

UNITED
PERFORMING
ARTS
FUND



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.



2023 by the Numbers



TOTAL DOLLAR AMOUNT RAISED DURING 2023
CAMPAIGN

\$10,596,622

TOTAL DOLLAR AMOUNT ALLOCATED

\$7,180,000

TO MEMBERS

\$6,868,660

TO AFFILIATES

\$211,340

TO UPAF CATALYST FUND FOR
FUTURE MEMBER INITIATIVES

\$100,000

TOTAL NUMBER OF DONORS
TO THE 2023 CAMPAIGN

12,860

NUMBER OF WORKPLACE
GIVING CAMPAIGNS

132

NUMBER OF
COMPANY DONORS

165

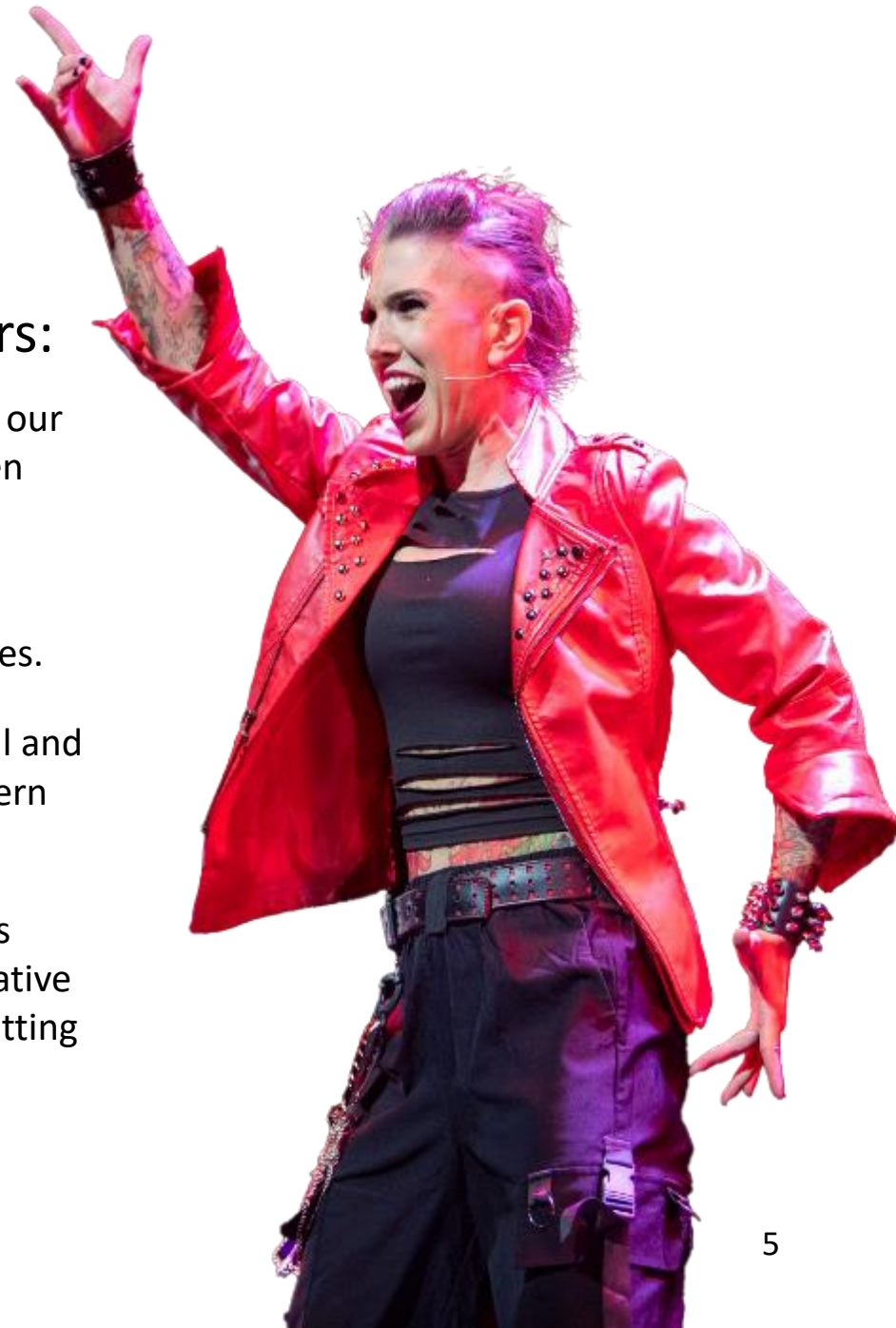
**With one gift, a UPAF donor
supported 50+ organizations**

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.

