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## **2016 UPAF Campaign Achieves Fundraising Milestone**

*A record \$12,163,486 raised to support 15 Member Groups*

**MILWAUKEE, (June 14, 2016)** – The United Performing Arts Fund (UPAF) will have additional dollars to allocate to its Member Groups as UPAF announced today that the 2016 UPAF Campaign raised \$12,163,486, a new all-time record. In the past five years alone, the UPAF Campaign has increased by 27%, having set records each of the last four years.

UPAF shared the news this evening at its Campaign Finale celebration, sponsored by Potawatomi Hotel & Casino, at the Wilson Theater at Vogel Hall, in the Marcus Center for the Performing Arts. The event was hosted by Ryan Jay, nationally syndicated film critic and featured performances by UPAF Member Groups, the Milwaukee Youth Symphony Orchestra, the Milwaukee Rep, the Milwaukee Symphony Orchestra and Present Music. The 2016 Campaign was chaired by Paul Eberle, chief executive, Whyte Hirschboeck Dudek, Paul Purcell, chairman, Baird and Peggy Williams-Smith, senior vice president, SafeHouse Restaurants, Marcus Hotels & Resorts.

“Thanks to the generosity of our donors, area companies and foundations, 2016 was another record-setting year for UPAF, achieving another important milestone,” said Deanna Tillisch, UPAF president and CEO. “Our co-chairs, Paul, Paul and Peggy, staff, loaned executives and workplace ambassadors worked tirelessly to ensure the success of this campaign, and we are truly grateful to them for helping us achieve this new record.”

This year’s campaign ran from March 1 through June 14, 2016.

While the amount raised was just shy of the goal announced at UPAF’s Mar. 1 launch event, \$12,260,000, the 2016 total, represents more than a \$150,000 increase over the previous year and a new milestone. UPAF typically sets a stretch goal, with the ultimate outcome of raising more money than the prior year.

## **UPAF CAMPAIGN / ADD ONE**

More than 200 companies hosted a Workplace Giving Campaign this year, including 22 new campaigns with Northwestern Mutual was once again UPAF's largest overall donor, raising the highest amount of funds of any company. A total of \$990,000 was raised through Northwestern Mutual employees and retirees. This combined with the company gift totaled over \$1.72 million.

At the Finale, awards were presented to recognize area companies and individuals for their support of UPAF and the performing arts. Recognized were:

- The Mrs. Walter H. Stiemke Award: Chuck Harvey, retired chief diversity officer and vice president of community affairs for Johnson Controls.
- The Bill Randall Maestro Award: Glen Hackmann, vice chairman and of counsel, Robert W. Baird & Co.
- The Jack M. Birchhill Award: CBS 58 for its support of the UPAF Ride for the Arts and overall coverage of the performing arts.

### **About UPAF**

United Performing Arts Fund's mission is to secure community resources, promote the performing arts as a regional asset and improve the quality of life through responsible investment in and financial support of the performing arts in Southeastern Wisconsin. Our vision is to shape a diverse, vibrant and sustainable cultural life for all. In 2015 UPAF's Annual Campaign raised more than \$12 million to support the area's vibrant performing arts environment. UPAF proudly bears Charity Navigator's highest distinction for nonprofits – a four-star rating – and the highest point ranking of any Milwaukee area non-profit.

As an umbrella organization, UPAF supports a breadth of performing arts groups that collectively offer something for everyone through its 15 Member Groups and numerous Affiliates. More than one million people are touched each year through performances, educational outreach, special events and community partnerships.

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