



UNITED PERFORMING ARTS FUND



FOR THE ARTISTS



2023 ANNUAL
IMPACT REPORT



UPAF PRESIDENT AND CEO

As we reflect upon another remarkable year of artistic excellence and community empowerment, I would like to extend my deepest gratitude for the role you have played in those successes through your support of the 2023 UPAF Annual Campaign.

With great appreciation to every gift from nearly 13,000 community members, UPAF raised \$10,596,622 to support the 2023-24 performance season. Our performing arts sector can provide exciting performances, inspiring arts education programming and exceptional community outreach efforts because of this support.

A single gift to UPAF now supports over 50 professional arts groups in our area. We are proud to allocate \$6,868,660 to UPAF's 14 Members with the remainder being distributed as one-year grant awards to 41 UPAF Affiliates. Of the 10 new Affiliates, 7 are BIPOC-led or specialize in promoting diverse programming demonstrating UPAF's continued commitment to diversity and inclusion. Each UPAF Group brings something exceptionally unique to our community, whether it's sharing stories that question established norms, providing a unique shared experience, or bringing top notch education experiences to young people.

Beyond fundraising, UPAF supports further investment and research within the sector, most recently through the Arts & Economic Prosperity 6 study completed by Americans for the Arts. The study revealed that the nonprofit arts industry in Milwaukee produced \$334.6 million in economic activity, supported 4,550 jobs and generated \$57.8 million in total tax revenue to federal, state and local governments in 2022 alone. Total attendance at all in-person events topped 4.5 million people, who spend nearly \$143 million in event-related expenditures above the price of a ticket. This research further emphasizes the great importance of community and corporate support of the arts as well as state-wide efforts for an increase in public funding for the arts including that of the Creative Economy Coalition.

UPAF volunteers continue to lead community fundraising efforts. I'd like to extend my deepest gratitude to the UPAF Board of Directors for their exemplary service and steadfast leadership in advancing the arts and fostering a vibrant cultural community. I would also like to thank every member of the UPAF Chorus Line for their energy, creativity, and connections that are essential to UPAF success.

No matter your role with UPAF, your commitment has a profound impact, enabling vibrant performances, cultural experiences and educational initiatives to be enjoyed throughout our community. Thank you for sharing in our vision of a community united through the transformative power of the arts.

See you in the theaters,

PATRICK RATH
UPAF PRESIDENT & CEO

TABLE OF CONTENTS

4-9 CELEBRATING THE PERFORMING ARTS

Members and Affiliates
2022-23 Season Accomplishments

10-19 UPLIFTING THE PERFORMING ARTS

Financial Statements
2023 UPAF Revenue By Numbers
UPAF Ride for the Arts, presented by Miller Lite
Allocation of Funds

20-27 TRANSFORMING THE COMMUNITY THROUGH THE PERFORMING ARTS

UPAF Bright Minds, presented by We Energies Foundation
Kasey's Fund, presented by MGIC
UPAF Connect, presented by Northwestern Mutual
UPAF Notable Women, presented by BMO
Next Generation UPAF, presented by Johnson Controls

28-45 YOU HAVE OUR THANKS

Workplace Giving
In-Kind Donations
UPAF Board and Committees
UPAF Chorus Line, presented by ManpowerGroup

SINCE 1967,
the United Performing Arts Fund (UPAF) has been setting the stage through securing community resources, promoting the performing arts as a regional asset and improving the quality of life through responsible investment in and financial support of the arts in Southeastern Wisconsin.

CELEBRATING THE PERFORMING ARTS

in Southeastern Wisconsin

MEMBERS & AFFILIATES

UPAF's Members and Affiliates brought the best of music, dance, song and theater to Southeastern Wisconsin throughout the 2022-23 season. From a festival of world premieres to classic stories and compositions

to performances that challenged the status quo and created important conversations, these organizations ensure a reputation of world-class entertainment, education and outreach offerings for our area.

UPAF CORNERSTONE MEMBERS



The Florentine Opera

MILWAUKEE BALLET
MICHAEL PINK, ARTISTIC DIRECTOR



M^{SO} MILWAUKEE SYMPHONY ORCHESTRA
KEN-DAVID MASUR / MUSIC DIRECTOR

Skylight music theatre

UPAF MEMBERS



DANCE WORKS MKE



PRESENT MUSIC

Theater By Women Renaissance THEATERWORKS For Everyone

UPAF AFFILIATES

Above The Clouds, Inc.

