

50<sup>th</sup> **OPAF**  
SETTING THE STAGE  
SINCE 1967



# ANNUAL REPORT

2017





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ABOUT UPAF

The United Performing Arts Fund (UPAF) is a nonprofit, umbrella organization that supports 14 Member Group performing arts organizations and numerous Affiliates in Southeastern Wisconsin through its annual fundraising campaign.

MISSION STATEMENT

“Secure community resources, promote the performing arts as a regional asset, and improve the quality of life through responsible investment in and financial support of the arts in Southeastern Wisconsin.”

2017 EXECUTIVE COMMITTEE

JON VAN DRISSE\*  
Chair

TIM MATTKE\*  
Treasurer

ROB SANDERS\*  
Secretary

2017 UPAF BOARD OF DIRECTORS

- KEVIN ANDERSON  
Milwaukee Region President,  
Old National Bank
- JEFF BEHRING\*  
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Northwestern Mutual
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- STEVE BOOTH  
CEO, Baird
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Chairman, MGIC
- KATHLEEN DOHEARTY  
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- CHRIS GOLLER  
Regional President, PNC Bank
- STEVEN JOHNSON  
President, BMO Private Bank
- DENNIS KOIS  
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Milwaukee Public Museum
- ALEX KRAMER\*\*  
Senior Vice President & Market Leader,  
U.S. Bank Private Wealth Management

- SUSAN KREH\*  
CFO & Vice President - IT,  
Johnson Controls (Power Solutions)
- DAVID LUBAR  
President & CEO, Lubar & Co.
- RUTH MAEGLI  
Chief Academic Officer, Milwaukee Public Schools
- GREG MARCUS  
President & CEO, The Marcus Corporation
- TOM METCALFE  
Executive Vice President, We Energies
- GEORGE MEYER  
CEO, Kahler Slater
- STEVE RICHMAN  
Consultant, Richman Nonprofit Strategies
- ISAAC ROANG\*\*  
Partner, Quarles & Brady
- JOE ROCK  
Managing Partner, KPMG
- KEVIN STEINER  
President & CEO, West Bend  
Mutual Insurance Company
- JULIA TAYLOR  
President, Greater Milwaukee Committee
- JOHN UTZ  
President & Head of Corporate Banking,  
Associated Bank

Denotes Executive Committee\* Denotes Member Group Advisory, non-voting members\*\* Next Generation UPAF representative\*\*\*

UPAF PRESIDENT AND CEO



The United Performing Arts Fund in our 50th anniversary year, reached another campaign milestone by raising a record-setting \$12,320,160! This achievement is due to the generosity of our donors and the determination, dedication and drive of our Campaign Co-Chairs, Board of Directors, Campaign Cabinet, Workplace Giving Ambassadors, Member Groups, Volunteer Solicitors and staff. Thanks to your support, we were able to allocate \$9,315,000, the most in UPAF history. UPAF’s 15 Member Groups received a total of \$8,962,508 with the additional funds supporting 15 diverse Affiliates. My heartfelt thank you to our donors, sponsors and volunteers for contributing to our 50th Anniversary Campaign. With your support, we will continue to ensure that the performing arts enhance Southeastern Wisconsin’s cultural, economic and educational vitality.

Several factors contributed to the record-setting 50<sup>th</sup> Anniversary Campaign, including:

- A generous gift from Herb Kohl Philanthropies, which got us off to a quick start.
- A series of 50<sup>th</sup> Anniversary gifts from company donors, private foundations and leadership, totaling \$350,000.
- A series of new initiatives, including “Adopt-an-Artist,” sponsored by Husch Blackwell and UPAF Bright Minds, presented by BMO Harris Bank, an arts education program, helped raise \$75,000 from 66 small-to-mid-sized companies.
- Reinhart-Attorneys at Law and Marcus Corp Direct Appeal Matches helped raise \$479,000, a 2.2% increase.
- UPAF Connect, presented by the Brico Fund, is a new community outreach program that brought in \$61,000 in new money. These funds will be used to bring the performing arts to individuals and families that do not have easy access to the arts.
- Increased revenue from the UPAF Dancing on the Green golf outing, presented by Associated Bank and chaired by Jim Mueller from Mueller QAAS. Over \$62,000 was raised, a \$13,000 increase from last year.
- UPAF Notable Women, sponsored by BMO Harris Bank, raised \$91,000 in new money for arts education.
- Next Generation UPAF, sponsored by We Energies Foundation, raised \$53,937 in new money and brought 138 new members into the affinity program.