Four Pillars of UPAF

The impact of UPAF's mission is illustrated in our four pillars:

- **Uniting Community** – UPAF strengthens the community through united support for our local performing arts sector, which serves as a reflection of culture, a bridge between individuals, and a catalyst for community well-being.
- **Talent that Inspires** – UPAF Members and Affiliates represent world-class talent, critically acclaimed performances and programming, as well as best industry practices.
- **Regional Vibrancy** – As the single largest supporter of our region's nonprofit cultural and entertainment treasures, UPAF is essential to the vibrancy and growth of Southeastern Wisconsin.
- **Youth Arts Development (Arts Education)** – UPAF is committed to funding programs that allow the youth of Southeastern Wisconsin to discover, explore and pursue creative arts experiences, a crucial component of a well-rounded education and critical to setting young people up for success.



“Good arts education is not about the product, it’s about the process of learning.”

Jamie Kasper, director of the Arts Education Partnership



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.



Who Does UPAF Support?

UPAF is an organization which supports 14 performing arts Members



MILWAUKEE BALLET



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.

2023 Affiliates

**First year recipients!*

Notates organizations outside of Milwaukee County



Above the Clouds
Aperi Animam
Bach Chamber Choir*
Bembé Drum and Dance*
Bombshell Theatre Company*
Civic Music MKE
Concord Chamber Orchestra
Darby's Dancers
Festival City Symphony
Forte Theatre Company
Frankly Music
Girls Rock MKE
Greater Milwaukee El Sistema*
Kettle Moraine Symphony
Kids from Wisconsin
Latino Arts
Main Street Song & Dance Troupe*
Marcus Performing Arts Center
Milwaukee Jazz Institute
Milwaukee Opera Theatre

Milwaukee Youth Theatre
Oconomowoc Chamber Orchestra
Optimist Theatre
Our Voice Milwaukee
PianoArts of Wisconsin
Racine Symphony Orchestra
Racine Theatre Guild*
RUACH Inc.
Salsabrositas*
Sharon Lynne Wilson Center
Signature Dance Company
Studio K Flamenco*
Summit Players Theatre
Sunset Playhouse
TBEY Arts Center, Inc.*
Waukesha Civic Theatre
West Side Arts Un, Limited*
Wild Space Dance Company
Wisconsin Conservatory of Music
Xalaat Africa Drum & Dance

In 2023, 1,739 artists employed with 88% living in the local area and 30% identifying as BIPOC



1 of 4 UPAF
Groups primarily
represent and
serve a diverse
community!

Celebrating Diversity

Theater By Women
Renaissance
THEATRE COMPANY
For Everyone

2002



2010



2016



2017



2017



2021



2021



2022



2022



2022



West Side Arts Un,
Limited

2023

PRESENT MUSIC

Present Music is Milwaukee's internationally acclaimed new-music ensemble that commissions, performs and records the music of living composers. Founded in 1982, Present Music commissions and works closely with many of the nation's most exciting and important composers. Present Music's mission is to engage artists and audiences in imaginative and provocative experiences with new music through ensemble performance and education. Live performances take place at venues across the region.

Location: Milwaukee
Website: presentmusic.org



Renaissance Theaterworks' (RTW's) mission is to create moving theater that connects with our shared sense of being human; dedicated to promoting the work of women, onstage and off. RTW is Milwaukee's only women-founded, women-run theater company and has been narrowing the gender parity gap in the arts for over 25 years. Located in Milwaukee's Walker's Point, RTW produces intimate and thought-provoking theater in their artistic home shared with Next Act Theatre.

Location: Milwaukee
Website: r-t-w.com



Salsabrositas' mission is twofold. They aim to provide affordable dance

instruction to young people, especially in underserved communities throughout Southeastern Wisconsin. The second half of their objective is to showcase their progress locally while raising funds for them to compete globally.

BEMBÉ DRUM + DANCE

Bembé Drum and Dance is a community-based, cultural performing arts program in the City of Milwaukee that inspires music and dance performance skills, intergenerational connection and cultural identity exploration through Afro-Latino musical culture. Bembé is dedicated to sharing the history and cultural significance of Afro-Latino musical and dance traditions through educational performing arts workshops, free performances, and special events that are accessible and open to all in the community. They collaborate with like-minded cultural organizations, schools, and performance groups throughout the year in order to share collaborative missions and expand our community.

Location: Milwaukee
Website: [Bembé Drum & Dance \(proyectobembe.org\)](http://proyectobembe.org)



BOMBHELL THEATRE CO.