Aperi Animam

Bach Chamber Choir

Bembé Drum and Dance

Bombshell Theatre Company

CIVIC MUSIC MKE

Concord Chamber Orchestra

Darby's Dancers

Festival City Symphony

Forte Theatre Company

Frankly Music, Inc.

Girls Rock MKE

Greater Milwaukee El Sistema

Kettle Moraine Symphony

Kids from Wisconsin

Latino Arts, Inc.

Main Street Song & Dance Troupe

Marcus Performing Arts Center

Milwaukee Jazz Institute

Milwaukee Opera Theatre

Milwaukee Youth Theatre

Oconomowoc Chamber Orchestra

Optimist Theatre

Our Voice Milwaukee

Piano Arts of Wisconsin

Racine Symphony Orchestra

Racine Theatre Guild

RUACH, Inc.

Salsabrositas

Sharon Lynne Wilson Center for the Arts

Signature Dance Company

Studio K Flamenco

Summit Players Theatre

Sunset Playhouse

TBEY ARTS CENTER, INC.

The Wisconsin Conservatory of Music

Theatre Gigante

Waukesha Civic Theatre

West Side Arts Un, Limited

Wild Space Dance Company

Xalaat Africa Drum and Dance for Life Inc.

THROUGHOUT THE 2022-23 SEASON



1.2 MILLION+

people experienced a performance or education experience

3,429

performances were held by UPAF Members & Affiliates

50%

of all programming was free to the public

1,739

artists employed by UPAF Members

88%

of these artists live locally

30%

of these artists identify as BIPOC

841

outreach activities were free to the public





UPLIFTING THE PERFORMING ARTS

Fundraising and Allocation

FINANCIAL STATEMENTS

Following are the audited United Performing Arts Fund 2023 and 2022 Statements of Financial Position and Statements of Activities for the years ended August 31, 2023 and 2022. The complete audit report and Form 990 are available at UPAF.org.

Assets	2023	2022
CURRENT ASSETS		
Cash and Cash Equivalents	\$3,261,543	\$4,358,399
Investments, at Fair Value	1,595,914	2,147,799
Contributions Receivable, Net of Allowance	2,547,413	1,781,083
Government Grants Receivable	28,000	339,497
Other Receivables	337	8,126
Advance Payments to Member Groups	750,000	750,000
Prepaid Expenses	22,143	2,018
Total Current Assets	8,205,350	9,386,922
LONG-TERM PORTION OF CONTRIBUTIONS RECEIVABLE, Net	862,526	381,255
RIGHT-OF-USE-ASSET — OPERATING, Net	186,573	—
BOARD-DESIGNATED INVESTMENT FUNDS	4,155,647	3,139,833
TOTAL	13,410,096	\$12,908,010

Liabilities and Net Assets	2023	2022
CURRENT LIABILITIES		
Accounts Payable	\$35,904	\$52,105
Accrued Compensation and Related Benefits	50,898	123,313
Donor Designations Payable	1,060,779	1,448,373
Current Portion of Operating Lease Liability	99,662	—
Total Current Liabilities	1,247,243	1,623,791
LONG TERM LIABILITIES		
Long-term Portion of Operating Lease Liability	86,911	—
Total Liabilities	1,334,154	1,623,791
NET ASSETS		
Without Donor Restrictions:		
Undesignated and Available for Future Operations	405,265	847,931
Reserved for Future Allocations to Member Groups and Affiliates	5,361,976	6,048,659
Board-Designated	4,155,647	3,139,833
Total Without Donor Restrictions	9,922,888	10,036,423
With Donor Restrictions	2,153,054	1,247,796
Total Net Assets	12,075,942	11,284,219
TOTAL	\$13,410,096	\$12,908,010

FINANCIAL STATEMENTS (cont.)