I would like to extend a sincere thank you to our three exceptional 2017 Co-Chairs – Betsy Brenner, former publisher of *the Milwaukee Journal Sentinel*, Linda Gorens-Levey, a partner with General Capital Group and Alex Kramer, market leader for the U.S. Bank Private Wealth Management. Their passion, drive, creativity, and business acumen were invaluable assets to our overall success.

So, “Bravo!” to everyone involved in the UPAF 50<sup>th</sup> Anniversary Campaign. We appreciate your belief in our mission to cultivate a world-class, vibrant performing arts scene in the Greater Milwaukee area. We look forward to partnering with you this upcoming year as we celebrate our 51<sup>st</sup> year!

Sincerely,

DEANNA L. TILLISCH  
UPAF PRESIDENT & CEO



FINANCIAL STATEMENTS

Following are the audited United Performing Arts Fund 2017 and 2016 Statements of Financial Position and Statements of Activities for the years ended August 31, 2017 and 2016. The complete audit report and Form 990 are available at [www.UPAF.org](http://www.UPAF.org).

ASSETS	2017	2016
<b>CURRENT ASSETS:</b>		
CASH & CASH EQUIVALENTS	\$4,465,705	\$4,452,578
INVESTMENTS, AT FAIR VALUE	1,900,033	1,319,242
CONTRIBUTIONS RECEIVABLE, NET OF ALLOWANCE	3,667,999	3,908,720
ADVANCE PAYMENTS TO MEMBER GROUPS	1,342,133	1,197,182
PREPAID EXPENSES	22,932	17,649
<b>TOTAL CURRENT ASSETS</b>	<b>11,398,802</b>	<b>10,895,371</b>
LONG-TERM PORTION OF CONTRIBUTIONS RECEIVABLE, NET	432,948	507,570
PROPERTY AND EQUIPMENT, NET	12,071	16,662
<b>ENDOWMENT FUNDS:</b>		
BOARD DESIGNATED, 21ST CENTURY FUND	2,192,823	2,726,133
BENEFICIAL INTEREST IN ASSETS HELD AT THE GREATER MILWAUKEE FOUNDATION	1,044,060	1,041,503
<b>TOTAL ENDOWMENT FUNDS</b>	<b>3,236,883</b>	<b>3,767,636</b>
<b>TOTAL ASSETS</b>	<b>\$15,080,704</b>	<b>\$15,187,239</b>

LIABILITIES AND NET ASSETS	2017	2016
<b>CURRENT LIABILITIES:</b>		
ACCOUNTS PAYABLE	\$121,075	\$35,729
ACCRUED LEASE PAYABLE	22,276	26,641
ACCRUED COMPENSATION AND RELATED BENEFITS	216,385	180,762
DONOR DESIGNATIONS PAYABLE	1,746,204	1,572,827
<b>TOTAL CURRENT LIABILITIES</b>	<b>2,105,940</b>	<b>1,815,959</b>
<b>NET ASSETS:</b>		
UNRESTRICTED NET ASSETS		
UNDESIGNATED AND AVAILABLE FOR FUTURE OPERATIONS	1,787,627	1,354,447
DESIGNATED FOR FUTURE ALLOCATIONS TO MEMBER GROUPS AND AFFILIATES	6,719,413	7,038,787
BOARD DESIGNATED, 21ST CENTURY FUND	2,192,823	2,726,133
<b>TOTAL UNRESTRICTED NET ASSETS</b>	<b>10,699,863</b>	<b>11,119,367</b>
TEMPORARY RESTRICTED NET ASSETS	2,274,901	2,251,913
<b>TOTAL NET ASSETS</b>	<b>12,974,764</b>	<b>13,371,280</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$15,080,704</b>	<b>\$15,187,239</b>

