

# PRESS RELEASE

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## **2023 COLLABORATIVE CAMPAIGN FOR THE ARTS REACHES \$6 MILLION GOAL FOR ARTS AND CULTURE IN CENTRAL FLORIDA**

**ORLANDO, Fla. — MAY 4, 2023** — United Arts of Central Florida announced today that, with the determination of 33 campaign partners, the 2023 *Collaborative Campaign for the Arts* successfully raised over \$6 million for local arts, science and history organizations. With an aggressive goal of \$6 million, this is the fourteenth consecutive year the Collaborative Campaign has exceeded its fundraising goal but that's not the only way United Arts is measuring the success of the campaign.

This annual campaign raises awareness for the local arts and cultural community by uniting arts, science and history organizations to collectively raise funds from February 1 to April 30. Every dollar raised stays right here in Central Florida and provides annual operating support and program funds to help fuel creativity and innovation and strengthen the local economy.

"The number of renewed and new donors who contributed during the campaign this year is evidence that this community is wonderfully supportive of and invested in local arts and culture," said Jennifer Evins, president and CEO of United Arts. "United Arts strives to strengthen the local arts community every day and the Collaborative Campaign is a prime example of how we are committed to uniting the community to support the arts."

This year, 66% of donors from 2022 renewed their gift and of those donors, 68% increased their gift. With the national average for donor retention being 40-45%, this illustrates that the Central Florida community values the arts. Donations from 1,198 new donors is a sign that there is a growing demand for the arts in the region. United Arts is committed to making local art thrive and is extremely grateful for the support from 3,500 total donors who made this campaign the most successful in the organization's history.

"Page 15 is grateful to have been part of the United Arts Collaborative Campaign for the first time this year," said Julia Young, founder and executive director of Page 15. "More than 50% of the donations we received were first time donors and we wouldn't have had the opportunity to reach these special arts advocates otherwise. We appreciate the platform provided by the Collaborative Campaign to showcase Page 15's work with literary arts to help young authors find their authentic voice through creative writing, storytelling, poetry and spoken word so that they may become leaders in their community."

Contributions designated to any of the 33 campaign partners received a 15% match by United Arts, strengthening the impact of donations. When the \$6 million goal was met, an additional \$500,000 was also generously provided by Orange County Government to encourage raising new money for the arts in Orange County. By leveraging the matching funds from Orange County and United Arts, the campaign secured a total of over \$7.2 million for our local arts and cultural community.

“The value of the Collaborative Campaign of the Arts is multifaceted. Every nonprofit faces the ongoing need to raise annual funds and United Arts provided the tools to succeed this year,” said Janet Gamache, executive director of Mount Dora Center for the Arts. “The 15% match was fuel to the fire. This year, Mount Dora Center for the Arts was motivated to raise more than \$100,000. The funds will be used to expand our Art Outreach program to more veterans, seniors and children of financially insecure families in the community.”

The 2023 *Collaborative Campaign for the Arts* Partners:

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. Page 15\*
30. Russian Ballet\*
31. Snap! Orlando
32. Timucua Arts Foundation
33. United Arts of Central Florida
34. 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.

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