WITHOUT DONOR RESTRICTIONS

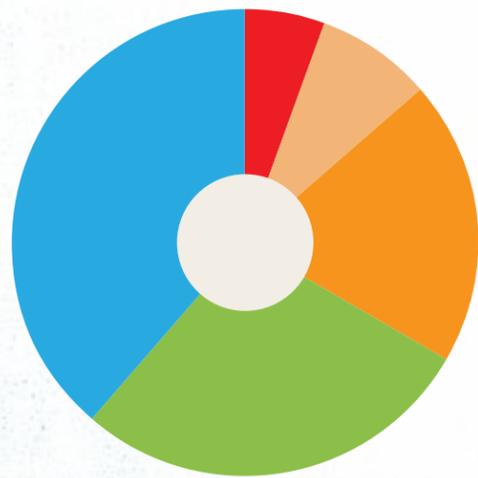
2023 Revenue, Support and Gains	Non-Board Designated	Board-Designated	With Donor Restrictions	2023 Total
PUBLIC SUPPORT				
Gross Fundraising Contributions	\$9,191,081	—	\$1,768,438	\$10,959,519
Less: Donor Designations	(1,336,024)	—	—	(1,336,024)
Less: Provision for Uncollectible Promises	(48,500)	—	—	(48,500)
Net Fundraising Contributions	7,806,557	—	1,768,438	9,574,995
Special Event Income, Net of Costs of Direct Benefits to Donors of \$197,957	302,318	—	—	302,318
Bequests and Memorials	—	100,000	—	100,000
Donated Services	321,535	—	—	321,535
Total Public Support	8,430,410	100,000	1,768,438	10,298,848
NONOPERATING REVENUE				
Investment Return	147,239	317,883	—	465,122
Other Interest	43,297	—	—	43,297
Distribution from the Greater Milwaukee Foundation	4,518	—	—	4,518
Total Nonoperating Revenue	195,054	317,883	—	512,937
Appropriation for Expenditure	250,000	(250,000)	—	—
Net Assets Transferred	(847,931)	847,931	—	—
Net Assets Released from Restrictions	863,180	—	(863,180)	—
Total Revenue, Support and Gains	8,890,713	1,015,814	905,258	10,811,785
2023 Expenses				
PROGRAM SERVICES				
Allocations to Member Organizations and Affiliates	6,667,059	—	—	6,667,059
Other Member Support	440,361	—	—	440,361
Community Engagement	102,071	—	—	102,071
Awareness	581,747	—	—	581,747
Total Program Services	7,791,238	—	—	7,791,238
SUPPORTING SERVICES				
Administrative Expenses	657,968	—	—	657,968
Fundraising	1,570,856	—	—	1,570,856
Total Supporting Services	2,228,824	—	—	2,228,824
Total Expenses	10,020,062	—	—	10,020,062
CHANGE IN NET ASSETS	(1,129,349)	1,015,814	905,258	791,723
Net Assets—Beginning of Year	6,896,590	3,139,833	1,247,796	11,284,219
2023 Net assets—end of year	\$5,767,241	\$4,155,647	\$2,153,054	\$12,075,942

WITHOUT DONOR RESTRICTIONS

2022 Revenue, Support and Gains	Non-Board Designated	Board-Designated	With Donor Restrictions	2022 Total
PUBLIC SUPPORT				
Gross Fundraising Contributions	\$8,522,215	—	\$1,146,558	\$9,668,773
Less: Donor Designations	(1,307,941)	—	—	(1,307,941)
Less: Provision for Uncollectible Promises	(73,059)	—	—	(73,059)
Net Fundraising Contributions	7,141,215	—	1,146,558	8,287,773
Special Event Income, Net of Costs of Direct Benefits to Donors of \$167,742	376,923	—	—	376,923
Bequest and Memorials	—	661,234	—	661,234
Donated Services	414,631	—	—	414,631
Total Public Support	7,932,769	661,234	1,146,558	9,740,561
NONOPERATING REVENUE				
Investment Return	2,609	(861,517)	—	(858,908)
Return on Beneficial Interest in Assets Held at Greater Milwaukee Foundation	4,315	—	—	4,315
Total Nonoperating Revenue	6,924	(861,517)	—	(854,593)
Government Grants	54,151	—	—	54,151
Appropriation for Expenditure	692,000	(692,000)	—	—
Net Assets Released from Restrictions	628,500	—	(628,500)	—
Total Revenue, Support and Gains	9,314,344	(892,283)	518,058	8,940,119
2022 Expenses				
PROGRAM SERVICES				
Allocations to Member Organizations and Affiliates	6,612,540	—	—	6,612,540
Other Member Support	481,457	—	—	481,457
Community Engagement	111,296	—	—	111,296
Awareness	569,865	—	—	569,865
Total Program Services	7,775,158	—	—	7,775,158
SUPPORTING SERVICES				
Administrative Expenses	561,693	—	—	561,693
Fundraising	1,670,876	—	—	1,670,876
Total Supporting Services	2,232,569	—	—	2,232,569
Total Expenses	10,007,727	—	—	10,007,727
CHANGE IN NET ASSETS	(693,383)	(892,283)	518,058	(1,067,608)
Net Assets—Beginning of Year	7,589,973	4,032,116	729,738	12,351,827
2022 Net assets—end of year	\$6,896,590	\$3,139,833	\$1,247,796	\$11,284,219