2017					2016			
REVENUE	UNRESTRICTED	BOARD DESIGNATED	TEMPORARILY RESTRICTED	2017 TOTAL	UNRESTRICTED	BOARD DESIGNATED	TEMPORARILY RESTRICTED	2016 TOTAL
<b>PUBLIC SUPPORT</b>								—
CAMPAIGN CONTRIBUTIONS, NET OF PROVISION FOR UNCOLLECTABLE PROMISES OF \$184,000 AND \$190,000, RESPECTIVELY	\$10,917,868	—	\$714,771	\$11,632,639	\$10,745,287	—	\$620,310	\$11,365,597
SPECIAL EVENT INCOME	519,195	—	—	519,195	559,869	—	—	559,869
DONATED SERVICES	471,267	—	—	471,267	651,261	—	—	651,261
<b>TOTAL PUBLIC SUPPORT</b>	<b>9,668,126</b>	<b>—</b>	<b>714,771</b>	<b>10,382,897</b>	<b>10,149,590</b>	<b>—</b>	<b>620,310</b>	<b>10,769,900</b>
<b>NONOPERATING REVENUE</b>								
INVESTMENT RETURN	3,459	346,690	—	350,149	2,241	150,835	—	153,076
RETURN ON BENEFICIAL INTEREST IN ASSETS HELD AT GREATER MILWAUKEE FOUNDATION	—	—	99,914	99,914	—	—	49,476	49,476
NONOPERATING REVENUE	3,459	346,690	99,914	450,063	2,241	150,835	49,476	202,552
APPROPRIATION FOR EXPENDITURE	977,357	(880,000)	(97,357)	—	287,438	(250,879)	(36,559)	—
NET ASSETS RELEASED FROM RESTRICTIONS	694,340	—	(694,340)	—	594,000	—	(594,000)	—
<b>TOTAL REVENUE</b>	<b>11,343,282</b>	<b>(533,310)</b>	<b>22,988</b>	<b>10,832,960</b>	<b>11,033,269</b>	<b>(100,044)</b>	<b>39,227</b>	<b>10,972,452</b>
<b>EXPENSES</b>								
<b>PROGRAM SERVICES</b>								
ALLOCATIONS TO MEMBER ORGANIZATIONS AND AFFILIATES	7,622,173	—	—	7,622,173	7,942,183	—	—	7,942,183
OTHER MEMBER SUPPORT	609,286	—	—	609,286	417,878	—	—	417,878
COMMUNITY ENGAGEMENT	159,853	—	—	159,853	185,135	—	—	185,135
AWARENESS	1,170,374	—	—	1,170,374	1,158,581	—	—	1,158,581
<b>TOTAL PROGRAM SERVICES</b>	<b>9,561,686</b>	<b>—</b>	<b>—</b>	<b>9,561,686</b>	<b>9,703,777</b>	<b>—</b>	<b>—</b>	<b>9,703,777</b>
<b>SUPPORTING ACTIVITIES</b>								
ADMINISTRATIVE EXPENSES	402,786	—	—	402,786	388,857	—	—	388,857
FUNDRAISING	1,265,004	—	—	1,265,004	1,398,987	—	—	1,398,987
<b>TOTAL SUPPORTING ACTIVITIES</b>	<b>1,667,790</b>	<b>—</b>	<b>—</b>	<b>1,667,790</b>	<b>1,787,844</b>	<b>—</b>	<b>—</b>	<b>1,787,844</b>
<b>TOTAL EXPENSES</b>	<b>11,229,467</b>	<b>—</b>	<b>—</b>	<b>11,229,476</b>	<b>11,491,621</b>	<b>—</b>	<b>—</b>	<b>11,491,621</b>
CHANGE IN NET ASSETS	113,806	(533,310)	22,988	(396,516)	(458,352)	(100,044)	(39,227)	(519,169)
NET ASSETS AT BEGINNING OF YEAR	8,393,234	2,726,133	2, 251,913	13,371,280	8,851,586	2,826,177	2,212,686	13,890,449
<b>NET ASSETS AT END OF YEAR</b>	<b>\$8,507,040</b>	<b>\$2,192,823</b>	<b>\$2,274,901</b>	<b>\$12,974,764</b>	<b>\$8,393,234</b>	<b>\$2,726,133</b>	<b>\$2,251,913</b>	<b>\$13,371,280</b>



ALLOCATION AND GRANTS

UPAF has allocated a total of \$9,315,000 for the 2017-18 performing arts season to its 15 Member Groups and 15 Affiliates. UPAF’s Member Groups will receive a total of \$9,162,508, with the remaining \$152,492 going to UPAF Affiliates.

UPAF’s allocation to its Member Groups consists of three main categories:

- 1. Unrestricted funding for operations to ensure sustainability.
- 2. Funding based on a rigorous evaluation of management and finances.
- 3. Funding based on the outcomes achieved through education and outreach activities.

