700	\$39,700
The Winter Park Playhouse	\$1,175	\$10,830	\$11,250	\$23,255
Central Florida Community Arts	\$12,336	\$7,560	\$1,000	\$20,896
Holocaust Memorial Resource & Education Center	-	\$19,000	-	\$19,000
The Center for Contemporary Dance	\$250	\$3,000	\$14,500	\$17,750
Orlando Fringe	\$3,342	\$14,000	-	\$17,342
The Mennello Museum of American Art (including Friends of)	\$551	\$14,500	\$1,500	\$16,551
MicheLee Puppets	\$1,350	\$9,000	\$4,100	\$14,450
Central Florida Ballet	\$126	\$13,000	\$750	\$13,876
Florida Symphony Youth Orchestra	\$2,840	\$11,000	-	\$13,840
Albin Polasek Museum & Sculpture Gardens	\$300	\$13,000	-	\$13,300
Osceola County Historical Society	\$2,034	\$9,000	-	\$11,034
Winter Garden Heritage Foundation	\$1,697	\$6,509	\$2,651	\$10,857

FY15 COMBINED FUNDING – GRANTS & OTHER SUPPORT | SMALL & MEDIUM BUDGET

SMALL & MEDIUM BUDGET ORGANIZATIONS	UNITED ARTS FUNDING			TOTAL FUNDING
	CAMPAIGN FOR THE ARTS & POWER2GIVE	GRANTS	EDUCATION AND OTHER CONTRACTS	
Global Peace Film Festival	\$3,801	\$6,523	-	\$10,324
Bay Street Players	\$643	\$9,000	-	\$9,643
Florida Opera Theatre	\$2,030	\$4,155	\$3,367	\$9,552
Steinway Society of Central Florida	\$901	\$6,495	-	\$7,396
Urban Think Foundation	-	\$6,922	-	\$6,922
Performing Arts of Maitland	\$200	\$6,675	-	\$6,875
Orlando Gay Chorus	\$250	\$6,485	-	\$6,735
Messiah Choral Society	\$4,468	\$2,103	-	\$6,571
Winter Park Historical Association	\$200	\$5,160	-	\$5,360
Melon Patch Players	-	\$5,068	-	\$5,068
Leesburg Center for the Arts	\$105	\$4,784	-	\$4,889
Empty Spaces Theatre	-	-	\$4,636	\$4,636
Mount Dora Center for the Arts	-	\$4,500	-	\$4,500

FY15 COMBINED FUNDING – GRANTS & OTHER SUPPORT | SMALL & MEDIUM BUDGET

SMALL & MEDIUM BUDGET ORGANIZATIONS	CAMPAIGN FOR THE ARTS & POWER2GIVE	UNITED ARTS FUNDING		TOTAL FUNDING
		GRANTS	EDUCATION AND OTHER CONTRACTS	
RS&C Productions	-	-	\$4,240	\$4,240
Lake Eustis Museum of Art	-	\$4,204	-	\$4,204
Asian Cultural Association	-	\$4,106	-	\$4,106
Creative Sanford	-	\$4,006	-	\$4,006
Playwright's Roundtable	\$859	\$1,500	\$1,505	\$3,864
Voci Dance	-	-	\$3,550	\$3,550
Timucua Arts Foundation	\$25	\$3,500	-	\$3,525
Florida Young Artists Orchestra	\$100	\$3,000	-	\$3,100
Citizens for Florida Arts Inc.	-	\$2,500	-	\$2,500
HAPCO Music Foundation	-	\$2,500	-	\$2,500
Theatreworks Florida	-	\$2,500	-	\$2,500
Orlando Community Arts	-	\$2,400	-	\$2,400
A Gift For Music	\$2,100	-	-	\$2,100

