



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































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2022-23 UPAF Affiliates

Returning Affiliates:

















































2023 UPAF Affiliates

New Affiliates:

















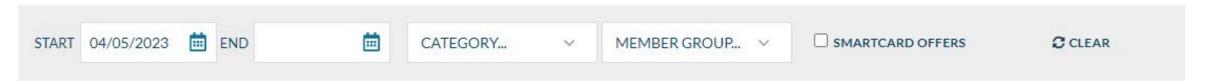




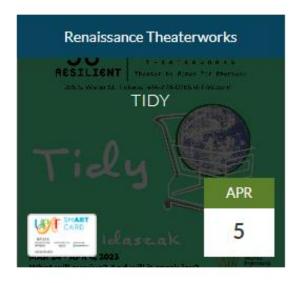


Visit UPAF.org for Upcoming Performance Schedule

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.







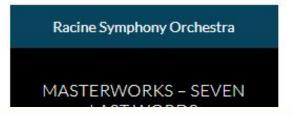












UPAF MEMBER IMPACT

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 socialemotional 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.

Transformative Arts Education for Southeastern Wisconsin's Children



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.







2023 UPAF YOUTH ENGAGEMENT





The Florentine Opera



MICHAEL PINK ARTISTIC DIRECTOR

























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







Theater By Women

For Everyone

















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



























2022 2010



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 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

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 SM**ART** 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.

AJ Bombers Antiqua Aria ASH **Bacchus** Lake Park Bistro Blue Bat Bottle House 42 Bravo! 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 Tusk 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 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!

2023 Giving Incentives

Support the Arts

Enjoy Exclusive Offers & Be Entered to Win Prizes

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

<u>Performance Calendar</u> – 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

<u>UPAF Affinity Groups</u> – 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

Your Employee Giving Campaign Partners:

Colleen Hider, Development Director chider@upaf.org 414-239-6295 Eric Reichelt, Advancement Coordinator, ereichelt@upaf.org 414-239-6282

Campaign Coordinators:

Sue Bugalski, <u>sbugalski@upaf.org</u> 414-239-6267 Deidra Edwards, <u>Dedwards@upaf.org</u> 414-239-6269 Gunna Middleton, <u>Gmiddleton@upaf.org</u> 414-239-6271 Gretchen Titus, <u>Gtitus@upaf.org</u> 414-239-6265









THANK YOU!!!