Additionally, Member Groups earn funding for their participation in and support of the annual UPAF Campaign.

UPAF CORNERSTONE	2017 ALLOCATION TOTAL
FIRST STAGE	\$981,398
FLORENTINE OPERA	871,341
MILWAUKEE BALLET	964,715
MILWAUKEE REPERTORY THEATER	1,859,970
MILWAUKEE SYMPHONY ORCHESTRA	2,554,261
SKYLIGHT MUSIC THEATRE	581,660
TOTAL CORNERSTONES	\$7,813,345

MEMBER GROUP	2017 ALLOCATION TOTAL
BEL CANTO CHORUS	\$46,172
DANCEWORKS	171,863
MILWAUKEE CHAMBER THEATRE	172,190
MILWAUKEE CHILDREN’S CHOIR	59,619
MILWAUKEE PUBLIC THEATRE	26,459
MILWAUKEE YOUTH SYMPHONY ORCHESTRA	433,532
NEXT ACT THEATRE	149,223
PRESENT MUSIC	122,453
RENAISSANCE THEATERWORKS	167,654
TOTAL MEMBER GROUPS	\$1,349,165

2017-2018 UPAF BRIGHT MINDS,  
PRESENTED BY BMO HARRIS BANK



The following is a breakout of the portion of each Member Group’s allocation dedicated to their respective arts education programs. These dollars were awarded through UPAF Bright Minds, largely funded through the UPAF Notable Women Affinity Program.

MEMBER GROUP	2017 PROGRAM	2017 ARTS EDUCATION GRANT
SKYLIGHT MUSIC THEATRE	ENLIGHTEN PARTNER SCHOOL INITIATIVE	600,000
FIRST STAGE	THEATER ACADEMY	113,000
MILWAUKEE REPERTORY THEATER	EMERGING PROFESSIONAL RESIDENT PROGRAM	99,000
MILWAUKEE YOUTH SYMPHONY ORCHESTRA	COMMUNITY PARTNERSHIP PROGRAM	80,000
MILWAUKEE SYMPHONY ORCHESTRA	ARTS IN COMMUNITY EDUCATION	77,000
DANCEWORKS	MAD HOT BALLROOM & TAP	55,000
MILWAUKEE CHILDREN’S CHOIR	LAKE COUNTRY CHILDREN’S CHOIR	55,000
RENAISSANCE THEATERWORKS	BRINK AND PLAYCLUB	50,000
FLORENTINE OPERA COMPANY	OPERA IN THE SCHOOLS	29,000
NEXT ACT THEATRE	NEXT ACTORS	15,000
MILWAUKEE BALLET	RELEVÉ	12,000
MILWAUKEE CHAMBER THEATRE	YOUNG PLAYWRIGHTS FESTIVAL	10,000
PRESENT MUSIC	CREATION PROJECT	5,000
	TOTAL	\$1,200,000

UPAF allocates funds to non-member performing arts groups through the Affiliate Program, an annual grant program that funds specific projects. UPAF selects its Affiliates to reflect the performing arts excellence serving the region. No guarantee of funding year over year is intended nor implied in the Affiliate Program. Affiliates can also earn funding for their participation in and support of the annual UPAF Campaign.

2017 AFFILIATE	2017 GRANT AMOUNT
BATT - BLACK ARTS MKE	\$18,000
LATINO ARTS, INC.	15,000
RACINE SYMPHONY ORCHESTRA	10,000
SHARON LYNNE WILSON CENTER FOR THE ARTS	10,000
IN TANDEM THEATRE, INC.	8,650
MILWAUKEE OPERA THEATRE	6,000
FESTIVAL CITY SYMPHONY	5,500
WILD SPACE DANCE COMPANY	5,500
FRANKLY MUSIC, INC.	4,500
KETTLE MORaine SYMPHONY	4,000
THEATRE GIGANTE	4,000
WINDFALL THEATRE	3,000
DARBY’S DANCERS	2,000
WISCONSIN PHILHARMONIC	2,000
TOTAL	\$98,150*

\*An additional \$39,342 was allocated to participating Affiliates for 2017 Campaign support.







