



Campaign Policies Frequently Asked Questions Campaign 2010

United Arts of Central Florida is a dynamic collaboration of businesses, governments, foundations, arts and cultural organizations, school districts, artists and individuals. This partnership works to enhance the quality and variety of cultural experiences available throughout Lake, Orange, Osceola and Seminole counties. Since its inception in 1989, United Arts has invested more than \$107 million in local cultural organizations and cultural education. United Arts envisions a diverse, well-attended, fiscally sound arts and cultural community that serves residents and visitors to the Central Florida region. United Arts is deeply grateful to all donors and community partners for sharing this vision.

This document covers frequently asked questions about the annual Campaign.

1) What is the United Arts Campaign?

Every year, United Arts holds an annual campaign. This campaign involves many major players in the cultural community and includes collaborative fundraising for and awareness-building of cultural offerings in Central Florida. The Campaign is a time for residents to rally around the cultural community and support its continual growth.

2) When does the Campaign run?

Campaign 2010 runs from February 1 – April 30, 2010.

3) What local cultural organizations participate in the Campaign?

Participation in the United Arts campaign is open to (and required of) United Arts General Operating Support (GOS) grantee organizations only. Organizational Project Grantees (OPG) cannot officially be part of the program, but write-in designations by donors will be applied to the designated organization and distributed according to United Arts' distribution policies.

Campaign 2010 participants are listed below:

- Assoc. to Preserve the Eatonville Community
- Bach Festival Society
- Crealdé School of Art
- Enzian Theater
- Festival of Orchestras
- Maitland Art Center
- Orange County Regional History Center
- Orlando Ballet
- Orlando Museum of Art
- Orlando Philharmonic Orchestra
- Concert Opera (Orlando Phil.)
- Orlando Repertory Theatre
- Orlando Science Center
- Orlando Shakespeare Theater
- Osceola Center for the Arts
- Seminole Cultural Arts Council
- Wayne Densch Performing Arts Center

4) What is the Campaign goal?

The Campaign goal combines fundraising goals of each of the 17 organizations as well as United Arts' *Arts for ALL* Fund goal.

5) Why give through United Arts, rather than directly to my favorite organizations?

The incentive to give through United Arts, instead of directly to an individual organization, is the United Arts Campaign Match. A gift to the United Arts campaign that is designated to a specific participating organization is eligible for a 15% match from United Arts. If you designate \$100 to an organization during the campaign, your dollars go further, because United Arts will add \$15 to your gift. Restrictions do apply; you can get more information in Section X of United Arts' Fundraising Policies & Procedures, which can be sent to you by request. Contact John Theisen, Campaign Manager at 407.628.0333 x29.

6) Where does my donation go?

Your donation may be designated in two ways:

A. A donation to the *United Arts – Arts for ALL* Fund contributes to many different cultural organizations and programs throughout the four-county area. As you can see from the picture below, for every dollar you donate to the *Arts for ALL* Fund, 79 cents directly funds United Arts' three grant programs that support more than 50 arts and cultural organizations, over 613,000 curriculum-based student experiences in arts education programs and hundreds of artists and arts administrators each year.

Every dollar counts at United Arts... here's how your contribution is spent:

- 79¢** Grants and designations to artists and cultural organizations.
- 14¢** Programs and cultural events.
- 6¢** Collaborative fundraising campaign for the arts.
- 1¢** United Arts administration and governance.

A graphic showing a one-dollar bill being divided into four parts representing the allocation of funds: 79¢, 14¢, 6¢, and 1¢.

B. A designated donation to the United Arts Campaign goes to the designated organization of your choosing. 100% of your contribution will reach the organization, because United Arts uses donations to the *Arts for ALL* Fund to pay for administrative costs associated with gifts, and does not assess any fee against your contribution.

7) When do participating organizations receive my designated donation?

The annual campaign raises funds to support grants and programs for the coming fiscal year, which begins July 1, 2010. Designated funds are disbursed as they are collected beginning in July at a rate of 80%. In January, the payout rate is increased to 95%. In June, we reconcile designations with payouts for the year and release the balance of collected designated funds so that 100% has been paid out.

8) What if I want to designate to multiple organizations?

We encourage designations to multiple organizations, as long as the total contribution is greater than \$25. Simply mark each organization you wish to support on your pledge form. One of the benefits of doing so through the United Arts campaign is that you only need to write one check, made out to United Arts. We will manage your designations and notify each organization of your support. Less work for you and your accountant! For donations of \$25 or less, we ask that you limit your designation to one organization in order to minimize administrative costs.

