

For questions and more information: development@unitedartscfl.org

What is the Collaborative Campaign?

The United Arts Collaborative Campaign for the Arts is an annual fundraising initiative designed to raise awareness and financial support for our local arts, science, and history community. Every dollar raised through the campaign stays right here in Central Florida, fueling creativity, supporting local organizations, and strengthening the local economy.

When is the Collaborative Campaign?

The 2024-2025 Collaborative Campaign begins at midnight on December 1, 2024 and ends at midnight on April 30, 2025. All pledges made must be paid in-full by December 31, 2025 following the Campaign ending April 30.

I typically donate directly to an organization. Why should I donate through the Collaborative Campaign?

The United Arts Collaborative Campaign is a matching campaign. When you donate through the Campaign, you help Campaign Partners access available matching funds pool of up to \$1,250,000, boosting the impact of your donation.

Who can I donate to?

The Campaign is on a single pledge form listing the 40 partners. You can donate to one or multiple partners. Designated gifts and pledges are final once United Arts has disbursed the funds to the designated Campaign Partner.

How can I donate through the Collaborative Campaign?

United Arts will send two mailings, including an Early Bird Campaign mailing at the beginning of December to all previous Campaign donors. You can donate through the mail or on our website www.unitedartscfl.org. Campaign Partners may also link to the campaign on their websites. We accept Visa, MasterCard, Discover, and American Express. You may also mail in a check with your Campaign Pledge Form, or request an invoice for your pledge. Please contact United Arts directly should you wish to donate stock and/or crypto currency.



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How does United Arts select Partners to participate in the Campaign?

Each partner has been vetted through volunteer grant panels and UA Board members. The organizations are judged on artistic excellence, government guidelines, strong fiscal management, and community impact. United Arts has the right to determine the participation of Campaign Partners in the campaign on an annual basis.

What is the Arts for ALL fund?

The Arts for ALL Fund supports PreK-12 arts education programs, artist services and programs, arts leadership development, and grants, technical support and capacity building for over 125 arts, science and history nonprofit organizations in Central Florida. In 2023, United Arts distributed \$2.7 Million in grant funding to individual artists, community vibrancy programs and diversity in the arts initiatives, and \$2.3 Million in general operating support grants for organizations across Orange, Osceola, Lake and Seminole counties. When you donate to the Arts for ALL fund, you are directly supporting our ability to keep arts alive for all of Central Florida. Arts for ALL funds raised during the campaign are not eligible for matching funds.

Can I request that my gift go towards a specific project or program?

The Collaborative Campaign is for unrestricted gifts only. Restricted funding will not be accepted.

What if I sponsor a Campaign Partner's event during the Collaborative Campaign? How much of my sponsorship dollars count towards the Matching Fund?

Only the amount of the sponsorship without a fair market value (FMV) can count toward the Campaign. Donors are to send the FMV portion of their sponsorship directly to the Campaign Partner. Any remaining sponsorship dollars not affixed to a FMV donation may be sent directly to United Arts to count towards the Campaign.



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What does the optional administrative fee cover?

Each year, United Arts staff creates and mails Collaborative Campaign pledge forms to over 10,000 donors on behalf of our Campaign Partners, and processes more than 10,000 unique donations during the campaign. To ensure sustainability of this Campaign for decades to come, we are giving the option to help offset the hard costs of the campaign. The Administrative Fee covers credit card fees, software fees, printing & mailing costs, and staffing. There are no "additional fees" taken out of any donation at any time. A gift to the United Arts-Arts for ALL fund also assists with these costs.

When will funds be distributed to Campaign Partners?

Gifts and paid pledge donations collected during the Campaign will be distributed to Campaign Partners beginning January 2025 and each month following gift and paid pledge donations are collected. Match Funds are calculated no later than 30 days after the campaign has closed. Match Funds on the 2024-2025 Campaign will be paid out beginning in July 2025.

How will I receive a tax letter for my donation?

United Arts will be the charity of record and the sole provider of tax letters for all donors throughout the campaign. Separately, donors may receive acknowledgement(s) from their designated organizations, but only United Arts is to provide tax letters.

What type of payment methods are accepted?

We accept checks, ACH/EFT and all major credit cards. We also accept stock and/or crypto (please contact UA directly for these types of donations). We do not accept anonymous cash donations for the Collaborative Campaign.