AFFINITY PROGRAM

Next Generation UPAF, sponsored by We Energies Foundation, is an Affinity Program whose members are dedicated to cultivating awareness of, encouraging engagement in and promoting philanthropy for UPAF and the performing arts with the next generation of community leaders. Membership is open to emerging leaders who contribute \$500 or more each year.



2017 NEXT GENERATION UPAF CO-CHAIRS



KERRI KILBOURNE  
Bostik



ISAAC ROANG  
Quarles & Brady



TIM STEWART  
DeWitt Ross & Stevens

NEXT GENERATION UPAF COUNCIL MEMBERS

Adam Bartos, MSI Data	Mike King, Zilber, Ltd.	Jim Ramsey, Ernst & Young
Erin Burke, SVA Plumb Financial	Hallie Knippel, We Energies	Brenda Reinke
Matt Drvaric, Riverwater Partners	Jason Lininger, KPMG	Emily Shircel, Quarles & Brady LLP
Caryn Esten, Froedtert Hospital	Erica Lythjohan, BMO Harris Bank	Brooke Tabbert, Junior Achievement
Matt Hills, DeWitt Ross & Stevens	James Madlom. Mueller Communications	Martin Tierney, Michael Best & Friedrich LLP
Jack Johnson, Ahead LLC	Samantha Maldonado, Northwestern Mutual	Craig Williams, We Energies
Mike Kellman, North Shore Bank	Josh Palleon, BMO Harris Bank	

2017 NEXT GENERATION UPAF EXECUTIVE LEADERSHIP SERIES

Members of the Next Generation UPAF Executive Leadership Series are donors who give \$1,000 or more. They are invited to attend events hosted by prominent Milwaukee-area CEOs as well as attend special Member Group open rehearsals.