2023 UPAF REVENUE BY NUMBERS

2023 ANNUAL CAMPAIGN REVENUE



38.8%

Businesses and Matching Gifts

28.0%

Workplace Giving Campaigns

19.8%

Individual Giving

8.0%

Foundations

5.4%

UPAF Ride for the Arts, presented by Miller Lite, and Other Events

\$10,596,622 RAISED IN THE 2023 COMMUNITY CAMPAIGN

\$7,180,000

allocated to 55 Members and Affiliates

96%

of funds allocated to Members

\$100,000

to UPAF Catalyst Fund for Future Member Initiatives





RIDE FOR THE ARTS

PRESENTED BY *Miller Lite*

UPAF's signature fundraising event, bringing community members together to enjoy a morning on the lakefront while supporting the arts in the community.



THE 43RD ANNUAL UPAF RIDE FOR THE ARTS

presented by Miller Lite saw:

2,900

Participants

\$436,447

Raised

ALLOCATION OF FUNDS

COMMUNITY ARTS FUND SUPPORT

UPAF has allocated a total of \$7,180,000 for the 2023-24 performance season to its 14 Members and 41 Affiliates. UPAF's allocation is determined by a panel of UPAF Board representatives from various industries. The following amounts are for unrestricted support of the season.

Organization	2023 Allocation
Bel Canto Chorus	\$29,215
Black Arts MKE	\$54,447
Danceworks	\$88,450
First Stage	\$432,670
Florentine Opera Company	\$243,890
Milwaukee Ballet	\$504,456
Milwaukee Chamber Theatre	\$56,169
Milwaukee Rep	\$1,005,778
Milwaukee Symphony Orchestra	\$1,211,700
Milwaukee Youth Symphony Orchestra (MYSO)	\$194,157
Next Act	\$64,647
Present Music	\$17,448
Renaissance Theaterworks	\$60,653
Skylight Music Theatre	\$198,671
TOTAL	\$4,162,351

EARNED CREDIT & DONOR DESIGNATION

Members earn funding for their participation in and support of the UPAF Community Campaign and receive funds designated by UPAF donors.

Organization	Earned & Designated 2023
Bel Canto Chorus	\$30,932
Black Arts MKE	\$92,720
Danceworks	\$34,411
First Stage	\$193,313
Florentine Opera Company	\$303,644
Milwaukee Ballet	\$234,207
Milwaukee Chamber Theatre	\$46,221
Milwaukee Rep	\$539,794
Milwaukee Symphony Orchestra	\$105,134
Milwaukee Youth Symphony Orchestra (MYSO)	\$201,980
Next Act	\$63,681
Present Music	\$144,194
Renaissance Theaterworks	\$100,085
Skylight Music Theatre	\$108,993
TOTAL	\$2,199,309

UPAF AFFILIATE PROGRAM

UPAF allocates funds to non-member, professional performing arts organizations through the UPAF Affiliate Program, an annual grant program. Organizations that meet the eligibility requirements may apply for UPAF Affiliate status and applications are reviewed to identify those organizations that will reflect the performing arts

excellence serving Southeastern Wisconsin. Organizations receiving UPAF funding through this program are required to use the dollars during the fiscal year for which the funds are granted. Affiliates can earn additional funding for their participation in and support of the annual UPAF Campaign; \$125,840 was earned by Affiliates in these ways in 2023..

