



# UPAF *Fast Facts*

UNITEDPERFORMINGARTSFUND

## We're *FOR THE ARTS!*

The United Performing Arts Fund (UPAF) was founded in 1967 to support performing arts organizations in Southeastern Wisconsin. UPAF is proudly supported by over 12,000 donors who value the vibrant, diverse and accessible performing arts scene available to all in our community.

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

- Performances that inspire, challenge minds and stir emotions.
- Confident and energized youth who use the arts as a springboard for lives filled with creativity.
- Shared experiences that connect people from all backgrounds and ages.

## Our Performing Arts Members

UPAF's fundraising efforts sustain 14 world-class local performing arts organizations, including Members **Bel Canto Chorus, Black Arts MKE, Danceworks, First Stage, Florentine Opera Company, Milwaukee Ballet, Milwaukee Chamber Theatre, Milwaukee Rep, Milwaukee Symphony Orchestra, Milwaukee Youth Symphony Orchestra, Next Act Theatre, Present Music, Renaissance Theaterworks** and **Skylight Music Theatre**.

UPAF also supports 23 Affiliates, vibrant local performing arts organizations that receive funding through an annual grant process:

Above the Clouds	Racine Symphony Orchestra
Bembe Drum and Dance	Salsabrositas
Festival City Symphony	Sharon Lynne Wilson Center
Frankly Music	Signature Dance Company
Kettle Moraine Symphony	Studio K Flamenco
Kids From Wisconsin	Summit Players Theatre
Latino Arts	TBEY Arts Center
Marcus Performing Arts Center	Waukesha Civic Theatre
Milwaukee Jazz Institute	Wild Space Dance Company
Milwaukee Opera Theatre	Wisconsin Conservatory of Music
Milwaukee Youth Theatre	Xalaat Africa Drum & Dance for Life
Piano Arts of Wisconsin	

## Our Importance to the Community

The operating support that UPAF provides to its Members is essential to their **sustainability**. UPAF also contributes to a more **vibrant** and **innovative** arts sector by allowing Members to focus on what they do best — creating, performing, inspiring and educating.

According to Americans for the Arts, communities with a United Arts Fund are better off than those without.

- The arts sector is larger, providing more options for patron engagement.
- Arts groups spend much less on fundraising and are more financially stable.
- Total arts spending is significantly higher in communities with a United Arts Fund, which supports the local economy.

### 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



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performing arts bring together diverse audiences to share a common experience — at the same time and in the same place. They lift our spirits, help us understand the world and each other and inspire us to dream.

## **Art Impacts Our Economy**

The arts play a critical role in helping our cities, towns and villages thrive and grow. A strong arts scene increases the capacity of urban, suburban and rural municipalities to attract and retain businesses and residents. The arts create jobs, generate revenue and attract visitors.

## **Art Educates**

Last year, UPAF's 14 Members impacted the lives of over 96,000 students through more than 10,000 hours of in-classroom and after-school programming in music, dance and theater. UPAF Bright Minds, presented by We Energies Foundation helps UPAF's Members deliver quality arts education in more than 1,000 schools in Southeastern Wisconsin, annually.

Arts education programming teaches life skills like leadership, resourcefulness, teamwork and problem-solving, which help youth succeed in school and life. Arts education also increases engagement in the classroom, helps youth connect with themselves and others, offers new ways to engage with curriculum that suit different learning styles and so much more.

## **Art Connects**

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's Members provide more than 1600 performances and community events, free of charge, to community members every year.

## **Art Affects Everyone**

Eliminating barriers for people with disabilities, special needs, illnesses or other physical or mental considerations ensures that everyone can experience the magic of the arts. UPAF's Arts Accessibility grants, presented by MGIC, support projects that enhance the accessibility of the arts through a variety of avenues, such as sensory-friendly performances, building modifications like ramps and assistive listening systems, tailored programming and more.

## **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 the highest possible rating from **Charity Navigator**, America's largest independent charity watchdog.

