



UNITEDPERFORMINGARTSFUND

# UPAF *Fast Facts*

## ***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 is proudly supported by nearly 20,000 donors who value the vibrant, diverse and accessible performing arts scene available to all in our community.

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

- **Entertainment Excellence** - Performances that challenge minds and stir emotions.
- **Arts Education** – Inspired youth who use the arts as a springboard for lives filled with creativity
- **Regional Impact:** Infusing creativity into the community beyond their work with arts groups, bringing world-class talent to neighborhood initiatives, religious services, local festivals and much more.

## ***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, Black Arts MKE, Danceworks, Milwaukee Chamber Theater, Milwaukee Youth Symphony Orchestra, Next Act Theatre, Present Music and Renaissance Theaterworks.**

UPAF also supports numerous Affiliate Groups, vibrant local performing arts organizations that receive funding through an annual UPAF grant process.

## ***Impact of COVID-19 on the Performing Arts***

The performing arts have been among the hardest hit sectors by the COVID-19 pandemic. Projected impacts from March, 2020 to June, 2021 includes:

- Over 1,600 performances have been canceled
- Nearly 75% of artists and staff at UPAF Member Groups have been impacted by layoffs, furloughs and salary reductions
- Over \$22M in ticket revenue has been lost - performing arts organizations typically rely on 50% or more of their total operating income to come from ticket sales. In a virtual environment, ticket prices are lower and there is typically a smaller audience purchasing.

Due to reduced revenue, UPAF support is essential to ensuring the survival of our Member Groups as they continue to provide virtual performances, education and outreach programming, and prepare for future seasons

While many performing arts organizations around the country have had to hibernate for the entire 2020-21 season (and some will not reopen), the UPAF Member Groups are able to continue to provide world-class entertainment and position themselves for a strong return to the stage because of the community's commitment to the performing arts through UPAF.

It is because of community support received now that UPAF can ensure the stability and sustainability of our Member Groups for the long term.

### ***Our Importance to the Community***

The operating support that UPAF provides to its Member Groups is essential to their **sustainability**. UPAF also contributes to a more **vibrant** and **innovative** arts sector by allowing 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 Northwestern Mutual**

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.

UPAF Connect makes the performing arts more accessible to 26 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.

#### **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. In a typical year, the performing arts contributes \$80M of spending (above the price of a ticket) to the local economy.

#### **Art Educates**

Collectively, UPAF Member Groups provide arts education to 83,940 students. Each year, they deliver quality arts education in nearly 200 different classrooms, through after-school programs and on an individual basis with scholarships.

#### **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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