2023 Affiliate	2023 Grant total
Above the Clouds	\$5,000
Aperi Animam	\$1,500
Bach Chamber Choir	\$1,000
BEMBE Drum & Dance	\$5,000
Bombshell Theatre Company	\$1,500
Civic Music MKE	\$4,000
Concord Chamber Orchestra	\$1,500
Darby's Dancers	\$1,000
Festival City Symphony	\$5,500
Forte Theatre Company	\$3,500
Frankly Music	\$5,000
Girls Rock MKE	\$2,500
Greater Milwaukee El Sistema	\$1,000
Kettle Moraine Symphony	\$2,000
Kids from Wisconsin	\$16,000
Latino Arts	\$16,000
Main Street Song and Dance Troupe	\$1,000
Marcus Performing Arts Center	\$7,500
Milwaukee Jazz Institute	\$7,500
Milwaukee Opera Theatre	\$5,500
Milwaukee Youth Theatre	\$2,000

2023 Affiliate (cont.)	2023 Grant total
Oconomowoc Chamber Orchestra	\$1,000
Optimist Theatre	\$7,500
Our Voice Milwaukee	\$1,000*
PianoArts of Wisconsin	\$5,000
Racine Symphony Orchestra	\$10,000
Racine Theatre Guild	\$3,500
RUACH Inc.	\$4,500
Salsabrositas	\$1,000
Sharon Lynn Wilson Center	\$3,500
Signature Dance Company	\$7,500
Studio K Flamenco	\$2,500
Summit Players Theatre	\$1,500
Sunset Playhouse	\$3,000
TBEY Arts Center, Inc	\$3,500
Theater Gigante	\$3,500
Waukesha Civic Theatre	\$5,000
West Side Arts Un, Limited	\$2,500
Wild Space Dance Co.	\$8,000
Wisconsin Conservatory of Music	\$15,500
Xalaat Africa	\$1,500
TOTAL	\$185,500

*Indicates encumbered funds released, therefore not included in 2023 total.



SUPPORT OF UPAF

does more than ensure entertainment excellence – it makes our community a better place for ALL residents. From changing the futures of young people through arts education to providing access to the arts to all to make certain that all voices can be heard both on and off stage, the UPAF Community Impact Programs and Resonate Grant Program build a brighter Southeastern Wisconsin through the arts.

TRANSFORMING THE COMMUNITY THROUGH THE PERFORMING ARTS

COLLECTIVELY, UPAF'S 14 MEMBERS IMPACT THE LIVES OF 150,000+ CHILDREN



MANY OF THEM UNDERSERVED — THROUGH IN-CLASSROOM AND AFTER-SCHOOL PROGRAMMING

Arts education plays a pivotal role in fostering creativity and critical thinking skills in students. It provides a platform for self-expression and encourages a deeper understanding of diverse cultures and perspectives. It can boost a student's confidence and improve their communication skills, essential for success in

many facets of life. By nurturing a well-rounded education that includes the arts, we empower future generations to become more innovative, empathetic and culturally aware individuals. Members are doing just that with their arts education programming.



UPAF BRIGHT MINDS, presented by We Energies Foundation, delivers high-quality arts education programming, preparing students with the tools to be successful in work and life. Bright Minds supports UPAF Member programs that lead the nation in quality and innovation.

The following programs at UPAF Members have received granting:

Member	Program	Arts Education Grant
Black Arts MKE	Youth Arts Education Programming	\$7,000
Danceworks	Mad Hot Rhythm	\$40,000
First Stage	Intro to First Stage	\$40,000
Florentine Opera Company	Opera in Schools	\$30,000
Milwaukee Ballet	In Studio Programming and Scholarships	\$40,000
Milwaukee Rep	Reading Residencies	\$50,000
Milwaukee Symphony Orchestra	The Arts in Community Education (ACE) Program	\$40,000
Milwaukee Youth Symphony Orchestra (MYSO)	Community Partnership Program	\$40,000
Next Act	Accessible Arts Education & Exposure for MKE Youth	\$6,000
Present Music	Present Music Creation Project	\$15,000
Skylight Music Theatre	ENLIGHTEN Education Programs	\$8,000
TOTAL		\$316,000

PROGRAM HIGHLIGHT:

MILWAUKEE REP READING RESIDENCIES

Developed more than a decade ago, Milwaukee Repertory Theater's Reading Residency program uses theater to teach literacy skills by engaging students in classroom activities developed around a specific production from their season. Approaching the script the way a theater artist might, students learn key concepts through class discussions, dramaturgical research, acting out scenes and hands-on assignments — connecting visual, auditory and kinesthetic learners.

