

UNITED PERFORMING ARTS FUND

A community investment in the performing arts since 1967

- ▶ **\$388M raised** over 58 years and growing
- ▶ **The largest annual supporter to our 14 Members**, ranging from \$60,000-\$1,200,000+
- ▶ Uplifting a vibrant arts ecosystem through annual grants for Affiliates ranging from \$1,000-\$16,000 – **over \$3.6M in grants awarded to Affiliates since 2000**
- ▶ Ensuring everyone has access to the transformative power of the performing arts through impact funds for **arts education and accessibility**



2024 by the Numbers

TOTAL DOLLAR AMOUNT RAISED DURING 2024 CAMPAIGN

\$9,217,213

TOTAL DOLLAR AMOUNT ALLOCATED

\$7,109,000

TO MEMBERS

\$6,893,225

TO AFFILIATES

\$215,775

TOTAL NUMBER OF DONORS
TO THE 2024 CAMPAIGN

12,286

NUMBER OF WORKPLACE
GIVING CAMPAIGNS

109

NUMBER OF
COMPANY DONORS

131

With one gift, UPAF donors support dozens of arts organizations throughout Southeastern Wisconsin



UPAF's Vision & Mission

Our vision:

Shaping a diverse, vibrant and sustainable cultural life for all.



Our three-part mission is to:

Raise much-needed funds to ensure entertainment excellence

Promote the performing arts as a regional asset

Responsibly steward the dollars our donors so generously give us



UPAF has received a 4-star Charity Navigator rating since 2012, this demonstrates to donors the organization's commitment to financial management, accountability and transparency.



Our WHY:

The arts make us whole--
physically, mentally,
spiritually.

Economic vibrancy. The
arts allow businesses to
attract and retain talent;
they drive revenue for
related businesses.

Arts education is crucial
for children's academic
and social/emotional
development.

Arts Education Enhances Academic Performance

- Higher GPAs & standardized test scores
- Lower dropout rates
- Higher “EQ” – Emotional Quotient

The Arts are Fundamental to Humanity

- Increased social engagement and cohesion
- Improved child welfare
- Lower crime and poverty rates

Economic Impact

- \$80M in event-related spending
- 6,000 people employed in Southeastern Wisconsin
- Increased tourism

Impacts our Health

- Shorter hospital stays, better pain management & less medication
- Decreased symptoms of anxiety & depression
- Reduced post-traumatic symptoms for veterans

Regional Vibrancy

- UPAF is the **single largest supporter** of our region's nonprofit cultural and entertainment treasures.
- **\$334.6 million in annual economic activity** is generated by the arts and culture sector in Milwaukee.
- An additional **\$142.8 million is generated in event-related spending** on items such as meals, retail, parking, and lodging.
- Residents, visitors, and talent recruits for local companies are **drawn to a region with a vibrant cultural and entertainment scene**.
- As public support for the arts remain the worst in the country (\$0.18 per capita compared to the national average of \$0.85), **UPAF fills a critical need for investment in the arts**.



Committed to Arts Education and Access



Directs funds to UPAF Member education initiatives, delivering high-quality arts education programs that prepare students with the tools to be successful in work and life.



Arts Education:

- **Over 1,000 Schools Served** – Public, Private and Charter
- **Over 100 Zip Codes Reached**, including 26 schools in Milwaukee's most underserved zip codes – 53205, 53206, 53212
- **651 Scholarships Granted**, over a \$700,000 value in FREE arts education
- **75% of Students Served** are economically disadvantaged

Represents most recent data available*

Committed to Arts Education

UPAF's 14 Members and numerous Affiliate organizations provide impactful arts education to our region's youth, empowering them to discover who they are and who they want to be through creative expression.

By the numbers:

- **Over 150,000** K-12 Students Engaged
- **1,423** School Served – Public, Private and Charter
- **7,294** Classrooms Impacted
- **10,548** Instructional Hours Provided (Reflects Member Programs Only)
- **139** Zip Codes Reached, including 26 schools in Milwaukee's most underserved zip codes – 53205, 53206, 53212
- **651** Scholarships Granted, totaling **\$744,687** value in **FREE** arts education
- **75%** of Students Served are Economically Disadvantaged
- **15%** of Students Served are English Language Learners



Committed to Arts Education

UPAF's 14 Members and numerous Affiliate organizations provide impactful arts education to our region's youth, empowering them to discover who they are and who they want to be through creative expression.

