2023
United Performing Arts Fund
Community Campaign

Ambassador Training
Campaign Video
Welcome to UPAF

The United Performing Arts Fund (UPAF) is essential to preserving a vibrant performing arts scene throughout Southeastern Wisconsin. As the largest donor to all 14 Members, UPAF ensures not only their vitality, but also their sustainability.

For the past five decades the UPAF mission has been to:

- **Raise much-needed dollars** to ensure entertainment excellence
- **Promote the performing arts** as a regional asset
- Responsibly **steward the dollars** our donors so generously give us

Supporting UPAF truly is a local investment in the Community.

UPAF’s four-star Charity Navigator rating demonstrates to donors the organization’s commitment to **financial management, accountability and transparency.**
55 Years of Arts Excellence

• More than 1,200,000 people annually experience performances in our venues and educational programming in our schools. To compare, the Milwaukee Bucks have 700,000 regular season attendees.

• Because UPAF Members exist, an additional $80+ million of consumer spending is generated for our local economies.

• More than $200 million investment, predominantly from private philanthropy, for our Cultural Infrastructure – Baumgartner Center for Dance; Bradley Symphony Center; Marcus Performing Arts Center; Milwaukee Youth Arts Center; REP Associated Bank Theater Center.
2022 UPAF Fundraising by the Numbers

TOTAL DOLLAR AMOUNT RAISED DURING 2022 CAMPAIGN
$10,782,496

TOTAL DOLLAR AMOUNT ALLOCATED
$8,267,000

TO MEMBERS
$7,976,806

TO AFFILIATES
$290,194

TOTAL NUMBER OF DONORS TO THE 2022 CAMPAIGN
13,400

NUMBER OF WORKPLACE GIVING CAMPAIGNS
160

NUMBER OF COMPANY DONORS
147

With one gift, a UPAF donor supported 47 organizations throughout Southeastern Wisconsin.
Who Does UPAF Support?

UPAF is an organization which supports 14 performing arts Members

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.
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2023 UPAF Affiliates

New Affiliates:

- APERI ANIMAM
- Civic Music MKE
- Oconomowoc Chamber Orchestra
- Girls Rock Milwaukee
- Milwaukee Youth Theatre
- Concord Chamber Orchestra
- Our Voice Milwaukee
- Signature Theatre
- Summit Players Theatre
- Waukesha Civic Theatre
UPAF makes every effort to provide the most up-to-date information in our performance calendar. However, periodic changes do occur. Please visit the website of the specific Member or Affiliate for the most up-to-date information.
UPAF MEMBER IMPACT

Throughout the 2021-22 Season:

- Local Artists employed: 1,995
- Safe, in-person performances: 1,533
- 1 in 5 Performances free to the public
- 150,000 Students from 1,200 partner schools participated in arts education programming

More than 1,200,000 people annually experience performances in our venues and educational programming in our schools. To compare, the Milwaukee Bucks have 700,000 regular season attendees.
THE ARTS ARE MORE THAN ENTERTAINMENT

Prepares over 50,000 local students with the social-emotional skills to be successful in work and life.

Unites families and communities around free, high-quality performing arts experiences.

Ensures that those with disability or special needs have access to the magic of the arts through tailored programming.

Donors who contribute $1,200 or more may designate 10% of their gift to one of these Community Impact Programs.
Students with access to arts education achieve long-term, increased academic performance.

- Students engaged in arts education are **4x more likely to be recognized for academic achievement**.
- Students engaged in arts education have **higher SAT scores**.
- Students engaged in arts education are **3x more likely to pursue a bachelor’s degree**.
- Low-income students with access to arts education are **2x more likely to graduate from college** than peers with no arts education.

