



PLAY YOUR PART

No matter the challenges, our local artists and performing arts organizations are here to lift us up. In the face of adversity, they need YOUR support.

Your contributions are essential in allowing UPAF Member Groups and our region's artists to flourish and produce:

Performances that **CHALLENGE MINDS** and **STIR EMOTIONS**.

INSPIRED YOUTH who use the arts as a springboard for lives **FILLED WITH CREATIVITY**.

Shared experiences that **CONNECT PEOPLE** from **ALL BACKGROUNDS** and walks of life.

Projected impacts of COVID-19 on UPAF Member Groups

FROM MARCH 2020 - MAY 2021:

1,600 Nearly 1,600 performances canceled.

75% Over 75% of staff and artists impacted by layoffs, furloughs or salary reductions.

With an anticipated loss of \$23M in revenue, your support of UPAF Member Groups is critical.

Despite dramatic hardships, local artists and groups continue to positively impact the community through innovative performance and education offerings.

The Arts Educate

Nearly 84,000 local children are still receiving as much or more arts education programming—virtually and safely in classrooms.

The Arts Inspire

Livestreaming and on-demand arts offerings nourish our spirits, foster connection and inspire hope until we can gather in theaters again.

The Arts Heal

We need the arts now more than ever. Studies have shown that expressing yourself through art can help people with depression, anxiety and illness.¹

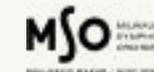
THE ARTS ARE ESSENTIAL

Now more than ever, the arts play an important role in bringing us together, whether virtually or safely in-person, continuing to inspire hope, fostering connection and bringing about positive change. We need the arts to sustain us during trying times and ensure that, no matter what we face, we come back to a strong, vibrant region.

Donate today at **UPAF.ORG/DONATE**

¹Harvard Health Publishing

UPAF CORNERSTONE GROUPS



UPAF MEMBER GROUPS



UPAF AFFILIATES

Above the Clouds

Darby's Dancers

Festival City Symphony

Frankly Music

Kettle Moraine Symphony

Latino Arts

Milwaukee Opera Theatre

Optimist Theatre

Pink Umbrella Theater Co.

Racine Symphony Orchestra

Theatre Gigante

Wild Space

Windfall Theatre

Wisconsin Conservatory of Music

Wisconsin Philharmonic

Visit UPAF.org to view performances, check out the local performing arts calendar and learn how these groups are working to inspire and educate the community.



DONATE TODAY AT UPAF.ORG/DONATE



301 W. Wisconsin Ave., Suite 600
Milwaukee, WI 53203

414-273-UPAF (8723)
UPAF.org

UNITED PERFORMING ARTS FUND

f i t i n

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Milwaukee Ballet, Itzel Hernandez & Davit Hovhannisyan, Photo by Tom Davenport.
Milwaukee Ballet, Marie Collins, Photo by Mark Frohna.
MYSO, Progressions, Photo by Ron Oshima.
Skylight Music Theatre, Andrew Varela, Photo by Mark Frohna.
Skylight Music Theatre, Kiss Me, Kate, Joe Capstick and Kaylee Annable, Photo by Ross Zentner.
Next Act, Blood at the Root, Ibraheem Farmer, Photo by Ross Zentner.

WWW.UPAF.ORG

PLAY YOUR PART SUPPORT OUR ARTISTS

LOCAL ARTISTS AND GROUPS NEED YOUR HELP

A vibrant arts community is possible because of strong community support by donors like **YOU!** Your donations enable UPAF to provide consistent funding vital to our Member Groups. Your support is critical in ensuring that our **world-class performing arts organizations remain stable** so local artists can thrive and continue doing what they do best—**entertaining, educating and inspiring.**



BUCYRUS FOUNDATION LEADERSHIP CHALLENGE

Become a new \$1,000+ leadership donor or increase your leadership gift by 10% and the Bucyrus Foundation will match the new or increased gift up to \$100,000.



COMMUNITY IMPACT PROGRAMS

UPAF BRIGHT MINDS, UPAF CONNECT AND KASEY'S FUND educate local children and expand access so everyone in our community can experience the arts.



Delivering high-quality arts education programming and preparing nearly 84,000 students with the tools to be successful in work and life. UPAF's comprehensive program evaluation measures student growth across five skills deemed essential to future success.



- 25** nonprofit partners
- 60** virtual programs and performances to choose from
- 1/3** of participants experienced their first-ever class or performance through this program

Ensuring everyone has the chance to embrace the magic of music, dance and theater through partnerships with local nonprofits.



Enhancing the accessibility of the arts by eliminating barriers for people with special needs and other physical and mental considerations through initiatives such as:

- Sensory-friendly performances
- Access ramps and assistive listening technology
- Tailored programming



NEW

WITH A GIFT OF \$1,000 OR MORE, you can designate a portion of your gift to one of our Community Impact Programs and change countless lives through the performing arts.

NEW OPPORTUNITIES TO ENGAGE WITH MUSIC, DANCE AND THEATER

Benefits are cumulative.

CORPS \$100+

Receive the UPAF SMART CARD, sponsored by Associated Bank, which includes one "buy one, get one FREE" ticket offer for each of the 14 UPAF Member Groups, plus discounts at over 30 area restaurants.



CAST \$300+

Experience virtual "Behind the Curtain" gatherings with unique activities and chats with Member Group artists and performers.

PERFORMER \$500+

Receive invitations to exclusive UPAF Open Rehearsal Experiences.

DIRECTOR \$1,000+

- Receive recognition in the UPAF Annual Report.
- Have the ability to designate 10% of your gift to one UPAF Community Impact Program of your choice.

GOLDEN CIRCLE \$3,000+

- Receive an invitation for two to the exclusive Golden Circle Party.
- Have the ability to designate 10% of your gift to one UPAF Community Impact Program of your choice.

CONCERTMASTER \$5,000+

Have the ability to designate 20% of your gift to one UPAF Member Group OR one UPAF Community Impact Program of your choice.

ARTIST SOCIETY \$10,000+

- Receive an invitation for two to the exclusive Artist Society Reception.
- Have the ability to designate 20% of your gift to one UPAF Member Group OR one UPAF Community Impact Program of your choice.
- Have the opportunity to serve as a "Program Sponsor" of a UPAF Community Impact Program with name use.

EXPAND YOUR ENGAGEMENT

Join one of UPAF's two affinity groups and connect with others while enjoying exclusive events and distinct experiences.



Women may join with a \$1,000+ donation.



Donors in their 20s, 30s and 40s may join with a \$300+ donation.