Arts Education Stats:

- Higher GPAs and SAT scores
- 4x more likely to be recognized for academic achievement
- 3x more likely to pursue a bachelor's degree
- 5x less likely to drop out of school
- Low-income students are 2x more likely to graduate from college than peers without arts education
- In early childhood (ages 3-5) participation in the arts has led to improved IQ, spatial cognition and numeracy.
- Arts education experiences reduce the proportion of students in school receiving disciplinary infractions by 3.6%.



UPAF Community Impact Programs



Created to ensure the accessibility of the arts by eliminating barriers imposed by disability, special needs, geography and other physical and mental considerations.



Arts Access:

- **12 of 14 Members** offer ASL, Closed Caption & Sensory Friendly performances.
- **Over 800 performances** and activities annually are **FREE to the public**
- **Over 4,000 individuals are served** by tailored programming both in the theater and brought to schools, senior centers and assisted-living facilities.

Your UPAF Campaign!

Make your campaign the best time of the year!



Planning Your Campaign

- Select Your Campaign Dates
- Submit your Workplace Giving Set Up Form
- Engage your leadership! The success of your campaign depends on it.
- Form a UPAF fun committee! Enlist a few department captains to brainstorm idea's and engage with their fellow employees! Invite any UPAF Next Gen or Notable Women to join.
- Explore the Prop Shop and performances and activities for your campaign

Executing Your Campaign

- Ask your CEO to speak at your Kick-off event and send out a message announcing the campaign – Email Templates available in the Prop Shop
- Send an email out each day of the campaign and include a performance video or UPAF fact each day of your campaign
- Provide incentives for early bird donors
- Make it Memorable - There are easy activities like crazy hat day, trivia contests and online games. Do you have some daring employees? Challenge them to a talent contest!

Finish Strong

- Ensure all employees have entered a pledge
- Send out campaign results and a sincere thank you to everyone who participated
- Award prizes

Workplace Giving Set-up Form

- To have a Workplace Giving site set up and/or receive pledge forms for your company, please complete the workplace set-up form no later than ONE WEEK prior to your campaign.
- The employee list is a required part of completing the set-up form.
 - This list allows us to set-up usernames for employees that give via the online employee giving site.
 - This allows us to send you reports that show names and donations history.
 - Create a spreadsheet with 4 separate columns for employees' first name, last name, email address, and number of pay periods.
- Contact your UPAF Campaign Coordinator or email eg_administrators@upaf.org with any questions regarding the set-up form.

First Name	Last Name	Email	# of Pay Periods
Colleen	Hider	chider@upaf.org	26
Jen	Brostowitz	jbrostowitz@upaf.org	26
Jennifer	Wareham	jwareham@upaf.org	26





Silver Anderson and Nadja Simmonds perform in "The Lightning" at First Stage.

— THINK YOU HAVE WHAT IT TAKES TO BE A
BLUTENDER? —



Sprinkle the Fun!
Visit the UPAF
Prop Shop





Special Dates throughout the campaign season:

February 22 – National Margarita Day

March

March 8 – International Women's Day

March 14 - Pi Day

March 17 – St. Patrick's Day

March 20 – First Day of Spring

March 31 – Brewers Opening Day

April

April 7 – National Beer Day

April 22 – Earth Day

April 24 – Bring your Child to Work Day

May

May 4th – Star Wars – May the 4th be with you!

May 5th – Cinco de Mayo

Infuse some fun into your campaigns

- Shake up Monday's
- Taco Tuesday's
- Wine Down Wednesday's
- Thirsty Thursday's
- Throwback Thursday



Kahoot!

Online Trivia Games



MPS Spring Break – March 30-April 3

Waukesha County Spring Break – March 24-28

Washington County Spring Break – March 17-21

Racine County School Spring Break – April 18-April 25

UPAF SMART CARD Donor Benefits

\$75 – Receive one voucher for a UPAF Cornerstone performance, plus special pop-up offers at Members & Affiliates, and dining discounts at over 25 local restaurant partners.

\$150 – Receive the UPAF SMART Card, which allows you a BOGO ticket offer at each UPAF Member.

\$350 – Receive an additional BOGO ticket offer at all 14 UPAF Members.

