



UNITEDPERFORMINGARTSFUND

## UPAF *Fast Facts* – 2018

### ***The United Performing Arts Fund***

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 use the dollars** our donors so generously give.

UPAF holds an annual fundraising campaign that is supported by more than 21,000 donors.

- A record-setting **\$12,320,160** was raised in the 2017 UPAF Campaign. Overall, the Campaign has grown **23.9%** since 2011.

UPAF's 2018 Campaign will run March 5 – June 13, 2018. UPAF is the largest united arts fund in the country for the performing arts and has raised over \$324 million to support the performing arts over the last 51 years.

### ***Our Member Groups***

UPAF's fundraising efforts sustain 14 performing arts organizations, including Cornerstone Groups **First Stage, Florentine Opera Company, Milwaukee Ballet, Milwaukee Rep, Milwaukee Symphony Orchestra,** and **Skylight Music Theatre.**

Member Groups are **Bel Canto Chorus, Danceworks, Milwaukee Chamber Theater, Milwaukee Children's Choir, 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 of escape, and inspire us to dream.

#### **UPAF Connect, presented by the Brico Fund**

The performing arts have the power to enlighten, engage and bring people together. Seeing the need in the greater Milwaukee area to unite people around the power of performance, UPAF created UPAF Connect.

### **How It Works**

UPAF Connect, presented by the Brico Fund, makes 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 through dozens of activities each year.

### **Who It Serves**

Big Brothers Big Sisters of Metro Milwaukee, Boys and Girls Clubs, COA Youth and Family Centers, Clean Wisconsin, Dominican Center, Havenwoods Economic Development Corporation, La Casa de Esperanza, Life Navigators, Meta House, Milwaukee Water Commons, Neighborhood House, Pearls for Teen Girls, Silver Spring Neighborhood Center, Sojourner Family Peace Center, Wisconsin Voices, The Women's Center and United Community Center.

### **Art Impacts Our Economy**

Patrons spend time and money where there's a vibrant arts scene. The arts draw visitors to our community and create demand for new restaurants, shops and hotels. 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 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, presented by BMO Harris Bank**

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 UPAF Bright Minds, presented by BMO Harris Bank, a 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 Americans 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 – the highest possible achievement - from Charity Navigator**, America's largest independent charity watchdog.



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