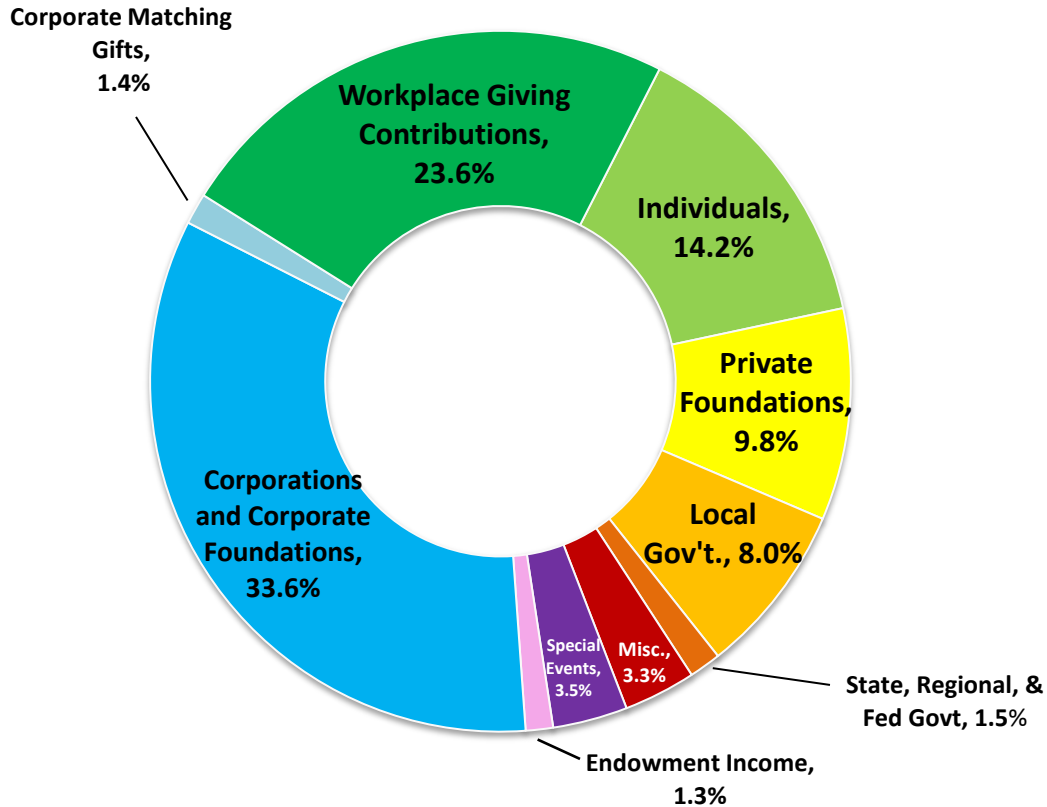




Arts Facts . . . UAF Revenues on the Upswing
 The nation's United Arts Funds (UAFs) raised a total of \$96.4 million for the arts during FY2012.

Sources of FY2012 United Arts Fund Campaign Revenue

Aggregate Percentages



- **United Arts Funds (UAFs)** are private organizations that raise money to broaden support for the arts, encourage attendance and participation, promote excellence in the arts and arts management, and ensure that arts organizations are financially stable. UAF campaigns are combined or federated appeals for arts funding conducted annually to raise unrestricted money on behalf of three or more arts, culture, and/or science organizations.
- The 50 UAFs that participated in the survey reported aggregate FY2012 campaign revenues of \$96.4 million.
- Thirty-two UAFs have provided their total campaign revenue annually since 2002. Their consistent responses, plus the fact that they represent \$84.3 million of the \$96.4 million in aggregate campaign revenue (87 percent), make this group a reliable indicator of the year-to-year changes in UAF campaigns. These 32 UAFs anticipate a 3.7 percent increase in their FY2013 campaign revenues. This is a 2.1 percent increase when adjusted for inflation—marking the first expected increase in inflation-adjusted campaign revenue since the onset of the Great Recession.
- **Individual donations and corporate contributions account for the majority of UAF campaign revenue.** The participating UAFs reported that 38 percent of aggregate FY2012 campaign revenues were received from individuals, including both workplace giving campaigns and gifts from independent donors—a share that has remained relatively consistent for more than a decade. Contributions from corporate sources—including corporations, corporate foundations, and corporate matching gifts—accounted for an additional 35 percent of FY2012 campaign revenues nationally. Corporate share has slipped downward from 41.4 percent since 2001.
- There are currently 59 active UAFs nationwide—representing a decrease from 66 in 2003, and more than 70 in the 1990s. The number of UAFs in operation has declined for a number of reasons and in some cases, they do not disappear, but rather change functions in their communities. More important than the number of UAFs in existence is the fact that nationally, the UAF model continues to generate millions of dollars to support the arts.