Bombshell Theatre Co. was founded by Milwaukee area performers as an effort to create professional opportunities for the richly talented theatre community, revive rarely told theatrical stories and showcase the transformative power of hair & makeup. We strive to make theater a year-round affair in Milwaukee, performing at usually theater-less times of the year. This provides a two-fold benefit. Opportunities are available to actors during the off-season and theatergoers can continue to see shows. Bombshell Theatre is committed to reviving rarely told stories, which provides the community with a unique opportunity to see productions that would have otherwise never been available in their lifetime. (For example, *Gentlemen Prefer Blondes*) They hope that this combination allows all theater-lovers (and future theater-lovers) to access the arts and lets our community's theater talent continue to shine. In addition, they offer youth theater education and performance opportunities throughout the year. These programs introduce kids to the creativity of theater and create the next generation of theater professionals and theater-lovers.

Location: Milwaukee
Website: HOME | Bombshell Theatre Co



Black Arts MKE's mission is to increase the availability and quality of African American arts and culture. They collaborate annually with over 100 performing artists of color and organizations including in-residence theatre group Bronzeville Arts Ensemble to illuminate the Black experience in America by developing and creating theatre while also providing artistic and educational programming opportunities, collaborating with the local and national community, and inspiring healing through positive social change.

Black Arts MKE's annual signature performance – Black Nativity by Langston Hughes is a holiday musical favorite in Milwaukee featuring an all-black, MKE-area based cast. They're a recipient of the APAP ArtsForward, NEA Grant for Arts Projects, The Black Seed and Theatre Communications Group national awards. They are a proud Member of the United Performing Arts Fund and Resident Group at the Marcus Performing Arts Center. Black Arts MKE is a nonprofit 501(c)(3) corporation.

Location: Milwaukee
Website: blackartsmke.org



DANCE WORKS MKE

Founded in 1997, Danceworks Performance MKE is a dynamic group of dancers/choreographers that is committed to creating and performing contemporary dance that is physical, virtuosic, entertaining, and honest. Danceworks Performance MKE's artists embody the mission of Danceworks, Inc., a nonprofit founded in 1992, to enhance the joy, health and creativity of the community through performances, classes and outreach activities that integrate dance and other art forms. Danceworks is committed to taking arts and arts learning beyond the studio and theatre and into the community by creating work that resonates with diverse groups of people, and serves more than 60,000 children, adults and seniors each year through original contemporary performances.



Cornerstone Members



Founded in 1987, First Stage is one of the nation's most acclaimed theaters for young people and families, and is the second largest theater company in Milwaukee. First Stage touches hearts, engages minds, and transforms lives by creating extraordinary theater experiences for young people and families through Professional Theater Productions that engage, enlighten, and entertain; unparalleled Theater Academy training for young people, fostering life skills through stage skills; and dynamic Theater in Education programs that promote active learning in our schools and community. First Stage is a member of TYA/USA, the American Alliance for Theatre and Education, the Wisconsin Alliance for Arts Education, Milwaukee Arts Partners and is a cornerstone member of the United Performing Arts Fund (UPAF).



Visit UPAF.org for Upcoming Performance Schedule

Sunset Playhouse

CALIFORNIA ROCK: DOORS,
DOOBIES & MORE - MUSICAL
MAINSTAGE CONCERT

Doors, Doobies,
& More!

MAR

5

Sunset Playhouse

CALIFORNIA ROCK: DOORS,
DOOBIES & MORE - MUSICAL
MAINSTAGE CONCERT

Doors, Doobies,
& More!

MAR

5

Milwaukee Repertory Theater

GUYS ON ICE

THE ICE FISHING MUSICAL!

MAR

5

Milwaukee Repertory Theater

CHOSEN

THE CHOSEN

MAR

5

Black Arts MKE

THEATRE FOR YOUNG
AUDIENCES: HIP-HOP
HOORAY!

MAR

6

Next Act Theatre

SCARECROW

MAR

6

Milwaukee Repertory Theater

CONSTITUTION
MEANS TO ME

WHAT THE CONSTITUTION
MEANS TO ME

MAR

6

Skylight Music Theatre

SPRING AWAKENING

MAR

6

UPAF Community Impact Programs

Donors at \$1,200+ may designate 10% of their gift to one of UPAF's three impact programs.



Collectively, UPAF's 14 Member Groups impact the lives of **50,640** children — many of them underserved — through in-classroom and after-school programming.



Unites families and communities around free, high-quality performing arts experiences. In 2023, UPAF Connect served over **3,500** individuals through more than **170** free arts events.



