



Welcome to UPAF's 2022 Community Campaign Kickoff!

[Community Campaign Video](#)

United Performing Arts Fund Mission



Established in 1967 by community leaders.

- UPAF, a 501(c)(3) nonprofit organization, is essential to preserving a vibrant performing arts scene in Southeastern Wisconsin. As the largest donor to all of its Member Groups, UPAF ensures not only their vitality, but also their sustainability.
- **The UPAF mission statement is three-fold:**
 - Raise much-needed funds to ensure entertainment excellence
 - Promote the performing arts as a regional asset
 - Responsibly steward the dollars our donors so generously give us

UPAF has received 4-star Charity Navigator rating, since 2012, this demonstrates to donors the organization's commitment to financial management, accountability and transparency.



Who UPAF Supports

UPAF is an umbrella organization which supports 14 Member Groups



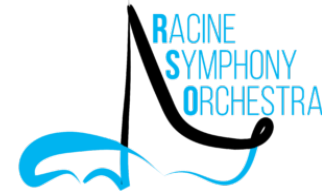
MILWAUKEE BALLET

The
Florentine
Opera



Who UPAF Supports

14 Affiliate Organizations



COVID PANDEMIC: LOOKING BACK

Impact on creative talent:

- ~ 90% have become fully unemployed. – 1,000 local families
- ~ Average loss of \$21,500 each in creativity-based income

Business models suffer:

- ~ 2/3 of UPAF Members have less than 10% of operating expenses available as cash.
- ~ 550,000 ticket purchases have been lost.

Impact on mental health:

- ~ Preliminary findings show that just 30 minutes of active arts activities daily lowers anxiety and depression and increases life satisfaction.

Moving Forward:

- ~ All UPAF Member organizations have a 2021/2022 season schedule.
- ~ Each Member has developed social distancing requirements, mask and vaccine policies to fit their organizational needs. All of our Members have been working with health professionals to create a safe environment for their patrons.

Source: Americans for the Arts

COVID-19 & THE PERFORMING ARTS

A UPAF Member Group Update: March 2020 - May 2021

(Report combines actual through July 2020 plus projected through May 2021)

1,598

PERFORMANCES
CANCELLED



75%

STAFF & ARTISTS

laid off/furloughed/reduced salaries

\$22.7M

TOTAL LOSS
ANTICIPATED



BUT, BECAUSE OF DONORS LIKE YOU:

83,940

LOCAL CHILDREN



will receive as much or more arts education
programming — virtually and safe in-person

INSPIRING EXPERIENCES

Livestreaming & on-demand arts offerings
nourish our spirits, foster connection &
inspire hope until we can gather in theaters



Gamify your presentation: Host a kahoot in PowerPoint!

Make your presentation interactive in three steps

- ✓ Log in to Kahoot! and open the kahoot you want to add to your presentation
- ✓ Click Share, followed by PowerPoint and Copy link
- ✓ Paste the link here

Kahoot! link



Add Kahoot

The Arts Are More Than Entertainment

Our Vision: Shaping a diverse, vibrant and sustainable cultural life for all.



Prepares over 80,000 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 the performing arts remain accessible to all regardless of barriers imposed by disability, race, age or other factors.

Highlights of Designation & Donor Benefits

\$100 – Receive the UPAF **SMART** CARD

\$300 – Invitations to virtual “Behind the Curtain” gatherings

\$500 – Invitations to UPAF Open Rehearsals

\$1,000 – Eligible to designate 10% of your gift to the UPAF Community Impact Program of your choice

Visit UPAF.org to view all donor benefits.



sponsored by BMO  Harris Bank

Giving Level - \$1,000

- Invitation to 3 annual arts education-focused programs



Membership Levels

Associate Level - \$300

- Introduction to the arts through semi-annual Season Sampler performances and events.

Next Generation Level - \$500

- Semi-annual leadership panel events and networking opportunities.

Executive Leadership Level - \$1,000

- Access to volunteer leadership roles and engagement with arts leaders through exclusive networking opportunities.

Participating Restaurants:

AJ Bombers
Antiqua
Aria
ASH
Bacchus
Lake Park Bistro
Blue Bat
Bravo!
Carnevor
Casablanca
Giggly Champagne &
Wine Bar
Glass + Griddle
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

UPAF SMART CARD



Sponsored

by:



With a donation of **\$100 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!
- **Discounts** at more than 30 popular area restaurants and businesses
- **The UPAF SMART CARD Performance Guide**, sponsored by The Marcus Corporation

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

Gamify your presentation: Host a kahoot in PowerPoint!

