

The United Performing Arts Fund (UPAF)

The United Performing Arts Fund (UPAF) was founded in 1967 to support performing arts organizations in the Greater Milwaukee area.

UPAF's three-part mission is to **raise much needed funds** to support entertainment excellence, to **promote the performing arts** as a regional asset and to **responsibly steward the dollars** our donors so generously give.

UPAF holds an annual fundraising campaign that is supported by more than 22,000 donors.

- A record-setting **\$12,059,201** was raised in the 2016 UPAF Campaign. Overall, the Campaign has grown **27.3%** since 2011.

UPAF's 50th Anniversary Campaign will run March 6, 2017- June 14th, 2017. UPAF is the largest united arts fund in the country for the performing arts and has raised over \$300 million to the performing arts over the last 50 years.

In 1967, more than 700 volunteers reported 2,150 gifts, raising a total of \$650,337 for UPAF's first campaign.

Our Member Groups

UPAF's fundraising efforts sustain 15 performing arts organizations, including Cornerstone Groups **First Stage, Florentine Opera Company, Milwaukee Ballet, Milwaukee Rep, Milwaukee Symphony Orchestra,** and **Skylight Music Theatre.**

Member Groups consist of **Bel Canto Chorus, Danceworks, Milwaukee Chamber Theater, Milwaukee Children's Choir, Milwaukee Public Theatre, Milwaukee Youth Symphony Orchestra, Next Act Theatre, Present Music,** and **Renaissance Theaterworks.**

Our Importance to the Community

UPAF is **essential** to preserving a vibrant performing arts scene in Southeastern Wisconsin. As the largest donor to all of its Member Groups, UPAF ensures not only their vitality, but also their sustainability.

By providing a **single point of giving**, UPAF is able to raise funds greater than any individual Member Group could on its own. One gift to UPAF has exponential benefits.

- Receiving annual operating support allows Member Groups to focus on what they do best – creating, performing, inspiring and educating.

Art Entertains and Engages

With a world-class performing arts scene in our community, residents do not need to travel to larger metropolitan areas to see exceptional music, dance and theater. We are moved and wowed by outstanding local talent. The performing arts bring together diverse audiences to share a common experience – at the same time and in the same place. They lift our spirits, provide a means to escape, and inspire us to dream.

UPAF *Connect*

The performing arts have the power to enlighten, engage and bring diverse people together. Seeing the need in the greater Milwaukee area to unite people around the power of performance, the United Performing Arts Fund (UPAF) created UPAF *Connect*.

How It Works

UPAF *Connect*, presented by the Brico Fund, will make the performing arts more accessible to Milwaukee-area nonprofits by bringing new audiences to UPAF Member Group productions and taking the performing arts out into communities. All participating groups will enjoy up to six activities per year.

Who It Serves

Big Brothers Big Sisters of Metro Milwaukee, COA Youth and Family Centers, Clean Wisconsin, Havenwoods Economic Development Corporation, La Casa de Esperanza, Life Navigators, Milwaukee Water Commons, Pearls for Teen Girls, Silver Spring Neighborhood Center, and Wisconsin Voices.

Art Impacts Our Economy

Patrons spend time and money where there's a vibrant arts scene. Visitors are drawn to our community. New restaurants, shops and hotels open to meet the demand. New companies move to our region and are able to attract talented employees because the performing arts make our community a better place.

Art Educates

Collectively, UPAF Member Groups provide arts education to hundreds of thousands of children, replacing what drastic budget cuts have taken away in many of our schools. Each year, they deliver quality arts education directly in the classroom, through after-school programs and on an individual basis with scholarships.

UPAF Notable Women

This affinity program is designed to help fulfill the critical need for arts education to support our next generation in reaching its full potential. Dollars raised through UPAF Notable Women are awarded through an annual Arts Education Grant Program that distributes funding to UPAF Member Groups for specific arts education projects.

Art Heals

Nearly one half of the nation's healthcare institutions recognize the performing arts' healing powers and provide arts programming for patients, families and staff, resulting in shorter hospital stays, better pain management and less medication.

Our Promise to Donors

UPAF's promise to donors is to cost effectively raise funds that will enhance the vibrancy of Southeastern Wisconsin through a vital performing arts scene.

This commitment instills confidence that a gift to UPAF is indeed a sound investment in the community.

UPAF receives NO government funding. It is through the generosity of individuals, companies and foundations that UPAF achieves its mission.

UPAF is ranked **No. 1 among the nation's united arts funds** by American for the Arts for being the most cost effective in the country.

UPAF's sound fiscal management practices and commitment to accountability and transparency have earned the organization a **4-star rating from Charity Navigator**, America's largest independent charity watchdog.



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