



UPAF *Fast Facts*

UNITEDPERFORMINGARTSFUND

The United Performing Arts Fund

The United Performing Arts Fund (UPAF) was founded in 1967 to support performing arts organizations in Eastern Wisconsin. 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:

- Performances that challenge minds and stir emotions.
- Inspired youth who use the arts as a springboard for lives filled with creativity.
- Shared experiences that connect people from all backgrounds and walks of life.

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.

COVID-19 and the Performing Arts

Because donors like you rallied to their side in a time of great need, UPAF Member Groups persisted through the dramatic hardships caused by COVID-19 and continued to impact the community at a time when we needed it most. Now, our local performing arts community is buzzing with anticipation to welcome you safely back to the theater with updated and enhanced air handling, cleaning, ticketing and much more. Our local artists and groups are preparing for a strong return made possible by incredible community support in the face of tremendous losses.

The worst is over, but the impact of the past 18 months, including nearly \$23 million in lost revenue, will take years to recover from. The 14 performing arts Member Groups funded by UPAF are depending on the generosity of our community so they can continue to impact our region for generations to come.

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.



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According to Americans for the Arts, communities with a United Arts Fund are better off than those without.

- The arts sector is larger, providing more options for patron engagement.
- Arts groups spend much less on fundraising and are more financially stable.
- Total arts spending is significantly higher in communities with a United Arts Fund, which supports the local economy.

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, help us understand the world and each other, and inspire us to dream.

UPAF Connect

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 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.

Art Educates

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

Art Touches Everyone

In 2020, Kasey's Fund was created to ensure that everyone can experience the magic of the arts by eliminating barriers imposed by disability and other physical and mental considerations. Gifts to Kasey's Fund support grants to UPAF Member Groups for projects that enhance the accessibility of the arts through a variety of avenues.

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.



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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 the highest possible rating from **from Charity Navigator**, America's largest independent charity watchdog.



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