



## UPAF 50<sup>th</sup> Anniversary Campaign Workplace Giving Testimonials

*Every year billions of dollars are donated to America's charities through workplace giving campaigns. A UPAF Workplace Giving Campaign is a great way to position your company as a leader in Corporate Social Responsibility (CSR) and your employees reap rewards by coming together for a common cause. Research shows that an organization's reputation for social responsibility is among the top five drivers for employee engagement.*

### ***Greg Marcus, CEO, The Marcus Corporation***

"Our associates are thrilled to be asked to have the opportunity to give back. There's no high pressure, but so many of them say thank you for providing the opportunity to participate (in a UPAF Workplace Giving Campaign)."

### ***Joel Nettesheim, Principal, SVA***

"Workplace Campaigns aren't just about giving. They are also educational because they inform the public about our vibrant and valuable arts community. It's a powerful lesson where the public learns how important the arts community is to Wisconsin!"

### ***Austin Ramirez, President & CEO, HUSCO International***

"Investment in the performing arts is important to me because it is key to the vitality of our region. Without a thriving arts community Milwaukee will never be a distinctively great place to live, work and play. This is important to me both as a business owner trying to build a great company and as a citizen of the Greater Milwaukee area."

### ***Carver Smith, Partner, Baker Tilly***

"In Milwaukee, we value a great quality of life with a rich heritage. UPAF embodies and supports this value through their contributions to the performing arts. Thanks to UPAF, we have a community that our employees, many of whom are Millennials, are proud to call home."

### ***Julia Taylor, President, Greater Milwaukee Committee***

"Today, a corporation's ability to provide its employees the opportunity to shape their community is a market advantage. Studies show that people find happiness more through experiences and charitable giving than any other means."