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

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.

	A	B	C	D
1	First Name	Last Name	Email	# of Pay Periods
2	Eric	Reichelt	ereichelt@upaf.org	26
3	Colleen	Hider	chider@upaf.org	26
4	Sue	Bugalski	sbugalski@upaf.org	26
5	Gretchen	Titus	gtitus@upaf.org	26
6	Deidra	Edwards	dedwards@upaf.org	26
7	Gunna	Middleton	gmiddleton@upaf.org	26





Sprinkle the Fun! Visit the UPAF Prop Shop

[Performance Guide](#)

[Special Events](#)

Highlights of Donor Benefits & Talking Points

\$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 2023 gift by \$50 or make a new gift of \$150!

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. Thanking donors fosters a positive relationship, and encourages continued support, while also creating a culture of appreciation.

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, sponsored by **Associated Bank**,
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

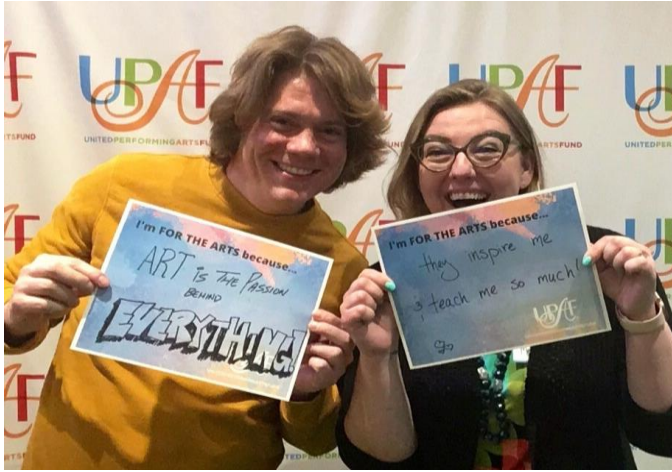
*Plus, use the UPAF SMART CARD app to easily track and **redeem** benefits while on the go!*

UPAF ChorusLine

presented by  ManpowerGroup™

Stepping up for the arts!

- 200+ volunteers united in support of UPAF's mission
- Building connections throughout the community
- Enjoying unique opportunities to attend world-class events and performances
- Cultivating a region that loves the arts and its artists, attracting top talent to our local stages
- Making a meaningful impact on the well-being of our local performing arts sector



UPAF Ride for the Arts

PRESENTED BY MILLER LITE

Sunday, June 2, 2024

Join us and help us reach 4,000 attendees and \$500,000 raised through this special event!

Course closed to all vehicles! Bike Over the Hoan

Riders of all ages and abilities will have the **one-of-a-kind opportunity** to bike over the iconic Hoan Bridge. And, **kids 12 and under, ride free!**

Something for everyone at UPAF Fest!

We are back at Summerfest with the all new UPAF Fest! Join the party with or without the bike ride, experience all our Members and Affiliates! Live stage entertainment, kid's area, sampling and an accessible "Arts Path" around Lakeshore State Park



UNITED PERFORMING ARTS FUND

RALLY

3RD STREET MARKET HALL

FOR THE

3.13.24 11 A.M. - 7 P.M.

ARTS

This is not just a dance party; it's a movement to empower and inspire the next generation of artists. We'll celebrate with a full day of dance workshops and performances free to the public in Milwaukee's popular 3rd Street Market Hall.



Kicking off our 2024 Community Campaign with a spotlight on Arts Education

Performance Lineup

11:15 a.m. - 12:15 p.m.: Salsabrositas

12:25 - 1:25 p.m.: Studio K Flamenco

12:35 - 1:05 p.m.: Milwaukee Ballet

3:25 - 5:30 p.m.: Danceworks

5:40 - 6:40 p.m.: Bembé Drum & Dance

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.

[Members and Affiliates descriptions](#) – Snapshot description of all UPAF Members and Affiliates

[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](#) – Find out what a donation to UPAF can mean to a Performing Arts Member or child in our community.

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

Your Employee Giving Campaign Partners

Campaign Coordinators:

Sue Bugalski, sbugalski@upaf.org 414-239-6267

Deidra Edwards, Dedwards@upaf.org 414-239-6269

Gunna Middleton, Gmiddleton@upaf.org 414-239-6271

Gretchen Titus, Gtitus@upaf.org 414-239-6265

Ride for the Arts Coordinator, Debbie Knepe, ride@upaf.org 414-239-6283



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

Eric Reichelt, Advancement Specialist, ereichelt@upaf.org 414-239-6282



THANK YOU!!!