\$600 – Receive special invitation to attend exclusive Open Rehearsals at UPAF Cornerstone Members.

\$1,200 – Eligible to designate 10% of your gift to the UPAF Community Impact Program of your choice. Plus, recognition in the UPAF Annual Impact Report.



All gifts of \$75 and above receive a FREE VOUCHER to a show!

PLUS, donors previously at \$100 or more will get a second FREE VOUCHER if they increase their 2024 gift by \$50 or make a new gift of \$150!



Visit UPAF.org to view all donor benefits.



AJ Bombers
Antiqua
Aria
ASH
Bacchus
Lake Park Bistro
Blue Bat
Bravo!
The Bridgewater
Modern Grill
Carnevor
Casablanca
Giggly Champagne
& Wine Bar
Harbor House
I.d.
Joey Gerard's
Mason Street Grill
McBob's Pub & Grill
Milwaukee Chop
House
Milwaukee
Magazine
Mr. B's Steakhouse
Onesto
Pizza Man
Proof Pizza
Ristorante Bartolotta
Riverside Brewery &
Restaurant
Safe House
Saz's
Smoke Shack
Stella Van Buren
Taylor's People's
Park
Timmer's Resort
Zarletti

The UPAF SMART CARD

is an excellent selling tool to engage
employees in the arts.

Promote UPAF SMART CARD



THE SMART WAY TO
ENJOY ART.



With a donation of **\$150 or more**, **SMART** CARD holders receive the following benefits:

- **“Buy One, Get One Free” tickets** to one performance for each of UPAF’s 14 Members, **a \$750 value!**
- **Discounts** at more than 25 popular area restaurants and businesses

*Plus, use the UPAF SMART CARD app to easily track and **redeem benefits** while on the go!*

UPAF Give & Win Sweepstakes

New or increased gift of \$150: All other levels, plus

- (2) 6-series subscription, Pops or Classics; winner's choice. Paired with a tour of the inner workings of the Bradley Symphony Center with the MSO Executive Director
- (4) tickets to US Bank Founders Suite for a Brewers game; food, parking, beverages included
- Backstage Dinner for 10 at the Pabst Theater

New or increase gift of \$75: Level below, plus

- (4) tickets to a Brewers game - first base side from the Brewers dugout
- (4) tickets to a Skylight performance of their choice, plus a backstage tour with the Executive Director
- (4) tickets to Packers game (Milwaukee season ticket pkg)
- Grand Geneva prize package

New or increased gift of \$50

- PNC Major League Moment (1 child) : 4 Tickets , Baseball with player to autograph, t-shirt & hat, photo on the field
- Danceworks: Pair of subscriptions; performance/meet and greet
- Holiday performance tickets to the Milwaukee Ballet's Nutcracker or the Rep's Christmas Carol
- Four UPAF performance vouchers!

