



presented by Northwestern Mutual®

Donor Impact Report

World-Class Performing Arts Experiences Through Local Nonprofits

Thank you for increasing access to the performing arts for individuals in our community who may not otherwise be able to enjoy these life-enriching experiences through your generous 2020 gift in support of UPAF Connect, presented by Northwestern Mutual. Thanks to donors like you, UPAF Member Groups 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.



COVID-19 has impacted the performing arts perhaps more than any other sector, making it extremely challenging to offer audiences a “normal” theater experience. **Despite the barriers to bringing patrons together in the theater, community impact programming through UPAF Member Groups has not slowed or diminished.** In fact, UPAF’s 14 Member Groups stepped up quickly to deliver virtual and, when possible, safe in-person programming to youth, families and communities during a time of great need.

In the 2019-20 season, UPAF Connect partnered with **25 local nonprofits** to bring the performing arts to **more than 3,300 people** at **240 unique events**. In March, 2020, programming quickly moved online to provide support to nonprofit partners who struggled to find meaningful connection with the communities they serve in the absence of an opportunity to gather in person.

Supporting Local Organizations

For the 2020-21 season, UPAF Connect’s nonprofit partners selected from over **60 distinct, virtual workshops, classes and performance opportunities** to engage those they serve despite the challenges of COVID-19. A wide range of programming offers audiences the chance to engage with the full spectrum of music, dance 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.



Engaging New Audiences Through the Arts

UPAF Member Groups provide a wide variety of programming designed to support, engage and nurture the unique communities served by our nonprofit partners. Examples of 2020-21 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 Group 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”**



2020 Program Partners:

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| • Big Brothers Big Sisters of Metro Milwaukee | • Life Navigators | • Sojourner Family Peace Center |
| • Boys and Girls Clubs | • Lighthouse Youth Center | • St. Ann Center for Intergenerational Care |
| • Clean Wisconsin | • Meta House | • St. Augustine Preparatory Academy |
| • COA Youth and Family Centers | • Milwaukee Water Commons | • St. Joan Antida High School |
| • Cristo Rey Jesuit Academy | • Next Door | • United Community Center |
| • Dominican Center | • Our Next Generation | • Kindred MKE powered by Unity in Motion |
| • Grand Avenue Club | • PEARLS for Teen Girls | • Variety the Children’s Charity |
| • Havenwoods Economic Development Corporation | • Penfield Children’s Center & Penfield Montessori Academy | |
| • La Casa de Esperanza | • Ronald McDonald House Charities | |
| | • Silver Spring Neighborhood Center | |

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\$10,000 in new and increased gifts to Next Generation UPAF in 2020 supported arts outreach through UPAF Connect.

With a gift of \$1,000 or more to the 2021 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.