

# THE PERFORMING ARTS MATTER!

Because of donors like you, the performing arts are making a difference in Southeastern Wisconsin. The arts serve as an economic engine, deliver vital arts education to our children, make enriching entertainment accessible and provide a livelihood for talented artists.

As the single largest donor to each of our Member Groups, UPAF matters to the performing arts. And donors like you have helped to make UPAF the largest united performing arts fund in the country.

We are proud to have a four-star rating from Charity Navigator for our financial management, transparency and accountability! You can be sure that your generous donation is used with the utmost responsibility.



**CHARITY NAVIGATOR**

★★★★ Four Star Charity



From left, clockwise:

- **Danceworks Mad Hot Ballroom & Tap**  
Photo by Peter DiAntoni
- **MYSO Progressions** Photo by Ron Oshima
- Participants in "Ballet Beat," Milwaukee Ballet's summer programming

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Clean Wisconsin  
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## UPAF CONNECT SPONSORS

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**Cover Photos:**

**Susan Gartell of Milwaukee Ballet** Photo by Rachel Malehorn and Timothy O'Donnell; **Milwaukee Youth Symphony Orchestra** Photo by Ron Oshima



UNITED PERFORMING ARTS FUND



THE PERFORMING ARTS MATTER!  
**COMMUNITY  
IMPACT  
REPORT**

**2018**



## YOUR DONATION MATTERS.



AYAD AKHTAR

Homegrown playwright Ayad Akhtar went on to win a Pulitzer Prize for Drama.

“Without UPAF, Southeastern Wisconsin’s performing arts scene simply would not be what it is. UPAF is crucial to upholding the diversity, vibrancy and world-class quality of performing arts groups in the region.”



FRIDA ALBITER

Frida Albiter has participated in the Milwaukee Youth Symphony Orchestra for seven years.

“I think it’s really awesome what a group of talented kids can bring to the table when they are given the right tools,” said Frida. Added Frida’s mother, “Frida has had the opportunity to improve – not only in the musical environment – but also in areas such as collaboration, dedication and creativity.”



AMY CHIONCHIO

Amy Chionchio is president and CEO of UPAF Connect partner Big Brothers Big Sisters.

“Exposure to the performing arts helps our mentoring matches by expanding their imaginations, stimulating thought-provoking conversations, highlighting creative career opportunities and breaking down the barriers of a traditional performing arts audience.”

## IMPACT OFF STAGE

UPAF has worked diligently to expand the reach of the arts outside the theater through two community outreach programs: UPAF Bright Minds, presented by BMO Harris Bank and UPAF Connect, presented by Brico Fund.



UPAF Bright Minds delivers high-quality, much-needed arts education programming throughout Southeastern Wisconsin.

- Bright Minds programming reaches more than 100,000 students annually with the majority from underserved households.
- Since 2011, UPAF has distributed \$3,168,000 in support of arts education, serving nearly 200 different schools.
- Bright Minds evaluation research measures program impact on five skills identified as critical to workforce success: leadership, teamwork, problem solving, problem identification and resourcefulness.
  - » 47% of students experienced positive change across all five measured skills as a direct result of Bright Minds programming.
  - » Students who began with the lowest skill levels experienced the most growth. In other words, these programs are impacting children most in need of enriching and skill-building outreach.



Danceworks leads a community dance workshop in Alice’s Garden with Milwaukee Water Commons.



UPAF Connect brings underserved audiences to UPAF Member Group productions while also taking the performing arts out into communities served by partner nonprofits. Partners participate in workshops, residencies and other activities tailored to their needs. UPAF Connect partners choose from over 50 workshops/classes and 35 staged productions each year.

- UPAF Connect benefits nonprofit partners and UPAF Member Groups: UPAF Connect is clearly valued by the community and activities have shown to increase engagement and interest in the arts by providing much-needed family-friendly arts events in local communities.
- 36% of UPAF Connect participants surveyed had never attended a live performance or arts event in the past.
- UPAF Connect also enhances the efforts of its nonprofit partners. The program surpassed its goal to increase collaboration, partnership, outreach and community access by 40%.