Students in 6th-10th grades experience a 14-session workshop series taught by Milwaukee Rep teaching

artists that introduces them to the world of the show, as well as teaching them important academic, interpersonal and life skills. Reading Residencies also include a Rep Immersion Day, a full-day program that includes demonstrations and discussions, lunch, a student matinee performance and a TalkBack.

Through the program, students significantly improve their reading comprehension skills, social-emotional skills like empathy and self-awareness and increase their willingness to watch/participate in future theater plays.



"I found out that I love watching plays, reading plays and anything with theater and felt more confident about sharing my thoughts and opinions. [The program] brought me out of my comfort zone but it did it in a good way now I'm not scared to get up in front of the class."

-Reading Residencies Participant

UPAF WORKS WITH LOCAL NONPROFITS TO CONNECT WORLD-CLASS PERFORMING ARTS EXPERIENCES WITH THOSE WHO MAY NOT OTHERWISE HAVE ACCESS TO THESE CULTURAL ASSETS, ALLOWING ALL TO HAVE THE CHANCE TO EMBRACE THE MAGIC OF MUSIC, DANCE, SONG AND THEATER.



KASEY'S FUND, presented by MGIC, allows stories, movement and music to sustain and inspire us all. UPAF believes that the power of the performing arts should be accessible to all who wish to experience them. Kasey's Fund, presented by MGIC, was created to ensure the accessibility of the arts for those with disabilities and other physical and mental considerations.

The following programs at UPAF Members have received granting:

Member	Program	Arts Education Grant
Black Arts MKE	Free Therapy	\$10,000
Danceworks	Generations	\$15,000*
First Stage	Sensory Friendly Performances	\$15,000
Florentine Opera Company	Virtual Opera Education	\$1,500
Milwaukee Ballet	Ballet Without Boundaries	\$16,000
Milwaukee Chamber Theatre	ASL Interpreted Performances	\$1,000
Next Act	Play Readings at Senior Centers	\$2,500
Present Music	Music Therapy Residency at Healing Harmonies	\$10,000
Renaissance Theaterworks	Theater for EVERYONE	\$7,500
Skylight Music Theatre	<i>Spring Awakening</i>	\$10,000
TOTAL		\$73,500

PROGRAM HIGHLIGHT:

FIRST STAGE SENSORY FRIENDLY PERFORMANCES

First Stage began Sensory Friendly Performances during the 2012-13 season with just two performances and 74 audience members. They have since become a leader in our community for sensory friendly programming and with the help of Kasey's Fund, they've been able to expand this program to nearly every mainstage performance each season.

Developed with input from leading special education experts and theater professionals, First Stage's Sensory Friendly Performances utilize an evidence-based methodology to create a welcoming and judgment-free theater experience for families with children on the autism spectrum and for people with sensory processing disorders.

First Stage provides various accommodations at these performances. Examples of these include:

- Reduction of loud or jarring noises and flashing or strobe lights
- Modification of house lights during the performance

- Freedom to talk or move about the performance space during the performance
- TV monitors in the lobby for families who may need to leave the performance space

During the 2023-24 season, First Stage estimates serving more than 1,000 people with seven Sensory Friendly Performances. Theater performances are a powerful way to entertain and educate about many aspects of the human experience and Sensory Friendly Performances allow all individuals the ability to be a part of the performing arts.