Aaron Stehling	Cheryl Carron	Heidi Schneider	Kara Kaiser	Maura Packham	Scott Lurie
Abbe Kaye	Chris Calvelli	Hillary Wucherer	Karen Brunow	Meg Dean	Sean Rierdon
Adam Bartos	Chris Layden	Isaac Roang	Karen Sommer	Mekisha Linton	Sharon deGuzman
Adam Czaia	Christi Kubiak	Jack Johnson	Kathleen Dohearty	Melissa Blinderman	Shawn Puechner
Adam Nowaczynski	Christian Mitchell	Jackie Ertl	Kathryn McCormack	Melody Wolske	Shawn Spartz
Alec Fraser	Christina Derra	Jade Kazmierski	Katie O'Neill	Michael Byrnes	Sheldon Cuffie
Alejandra Barry	Christine Culver	James Kaboski	Katie Wilke	Michael Kellman	Shelley Boehm
Alex Kramer	Christine Williams	James Keal	Katy Sommer	Michael Kramer	Sonia Rosenthal
Alex Runner	Christopher Austin	James Madlom	Kellie Hamilton	Michael Maltz	Stacy Laprad
Amber Turner	Cookie Roang	James McFarland	Kelly Sly	Michael Noeske	Stacy Williams
Amy Goller	Coreen Dicus-Johnson	Jane Barr Mowad	Kerri Kilbourne	Michael Stull	Stephanie Lyons
Amy Junker	Corrie Prunuske	Jasmine Ridgell	Kevin Frisinger	Michail Takach	Stephen Frankl
Amy O'Mara	Cory Nettles	Jason Jahn	Kim Lueck	Michelle Sirinek	Stephen Guy
Amy Schmidt Jones	Craig Peotter	Jason Lininger	Kim Stoll	Mike Burzynski	Steve Gigot
Andy Nunemaker	Craig Williams	Jason Schultz	Kimberley Goode	Mike Halloran	Steven Radke
Andy Vedder	Dan Renouard	Jay McKenna	Kimberly Dodd	Mike King	Steven Sperka
Ann Barrett	Dani Turer	Jeb Bentley	Kristina Sung Kepner	Mike Klein	Susan Callanan
Annemarie Scobey-Polachek	Daniel Flesch	Jeff Behring	Kristine Brown	Moira Fitzgerald	Susan Jackson-Afong
Austin Ramirez	Daniel Kempken	Jeff Krause	Kristine Szatmary	Natalie Thiel	Suzanne Vincent
Barbara Grove	Daniel Pfeiffer	Jeff Schrom	Krystine Koike	Natalie Westphal	Tamara Woodbury
Becky Kryger	Daniel Tranchita	Jeffrey Green	Laila Hick	Nathan Westby	Tammy & Greg Roo
Beth Rodenhuis	Danielle Bly	Jeffrey Peelen	Lashonda Hill	Neil O'Mara	Tchernavia Rocker
Bladen Burns	Dave Krutz	Jennifer Brase	Laura Grebe	Nickole Kelly	Theodore Torkelson
Bob Van Himbergen	David Gay	Jennifer Fahey	Laura Halfmann	Nicole Angresano	Thomas Guay
Bob Young	David Hartmann	Jennifer Mattes	Laura Lindner	Nora Barry	Thomas Pfanner
Bonnie Jacob	David Koning	Jennifer Pieper	Laura Peck	Patrick Mutsune	Thomas Rosenthal
Brad Ancelet	David Wickert	Jennifer Richards	Laura Thurow	Paul Hanson	Tim Byrne
Brad Bertler	Deborah Spanic	Jerry Flemma	Leah Handley-Zaffiro	Peggy Williams-Smith	Tim Mattke
Bradley Kalscheur	Deborah Van Dommelen	Jesse Bociek	Leeann Hall	Penny Gutekunst	Tim Ottman
Bradley Viegut	Dennis Goyette	Jill Zeisler	Leslie Hauser	Peter Petersen	Timothy Gerend
Brenda Hutchinson	Ellen Drought	Jim Ramsey	Lindsay Olson	Radhika Maheshwari	Timothy Stewart
Brenda Stugelmeyer	Ellen Maxey	Jodi Buskel Ristau	Lisa Cadotte	Ray Manista	Tina Chang
Brian Brewer	Eric Tucker	Joe Griffin	Lynda Taylor	Raye Daugherty	Tina Matic
Brian Timmis	Eric Waldron	Joe Pieper	Malek Abdel-Fattah	Raymond Zellmer	Todd Battles
Bridget Gallagher	Erica Deitzel	Joe Rock	Margaret Edmunds	Rebecca Fitzgerald	Todd Jones
Bridgette Keating	Erica Lythjohan	John Comissiong	Marion Clendenen-Acosta	Rebecca Himmelspach	Tom Metcalfe
Bruce Osgood	Erika Luckow	John Grochowski	Mark Benskin	Regan Hindman	Travis Piotrowski
Bryan House	Erin Burke	John Himmelspach	Mark Blumenberg	Regina Newcomb	Wendy Slocum
Bryan Kadlec	Erin Hoffer	John Knecht	Mark Katz	Renee Johnson	
Caesar Castroverde	Faiza Strain	Joseph Gehrke	Mark McDonald	Robert Beach Jr	
Cal Schattschneider	Gary Houchin-Miller	Joseph Walicki	Martin Tierney	Robert Jansen	
Carl Morgano	Geoffrey Mackey	Josh Palleon	Mary Shiely	Ross Williams	
Caroline Dumont	Gil Cubia	Joshua Agen	Matt Dean	Samantha Maldonado	
Carter Simmons	Greg Treichel	Joshua Erickson	Matt Donski	Sarah Damsgaard	
Caryn Esten	Gregory Gomez	Joshua Welsh	Matt Lueder	Sarah Schneider	
Catherine Robinson	Haruki Toyama	Jud Snyder	Matt Sauer	Sarah Schott	
Catrina Criscimagna	Heather Dunn	Julie Anding	Matthew Carroll	Sarah Slaughter	
Charlie Haas	Heather Sleeter	Kaben Nimtz	Matthew Connolly	Sarah Sobeck	
Cheryl Berry		Kamilah Williams-Kemp	Matthew Gabrys	Scott Fischer	



