



presented by Northwestern Mutual®

Arts Experiences For All

World-Class Performing Arts Experiences Through Local Nonprofits

UPAF Connect, presented by Northwestern Mutual, increases access to the performing arts for individuals in our community who may not otherwise be able to enjoy these life-enriching experiences. Because of generous donor support, UPAF’s Performing Arts Members offer performances and programming that bring the arts to neighborhoods and neighborhoods to the arts.



Uniting Communities Around the Power of Performance

The performing arts have the power to enlighten, engage and bring people together. UPAF Connect was launched in 2016 to unite families and communities through the magic of the performing arts.



UPAF works with local nonprofits to connect exceptional performing arts experiences with those who may not otherwise have access to these cultural assets. UPAF strongly believes that everyone in the community should have the chance to embrace the magic of music, dance and theater.

UPAF partners with **24 local nonprofits** to bring the performing arts to **more than 3,000 youth and families annually through over 200 free events**. UPAF’s performing arts Members offers dozens of options to connect new audiences to the arts in the way that best works for them.

Supporting Local Organizations

UPAF Connect’s nonprofit partners may select from over **60 distinct workshops, classes and performance opportunities**. A wide range of programming offers audiences the chance to engage with the full spectrum of music, dance, song and theater.

Programming is provided at no cost to program partners. UPAF provides economies of scale to program partners and UPAF Member Groups by serving as funder, convener and connector, reducing administrative burdens and costs for both.





presented by Northwestern Mutual

Arts Experiences For All

Engaging New Audiences Through the Arts

UPAF Member Groups provide a wide variety of programming designed to support, engage and nurture the communities served by our nonprofit partners. Examples of programming include:

- First Stage **Black History Month and Spoken Word theater workshops** for matches of Big Brothers Big Sisters of Metro Milwaukee
- Danceworks **Rhythm Dance classes** for Penfield Montessori Academy and **Hip-Hop workshops** for Variety the Children’s Charity
- **Free streaming** of UPAF Member productions like Milwaukee Rep’s *A Christmas Carol* provided to clients of Life Navigators and families in residence at Ronald McDonald House Charities of Eastern Wisconsin
- Milwaukee Chamber Theatre **playwriting residency** for students of Cristo Rey Jesuit Academy
- Milwaukee Symphony Orchestra **music workshops** tailored for youth ages 4-18 and Florentine Opera’s virtual **“Opera on the Go”**



2021-22 Program Partners

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> • Big Brothers Big Sisters of Metro Milwaukee • Boys and Girls Clubs • COA Youth and Family Centers • Cristo Rey Jesuit Academy • Dominican Center • Grand Avenue Club • Havenwoods Economic Development Corporation • La Casa de Esperanza • Life Navigators | <ul style="list-style-type: none"> • Lighthouse Youth Center • Meta House • Next Door • Our Next Generation • PEARLS for Teen Girls • Penfield Children’s Center & Penfield Montessori Academy • Ronald McDonald House Charities • Silver Spring Neighborhood Center | <ul style="list-style-type: none"> • Sojourner Family Peace Center • St. Ann Center for Intergenerational Care • St. Augustine Preparatory Academy • St. Joan Antida High School • United Community Center • Kindred MKE powered by Unity in Motion • Variety the Children’s Charity |
|---|--|---|

Opportunities to Designate to UPAF Connect

With a gift of \$1,000 or more to the 2022 UPAF Campaign, you may choose to designate 10% of your gift to UPAF Connect. With a gift of \$5,000 or more, you may designate 20% of your gift to UPAF Connect and support programming that invites **all** to engage with the arts.