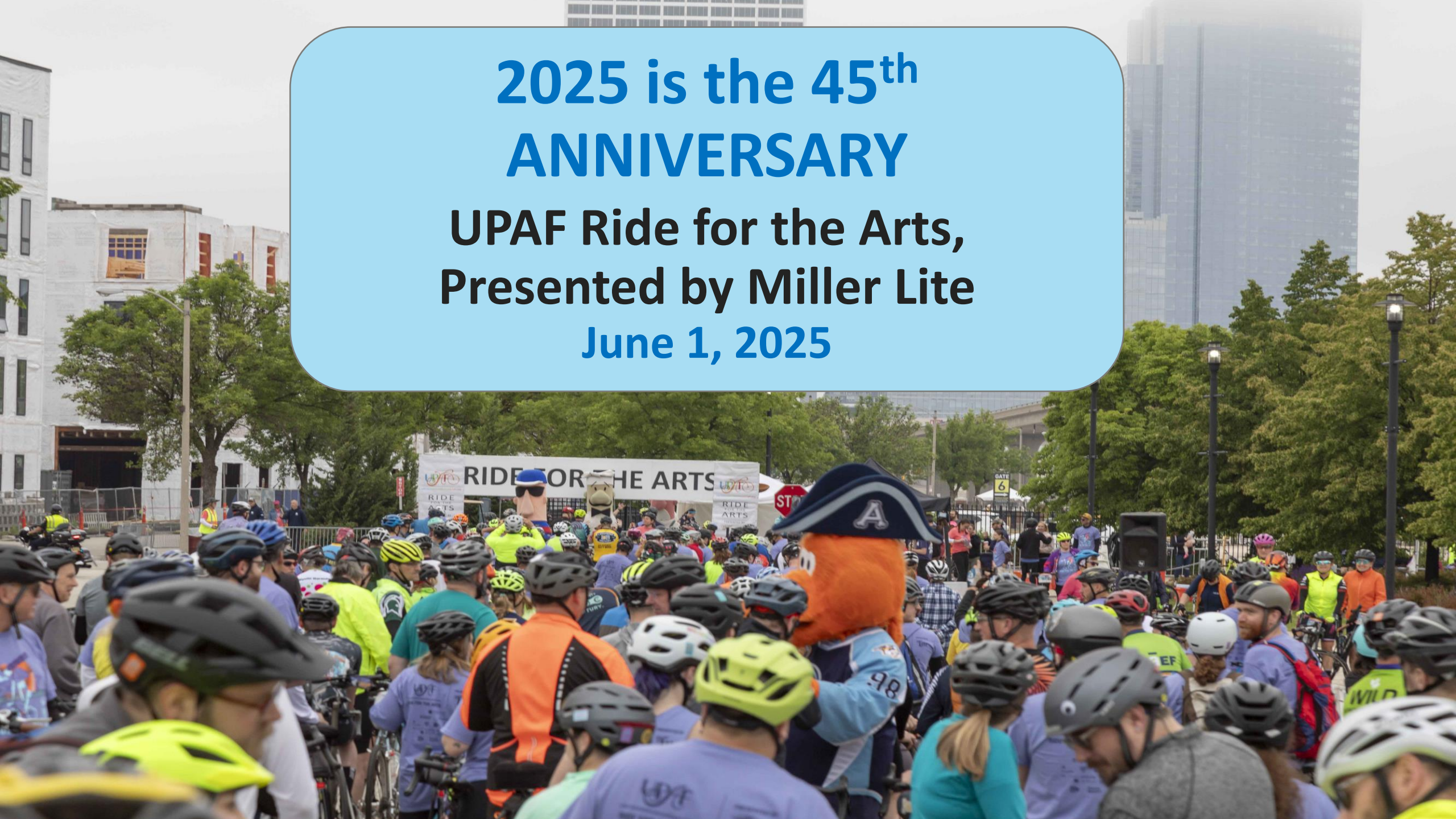
Presidents Awards

- Largest Campaign (3 categories)
- Highest participation (3 categories)
- Most Innovative (1 winner)