FY15 COMBINED FUNDING – GRANTS & OTHER SUPPORT | SMALL & MEDIUM BUDGET

SMALL & MEDIUM BUDGET ORGANIZATIONS	UNITED ARTS FUNDING			TOTAL FUNDING
	CAMPAIGN FOR THE ARTS & POWER2GIVE	GRANTS	EDUCATION AND OTHER CONTRACTS	
Casa de Mexico	-	\$2,000	-	\$2,000
Emotions Dance Company	-	\$2,000	-	\$2,000
The Kerouac Project of Orlando	-	\$2,000	-	\$2,000
Mount Dora Music Festival	-	\$2,000	-	\$2,000
Snap! Orlando	-	\$2,000	-	\$2,000
Love Your Shorts Film Festival	-	\$1,250	-	\$1,250
Florida Alliance for Arts Education	-	\$1,000	-	\$1,000
All Other Gifts, Grants and Service Contracts	\$59,170	-	\$131,557	\$190,747
Total All Small & Med	\$100,853	\$240,735	\$224,306	\$565,894



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and in honor of John Sinclair's 25th Anniversary
with the Bach Festival Society of Winter Park

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Bronze Circle (\$1,000 - \$2,499)

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Grateful for The Anonymous Donor
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honor of Nathaniel and Jeanne Evans, Sr.

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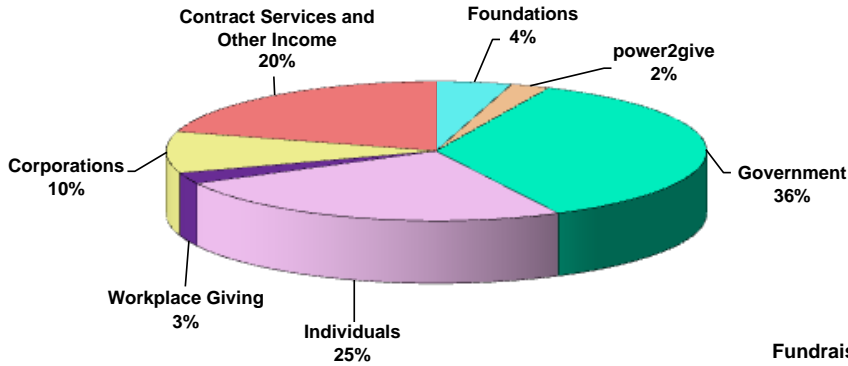
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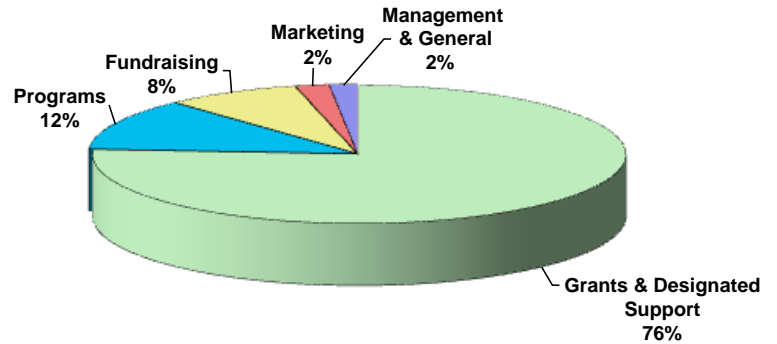
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WHERE OUR SUPPORT COMES FROM



WHERE OUR SUPPORT GOES



UNITED ARTS OF CENTRAL FLORIDA INC.

FINANCIAL ACTIVITIES SUMMARY | YEAR ENDED JUNE 30, 2015

WHERE OUR SUPPORT COMES FROM

Campaign and Other Revenue:

Individuals	\$1,456,121
Corporations	\$565,820
Foundations	\$266,075
Government	\$2,101,720
Workplace Giving	\$152,903
power2give	\$138,305
Total Campaign Revenues	\$4,680,944
Other Revenue:	
Contract Services and Other Income	1,208,213
Total Support and Other Revenue	\$5,889,157

WHERE OUR SUPPORT GOES

Grants, Support and Operations:

Grants & Designated Support	\$4,541,757
Programs	\$720,353
Fundraising	\$486,642
Marketing	\$121,053
Management and General	\$101,142
Total Grants, Support and Operations	\$5,970,947
Unrestricted Net Assets at 6/30/15	\$622,969

A copy of the audited financial statements is available at www.UnitedArts.cc -- or call 407.628.0333



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