**Bright Minds Arts Education programming reaches nearly 50,000 children, reducing barriers to the arts.**

- 80% of these students are economically disadvantaged.
- 70% identify as BIPOC.
- 20% are students with disabilities.
THE ARTS ARE ESSENTIAL

More than 300 performances are FREE to the community – Chill on the Hill; the Indaba Band Shell; Marcus Center’s Peck Pavilion, Sharon Lynn Wilson Center and so many more experiences made accessible to all.
2023 UPAF DIVERSITY

above the clouds
2017

BLACK ARTS MKE
2017

LATINO arts inc.
2010

Theater By Women
2002

MILWAUKEE YOUTH THEATRE
2022

MARCUS PERFORMING ARTS CENTER
2021

SIGNATURE
2022

RUACH
2016

Our Voice Milwaukee
2022

XADAD
2021
THE ARTS ARE ESSENTIAL

$.97 of every dollar invested in the performing arts stays LOCAL – paying artists; supporting small business partners and elevating our diverse Cultural Infrastructure.
2023 UPAF REGIONAL IMPACT

Darby's Dancers 2016
Forte Theatre Company 2021
Kettle Moraine Symphony 2017
LGSO Lake Geneva Symphony Orchestra 2021
Shakespeare in the Park 2016
Sharon Lynne Wilson Center for the Arts 2016
Sunset Playhouse 2010
Summit Players Theatre 2022
UPAF Oconomowoc Chamber Orchestra 2022
Racine Symphony Orchestra 2010
Waukesha Civic Theatre 2022
First Stage Video
# 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 arts committee! Enlist a few department captains to brainstorm ideas 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.

## Events and Performances

- 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.
Sprinkle the Fun!
Visit the UPAF Prop Shop

Performance Guide
Special Events
Highlights of Designation & Donor Benefits

$75 – Receive one voucher, plus restaurant discounts on the SMART CARD APP

$150 – Receive one voucher plus the UPAF SMART CARD with BOGO offers for each UPAF Member.

$350 – Double SMART Card benefits
   Also, the starting entry point for Next Gen Members.

$600 – Invitations to UPAF Open Rehearsals

$1,200 – Eligible to designate 10% of your gift to the UPAF Community Impact Program of your choice.

All gifts of $75 and above receive a FREE VOUCHER to a show! PLUS, donors will get a second FREE VOUCHER if they upgrade to the next tier!

Talking Points on Engaging Donors

Start with why. Share an experience you had with the performing arts. Why do the performing arts matter to you?

Explain how. Talk about the numerous ways UPAF supports the performing arts and the communities of Southeastern Wisconsin.

Describe what. Inform employees that, when they come together, their gifts have a tremendous impact on sustaining the performing arts.

Say thank you.

Visit UPAF.org to view all donor benefits.
The UPAF SMART CARD, sponsored by Associated Bank, is an excellent selling tool to engage employees in the arts.

Promote UPAF SMART CARD

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 Member Groups, 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!
New or increased gift of $150
- Two floor seats tickets to a Bucks game, value $4,512
- Kesslers 1ct. Total weight Newborn Lab created Diamond Stud Earrings in 14K White Gold, value $1,485

New or increase gift of $75
- Two Tickets to each UPAF Member, value $1,176
- Las Vegas getaway/ a 2-night stay at The Platinum Hotel, value $658

New or increased gift of $50
- Four tickets to the Rep w/dinner certificate at St. Kate, value $270
- Four Field Level tickets to a Brewers game, donated by the Milwaukee Brewers, $260

2022 Winners from:
Northwestern Mutual, Froedtert, Foley & Lardner, and the General Public
2023 UPAF Community Events

UPAF Ride for the Arts
Sunday, June 4, 2023
Summerfest
Sign your Team up Today!

UPAF Golf Outing
Monday, July 17, 2023
North Shore Country Club
Get a Foursome together
and join us for a
great day on the course!
Let’s Play Kahoot!
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

**Community Impact Programs** – Find out more about Bright Minds, UPAF Connect and Kasey’s Fund

**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.

**What Your Dollar Does Flyer**

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**Your Employee Giving Campaign Partners:**

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THANK YOU!!!