9) How will I be recognized for my gift?

United Arts provides reports listing recognition names and acknowledgment information to organizations participating in the campaign on a weekly basis. These organizations are required by grant contract to acknowledge United Arts campaign donors of \$1,000 or more in their event programs, newsletters, etc. To guarantee inclusion in United Arts donor lists, your pledge must be received by the campaign end date: April 30, 2010. For more information, feel free to review United Arts' recognition policies, which can be found at www.UnitedArts.cc.

What are the benefits of giving?

Donating to United Arts makes you feel good about supporting the community. In addition to this emotional benefit,

- Donors of \$50 and more will receive a one-year subscription to *Orlando Arts Magazine*.
- Donors of \$100 and more will receive the above and the *United ArtsCard*, an arts and cultural discount card for Central Florida valued at more than \$600.
- Donors of \$1,000 and more receive the above and invitations to local cultural organizations' special events throughout the year.
- Donors of \$100,000 and more receive the above and a seat on the United Arts Board of Trustees and Directors.

10) What is workplace giving?

Workplace giving is a way in which local businesses can expand their commitment to the arts through engaging their employees in support of the cultural community. United Arts works with businesses to educate employees about the benefits of a thriving cultural community, what kind of support is needed, and how they can get involved. Businesses may provide incentives for employees to support United Arts financially and allow payroll deduction. If a participating cultural organization knows of a local business that is willing to hold an *Arts for ALL* Fund workplace giving campaign and connects that business with United Arts, the cultural organization will receive 50% of the funds raised for the first two years of the workplace campaign excluding gifts received from United Arts' Trustees. In some instances, United Arts' workplace giving campaign is run as part of a larger federated campaign where another agency, such as United Way or America's Charities, acts as the fiscal agent. United Arts has no control over administrative fees that may be charged and collected by other agencies on funds designated to United Arts and our member agencies during these campaigns. To discuss starting a workplace giving campaign at your organization, contact John Theisen at 407.628.0333 x29 or John@UnitedArts.cc.

11) What if I'm still paying off last year's pledge?

First off, thank you for your past support! If you are still paying off a previous pledge, feel free to make a pledge for the coming year. This will ensure there is no interruption in your support of Central Florida's cultural community and that your pledge is received in time to qualify for benefits of giving during the campaign period. Payments will always be applied to the first pledge received, until it is paid in full unless instructed otherwise.

12) When do I need to pay off my pledge?

We encourage all donors to pay off their pledges by December 31 of the year of their pledge. If your circumstances make this timing difficult, please feel free to contact the Development Office at United Arts to discuss your pledge (407.628.0333 x29). Payment options include cash, check, credit cards and stock transfer, in lump sum or installments.

13) How do I give?

Thank you! You can contribute to the annual campaign by downloading from a pledge form from our website, to be completed and mailed to United Arts, or by donating online. For either method, visit www.UnitedArts.cc or contact United Arts directly at 407.628.0333 or uacf@UnitedArts.cc.

14) What are the benefits of being a Trustee level donor?

The Trustees of United Arts (donors of \$100,000 or more) have distinguished themselves over an extended period of time as the most generous supporters of arts, culture, history and science in Central Florida. As a result of their generosity, the Trustees should be treated with dignity and respect and are granted immunity from excessive solicitations from United Arts or its grantees. No grantee may solicit individual or corporate sector Trustees for operating support at anytime during the year. As United Arts supports donor choice, Trustees may CHOOSE to make additional operational gifts, but it is antithetical to the collaborative nature of the campaign for any grantee to ask a Trustee to reallocate or designate a portion of their Trustee gift to a specific organization.

Solicitation of a designated personal contribution by a grantee from its own board of directors is encouraged by United Arts unless that board member is an active individual United Arts Trustee. Grantees may ask for personal gifts from board members who represent Corporate Trustees. The grantee organization will receive 100% participation for that individual Trustee gift to be used towards the United Arts 100% board participation campaign bonus. Trustee gifts are the responsibility of United Arts.

15) My question wasn't answered here. Who can I contact for more information?

John Theisen, Campaign Manager at United Arts can answer any other questions you may have. Contact him at 407.628.0333 x29 or John@UnitedArts.cc.