UPF NOTABLE WOMEN  
sponsored by BMO Harris Bank

**UPAF** Bright Minds  
presented by  
BMO Harris Bank

Abigail Nash	Beth Gottsacker	Christine Speaker	Erin Margaret Hahn
Adonica D. Randall	Beth Rodenhuis	Christine V. Lesniewski	Francesca Tenuta
Alberta Darling	Beth Straka	Christine Williams	Gail Lione
Amy Arzbaecher	Betsy Brenner	Christy L. Schwan	Genene O. Hibbler
Amy Croen	Betsy Corry	Claire Fritsche	Gina Alberts Peter
Amy Goller	Betsy Hoke	Claire Greene	Heather Ramirez
Amy O'Mara	Betsy Hoylman	Claire Hackmann	Heather Sleeter
Amy Schmidt Jones	Betty Jean Schuett	Clarice Turer	Heidi Bertler
Andrea Bryant	Bev Greenberg	Colleen Fitzgerald	Heidi Schneider
Andrea Dorgan	Beverly Crawford	Colleen Lese	Helen L. Loewi
Anita Ward	Beverly J. Dillon	Colleen Polston	Helen Shiely
Ann Barrett	Billie Kubly	Coreen M. Dicus-Johnson	Holly A. Ryan
Ann Hammes	Bobbi Caraway	Cynthia Kidd	Holly Schlossmann
Ann M. Tylanda	Bobbi Reiman	Cynthia LaConte	Ildy Poliner
Ann McCormick	Bonnie Jacob	Cynthia Stoll	Isabel Culver
Ann Pierson	Brenda Levatic	Dani Turer	Jackie Ertl
Ann Raisler	Brenda Stugelmeyer	Danielle Bly	Jackie Hallberg
Ann W. Janikowsky	Brooke Sanders	Dawne Manista	Jackie D. Herd-Barber
Annabelle Lantz	C.T. Lucas	Deanna Stever	Jackie Mortenson
Anne Gimbel	Caitlin Ziegler	Deanna Tillisch	Jackie C. Walsh
Anne Metcalfe	Camilla Levin	Debbie Patel	Jan D. Martin
Anne Y. Stratton	Candy Pindyck	Deborah Altshul-Stark	Jan Pirozzolo-Mellowes
Anne Wal	Cara Fuller	Deborah Attanasio	Jan Serr
Anne Wamser	Carla Gallas	Deborah McKeithan-	Jane B. Bell
Anonymous	Carlene M. Ziegler	Gebhardt	Jane Barr Mowad
Anonymous	Carol Greif Schuele	Debra Koenig	Jane Dauffenbach
Anonymous	Carol Hernke	Denise Beaulier	Jane Durment
Anonymous	Carol Jochem	Denise Grogan	Jane Kim
Anonymous	Carol Manegold	Denise Rasche	Jane Nosbusch
Anonymous	Caroline Dumont	Desiree Erickson Beightol	Janet Gebhardt
Anonymous	Caroline V. Krider	Diana L. Maas	Janet Luty
Anonymous	Caryn B. Esten	Diane Cepukenas	Janet Sinks
Anonymous	Casey Ripp	Diane Zore	Janice Marcus
Anonymous	Catherine Mattke	Donna Baumgartner	Jean Simbro
Arlene Lee	Catherine Young	Donna Lemanczyk	Jennifer Florsheim
Audra Rumpf	Cathy Girard Worden	Donna M. Bembenek	Jennifer Lininger
Audrey Warner	Cathy Jacobson	Donna Nesler	Jennifer Mattes
Barb Couture	Cathy Roth	Donna Nettesheim	Jennifer Pieper
Barb J. Klein	Catrina Criscimagna	Doralyn Retzlaff	Jennifer Richards
Barbara Jacobus Wells	Cecelia Gore	Doris H. Heiser	Jessica Culver
Barbara Nitchie Fuldner	Cheryl Berry	Eileen Dubner	Jill Murphy
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**UPAF CONNECT**  
presented by Brico Fund

UPAF works with local nonprofits to connect world-class performing arts experiences with those who may not otherwise have access to these cultural assets. UPAF strongly believes that everyone in the community should have the chance to embrace the magic of music, dance and theater.

**UPAF Connect Nonprofit Partners:**

Havenwoods Economic Development Corporation  
La Casa de Esperanza  
Life Navigators  
Milwaukee Water Commons

PEARLS for Teen Girls  
Silver Spring Neighborhood Center  
Wisconsin Voices

\*UPAF *Connect* sponsors are indicated on page 19 by <sup>+</sup> (in corporate donor section)



2017 SPOTLIGHT ON INDIVIDUALS

UPAF is proud to recognize the generous support received from all donors throughout the community. This year during the 2017 Campaign, more than 177 donors gave at a level of \$5,000 or more. Please join UPAF in thanking these donors for their extreme generosity to the 50<sup>th</sup> Anniversary Campaign, and in thanking all of our donors who are vital to the support of the performing arts.

