



UNITEDPERFORMINGARTSFUND

UPAF *Fast Facts* – 2020

The United Performing Arts Fund

The United Performing Arts Fund (UPAF) was founded in 1967 to support performing arts organizations in the Greater Milwaukee area.

UPAF's three-part mission is to **raise much needed funds** to support entertainment excellence, to **promote the performing arts** as a regional asset and to **responsibly use the dollars** our donors so generously give.

UPAF holds an annual fundraising campaign that is supported by more than 19,000 donors.

- In 2019, UPAF raised nearly \$12 million to support the arts and allocated \$8,820,000 to its 14 Member Groups.

UPAF's 2020 Campaign will run March 3 – June 15, 2020 with the UPAF Ride for the Arts, sponsored by Miller Lite, held on Sunday, May 31, 2020. UPAF is the largest united arts fund in the country for the performing arts and has raised over \$350 million to support the performing arts over the last 52 years.

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, Danceworks, Milwaukee Chamber Theater, Milwaukee Children's Choir, Milwaukee Youth Symphony Orchestra, Next Act Theatre, Present Music and Renaissance Theaterworks.**

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.

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, provide a means of escape, 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.

How It Works

UPAF Connect makes the performing arts more accessible to 26 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.

Kasey's Fund

Inspired by UPAF President & CEO Deanna Tillisch's music-loving middle daughter, Kasey, Kasey's Fund was established in 2019 to ensure that everyone in our community can enjoy the magic of the performing arts. Dollars raised will remove barriers that exist for many families and individuals so they can enjoy the best in music, dance and theater.

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 102,000 students. Each year, they deliver quality arts education in nearly 200 different classrooms, through after-school programs and on an individual basis with scholarships.

UPAF Notable Women, presented by BMO Harris Bank

This Affinity Program is designed to help fulfill the critical need for arts education to support our next generation in reaching its full potential. Dollars raised through UPAF Notable Women are awarded through UPAF Bright Minds, presented by BMO Harris Bank, a grant program that distributes funding to UPAF Member Groups for specific arts education projects.

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.

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 a **4-star rating – the highest possible achievement - from Charity Navigator**, America's largest independent charity watchdog.