UPAF CONNECT, presented by Northwestern Mutual, makes the performing arts more accessible to Milwaukee-area nonprofits by bringing new audiences to performances at UPAF Members and taking the performing arts out into communities. In 2023, UPAF Connect served over 3,500 individuals through more than 170 free arts events, including:

- Florentine Opera's touring production of *The Barber of Seville* going to Neighborhood House and Ronald McDonald Houses
- Free summer performances by Milwaukee Ballet artists through Ballet Beat
- Story drama workshops for Big Brothers Big Sisters of Metro Milwaukee matches

In the 2023-24 season, UPAF Members will use **\$92,500** in grants to serve the following Pillar Partners and additional community-based nonprofits:

- | | | | |
|------------------------------|-------------------------------------|---|-----------------------------------|
| Big Brothers Big Sisters | Havenwoods Neighborhood Partnership | Silver Spring Neighborhood Center | St. Augustine Preparatory Academy |
| Boys and Girls Clubs | La Casa de Esperanza | St. Ann Center for Intergenerational Care | United Community Center |
| COA Youth and Family Centers | Neighborhood House | | |

*Indicates encumbered funds released, therefore not included in 2023 total.

UPAF AFFINITY PROGRAMS



UPAF NOTABLE WOMEN, presented by **BMO**, brings together a powerful group of women dedicated to improving our community through philanthropy, service and advocacy. UPAF Notable Women make a difference through:

- Uplifting proactive **arts education** solutions
- Engaging in **performing arts service**
- Elevating **women's leadership** in the community

Women may join by making a new or increased donation of \$1,200 to UPAF. Men may also show their support by contributing on behalf of a notable woman in their lives. Joining Notable Women directly supports participatory arts education

programs with lasting impacts on students. With each UPAF Notable Women gift, \$200 is designated to UPAF Bright Minds, presented by We Energies Foundation, funding in- and after-school arts education experiences.



NEXT GENERATION UPAF, presented by **Johnson Controls**, connects our region's young professionals to advance the performing arts through participation, engagement and service. Members are dedicated to making our community a better place to live, work and play by uplifting the performing arts to new audiences.

A portion of every Next Generation UPAF gift supports the Resonate Grant Program, which funds UPAF Member projects aimed at drawing new audiences to the arts. The Next Generation UPAF Leadership Council selects the projects to be backed by this funding opportunity. Through

new, experimental works, partnerships with local schools and universities and events that engage and educate beyond the stage, Resonate-funded programs are providing unique opportunities for new patrons and growing the audience for local arts organizations.

Member	Program	Grant Total
Milwaukee Chamber Theatre	<i>Here2Play</i> Events	\$15,000
Next Act	Black Out Night	\$4,000
Present Music	Audience Development & Retention Program	\$3,000
Skylight Music Theatre	<i>Soul Revue</i> Event	\$3,000
TOTAL		\$25,000

PROGRAM HIGHLIGHT: FLORENTINE OPERA COMPANY'S COVERS

In February, 2023, the Florentine Opera showcased great opera with modern vibes with *Covers*, a performance supported by the Next Generation UPAF Resonate Grant Program. Held at the Cooperage, *Covers* was designed for the "opera curious" from Gen X and Millennials who made up a collective 31% of the Florentine's current audience. Milwaukee electronic band Immortal Girlfriend teamed up with the Florentine's Baumgartner Studio Artists to create a new take on opera classics.

64% of the *Covers* audience was new to the Florentine. "The project was intentionally built with artists we hadn't worked with before in a venue we hadn't performed in before—this created a beautiful collaboration and an opportunity to perform for audiences who were unfamiliar with what the Florentine does," said Maggey Oplinger, Florentine General Director and CEO. "The artists, the audience, everyone was so enthusiastic, and open to this experimental approach to opera and the Florentine will continue the *Covers* concept in their summer tour working with various new artists."

"What would opera music mashed with electronic music in 2023 sound like? That got my mind going a million different directions," said Kevin Bush of Immortal Girlfriend. "We mashed up our music with songs that you've heard before that you didn't necessarily even know were opera, but mixed in a new way," said Kevin.





**OUR GENEROUS
DONORS AND
DEDICATED VOLUNTEERS**

play an indispensable role in advancing the performing arts in Southeastern Wisconsin. Their unwavering support not only enriches the lives of countless individuals, but is also instrumental in sustaining the vibrant performing arts scene in our region. We celebrate their contributions and the profound impact they have on the UPAF mission.