2025 is the 45th ANNIVERSARY

**UPAF Ride for the Arts,
Presented by Miller Lite**
June 1, 2025



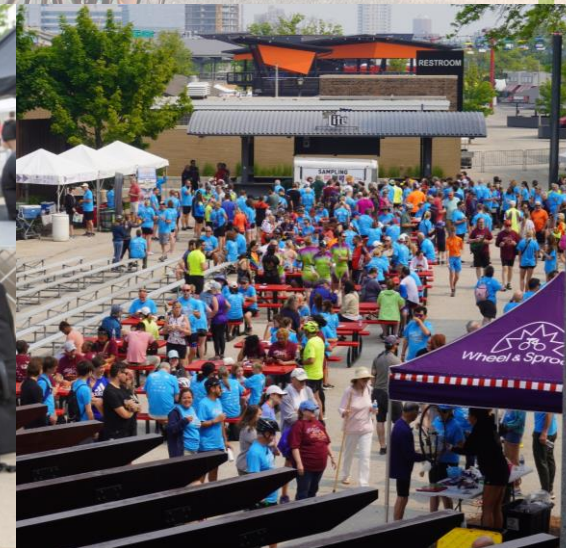


45th Anniversary Ride for the ARTS June 1, 2025

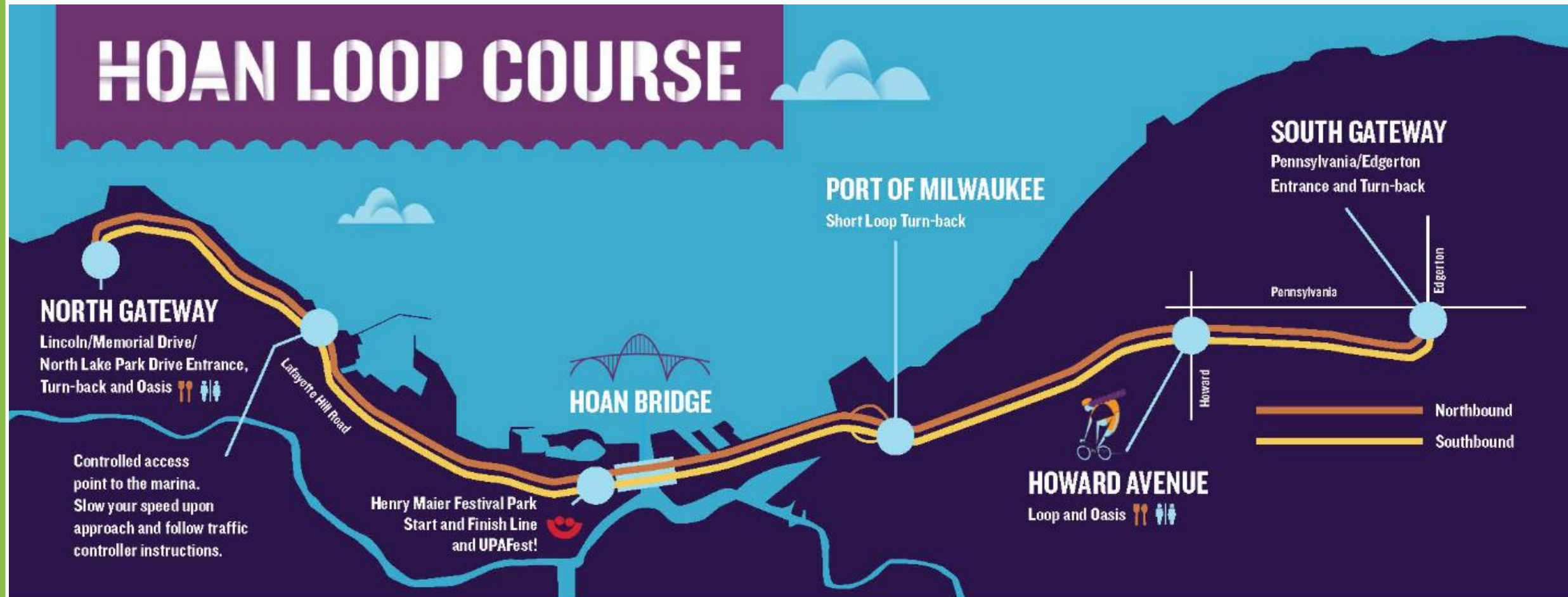
The **UPAF Ride For The Arts**, presented by Miller Lite is a signature community event celebrating Southeastern Wisconsin's vibrant performing arts.

This **annual fundraising event** for the United Performing Arts Fund is an established **Milwaukee tradition**, engaging thousands of participants and hundreds of volunteers annually. Throughout it's **44-year history** the event has **raised over \$11 million**.

Heading into its **45th anniversary**, the 2025 Ride will return to the **iconic Hoan Bridge**, providing participants a one-of-a-kind ride that is suited for all ages and abilities followed by the **post Ride celebration** and **UPAF Fest** with live arts performances, kids' activities, food, beverages and more!



Ride for the Arts, presented by Miller Lite



Ride the Hoan Loop Course as many times as you wish from 7 a.m. to 11 a.m.! Conclude your Ride at [UPAF Fest](#), a showcase of local talent **FREE** to the public at Henry Maier Festival Park.

Resources and Contact Information:

[Prop Shop](#) – Your source for all of your Employee Giving Campaign needs.

[Performance Calendar](#) – View a list of Upcoming Performances.

[SMART CARD](#) – See the list of participating restaurants.

[UPAF Affinity Groups](#) – UPAF has Next Generation for donors in their 20's, 30's and 40's as well as Notable Women who lift up Arts Education.

[Ride Registration](#) – Join us and bike the Hoan while supporting the arts on the 20-mile Hoan Loop Course!

Your Employee Giving Campaign Partners

Colleen Hider, Development Director, chider@upaf.org 414-239-6295

Jennifer Wareham, Development Director, jwareham@upaf.org 414-239-6264

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THANK YOU!!!