2017 CAPSTONE SOCIETY (\$20,000+)

As a member of the Capstone Society, donors may designate \$3,000 to the UPAF Member Group(s) of their choice for every \$10,000 donated.

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2017 ARTIST SOCIETY, Sponsored by U.S. Bank Private Wealth Management (\$10,000-\$19,999)

Members of the Artist Society are given the opportunity to designated \$3,000 to one Member Group or \$1,500 to two Member Groups of their choice.

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Donors giving at the Maestro level are provided the opportunity to designate \$1,500 to one Member Group of their choice.

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As a Concertmaster, donors are given the opportunity to designate \$500 to one Member Group of their choice.

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2017 SPOTLIGHT ON FOUNDATIONS (\$1,000+)

UPAF is grateful for the foundations that made a gift to the 50<sup>th</sup> Anniversary Campaign. Their contributions not only assist in sustaining the vibrant performing arts scene in Southeastern Wisconsin, but also generate a positive influence that is spread throughout the community.

\$100,000+

Bucyrus Foundation\*  
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Elizabeth Elser Doolittle Charitable Trust  
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William A. & Mary Bonfield Jr. Fund  
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\* Indicates sponsors of UPAF Connect

A STANDING OVATION FOR OUR SPONSORS

UPAF would like to thank all of its sponsors for 2017. Our sponsors make the UPAF Ride for the Arts, Next Generation UPAF, UPAF Notable Women, UPAF Connect and many special events and initiatives throughout the campaign possible.



\$125,000+

\$30,000-\$35,000

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We Energies

\$20,000-\$29,999

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Children's Hospital and  
Health System  
Johnson Bank  
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\$10,000-\$19,999

Badger Meter  
Baird  
Briggs & Stratton Corporation  
Harley-Davidson  
Husch Blackwell



\$60,000+

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\$50,000

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\$35,000+

\* Indicates Westside companies/donors/sponsors

UPAF THANKS OUR CORPORATE DONORS

Recognition includes all direct corporate gifts, matching gifts and sponsorship dollars of \$1,000+.

UPAF would like to thank the many corporations that made a gift to the 2017 Campaign. These businesses set the standard for leadership and philanthropy, with their generous donations demonstrating their understanding of and commitment to the positive effect that the performing arts have in Southeastern Wisconsin.



\$900,000+



\$700,000 - \$899,999



\$500,000 - \$699,999

\$900,000+

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We Energies<sup>\*</sup>

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\* Indicates new or increased gift    + Indicates sponsors of UPAF Connect    x Indicates Westside companies/donors/sponsors



UPAF **THANKS OUR CORPORATE DONORS** *(con.)*

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\$2,000-\$2,999

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## WORKPLACE GIVING CAMPAIGNS DESERVE A ROUND OF APPLAUSE

UPAF would like to extend thanks to the **175** companies that hosted a Workplace Giving Campaign this year. UPAF is proud to partner with these companies and their employees in support for the performing arts that bring so much to our community. Dollar categories based on dollars given through 2017 Workplace Giving Campaigns.



\$900,000+

Northwestern Mutual

\$200,000-\$499,999

Baird  
Johnson Controls  
Rockwell Automation

\$100,000-\$199,999

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**\$50,000-\$99,999**

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**\$30,000-\$49,999**

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Health System  
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ADOPT-AN-ARTIST DONORS

As part of UPAF's 50<sup>th</sup> Anniversary celebration, UPAF created a new program called Adopt-an-Artist, sponsored by Husch Blackwell, to recognize companies that give a new or increased gift of \$500 or more. This program helps underwrite the cost of hiring talented artists that perform during the UPAF Campaign. This year, UPAF coordinated more than 450 performances.

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Karen Koons

Janice Seeboth

Sally Mohr Lunde

Deborah Schlafer

Edith Orthe

Paula Orth

Gregory Sawatzke

Beverly Cichanski

Dr. Patricia and  
Harry Weisberg

Robert Weisberg

2017 TRIBUTES

Heather Cook-Elliott

Woodrow Cook

Bill Eastham

Patrick and Katherine Kain

Michael Fordney

Kara Goodwin  
Michael Scolaro

Linda Gorens-Levey

Patti & Mickey Pollack  
Susan & Steven Schnoll  
Mark & Sharon Shapiro

Kevin McLeod

Edwin & Marilyn Ahrenhoerster

Deanna Tillisch

Erin Hareng

Bob Walker

Bunny Rossini