**YOU HAVE
OUR THANKS**

\$500,000 – \$899,999



\$200,000 – \$499,999



\$100,000 – \$199,999

DONALD & DONNA BAUMGARTNER*



MELITTA S. & JOAN M. PICK CHARITABLE TRUST

\$50,000 – \$99,999



TED & MARY KELLNER AND THE KELBEN FOUNDATION



2023 DONOR SPOTLIGHT

We are grateful to the nearly 13,000 donors who supported the performing arts in 2023 through a donation to UPAF. This year, more than 950 individuals, foundations and companies gave at the Director level of \$1,200 or more. Please

join UPAF in thanking these donors for their tremendous generosity to the 2023 Campaign, and in thanking all our donors who are vital to the support of the performing arts.

\$25,000-\$49,999

Anonymous (2)
A.O. Smith
Argosy Foundation
Clair & Mary Baum*
Steve & Melanie Booth*
Jim & Lisa Borris*
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We at UPAF continue to remember the thoughtful donors who have included UPAF in their estate planning. Creating a legacy in support of Southeastern Wisconsin's vibrant performing arts scene helps maintain the continued health of our community as a better place to live, work and play.

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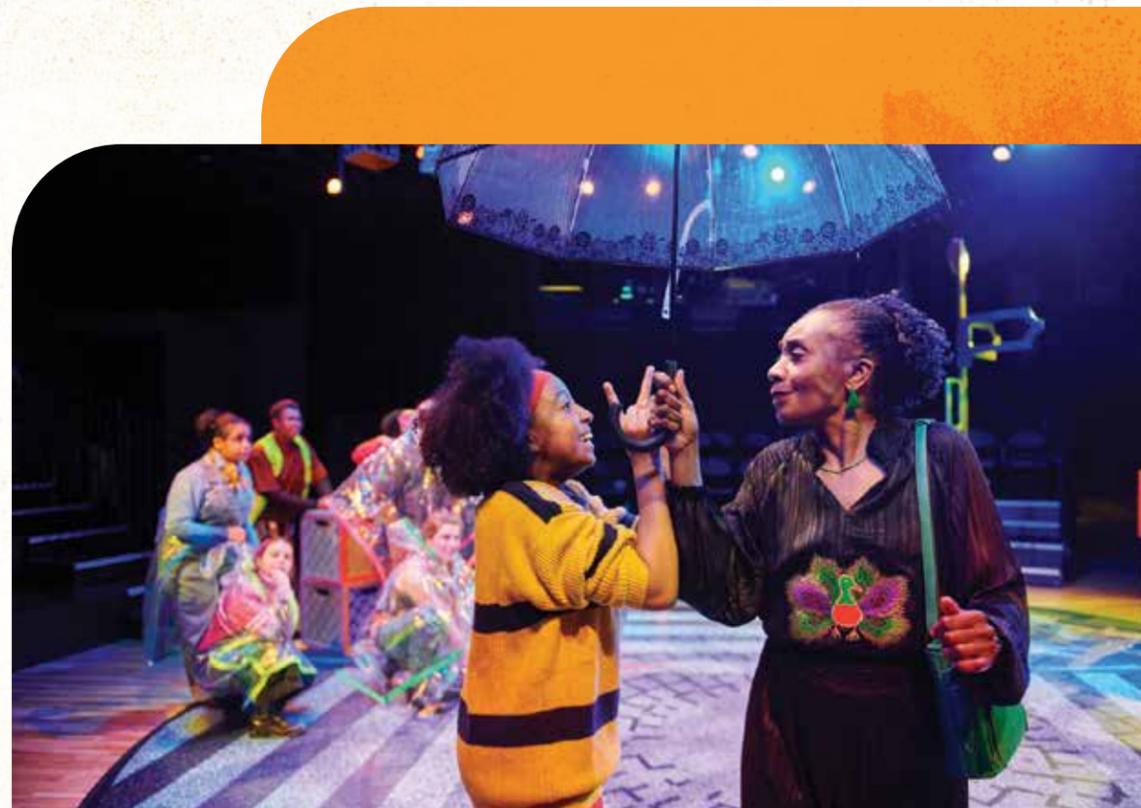
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