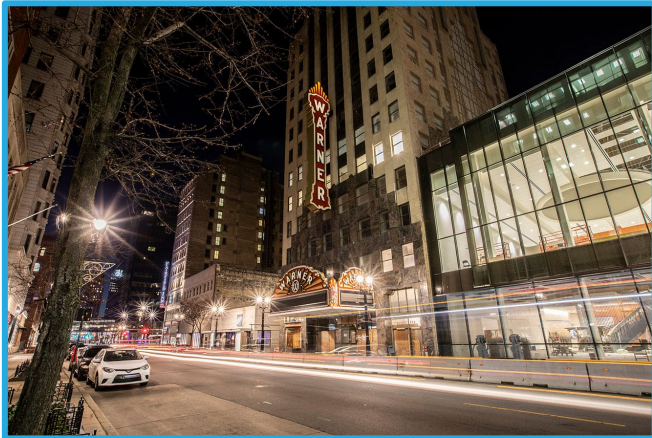
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 Add Kahoot

What UPAF Members Are Up To



PRESENT
MUSIC

Workplace Giving: 2020 Recap

- **138** companies ran a UPAF Workplace Giving Campaign in 2020.
- **10,043** of UPAF's **12,857** individual donors donated through their workplace.
- **26.7%** of the 2020 Campaign revenue came from WPG Campaigns.
- Other than United Way, UPAF is the only other nonprofit organization that has a workplace campaign. While Member Groups do raise funds on their own this is a special opportunity for them to benefit from soliciting donors at their place of work.

2020 Campaign:
\$11,662,693
Workplace Giving
Campaign:
\$3,033,839!



2020 UPAF CAMPAIGN BY THE NUMBERS



35.7%	COMPANIES AND MATCHING GIFTS
26.7%	WORKPLACE GIVING CAMPAIGNS
25.8%	INDIVIDUAL GIVING
3.9%	UPAF RIDE FOR THE ARTS, SPONSORED BY MILLER LITE, (AND OTHER EVENTS)
3.9%	FOUNDATIONS
4%	OTHER (INVESTMENT INCOME)

Planning Your Campaign

Internal Incentives & Activities

(See Prop Shop <https://upaf.org/campaign-enhancements/> for complete details)

INCENTIVES

- Early out -Flee at 3pm or Shoo at 2pm
- Early Bird Raffle
- Extra vacation Day
- Gift cards
- End of campaign drawing
- Product Give-a-Ways
- UPAF Swag
- Movie Passes

ACTIVITIES

- Online games - Trivia and digital scavenger hunts
- Office Talent Show using Tik Tok
- Karaoke Contest
- Sidewalk Chalk Art Contest
- Zoom Happy Hour
- Crazy Hat/Tie Day
- Photo Share of singing, dancing at any age!



Performer/Speaker Program

What is the Performance/Speaker Program?

- Each of our Cornerstone Groups, Member Groups and Affiliate Groups will supply videos to enhance our Workplace Giving Campaign events.
- These performance videos are an excellent tool for companies to engage employees and add excitement to their WPG Campaigns.
- A visual representation of what donations support.
- A wonderful opportunity for Member Groups to showcase their organizations and talents.



UPAF Community Outreach Programs

- Through creativity and innovation, UPAF Member Groups and UPAF Connect Nonprofit Partners continue to provide UPAF Connect programming virtually and through safe in-person experiences. These programs are offered to individuals served by 25 local nonprofits.
 - Virtual programming can include arts experiences streaming into nonprofit programs that are in-person but whose policies do not allow outside visitors or directly into the homes or onto the cell phones and tablets of nonprofit clients.
 - Where in-person experiences are allowed, nonprofits and Member Groups follow all safety protocol while providing their high-quality programming.

Some examples:

- First Stage is providing arts experiences and educational programming for nonprofits to use in their virtual or in-person programs this school year. First Stage partners with the Boys & Girls Club, which is running Virtual Learning Centers; Big Brothers Big Sisters and more. They also partnered with Sojourner Family Peace Center to provide virtual story time to children who have been victims of family violence.
- Danceworks has been providing virtual classes for not only the general public, but also working in collaboration with local nonprofits to offer unique virtual dance instruction for their program participants.
- In addition to virtual performances and pre- and post-show workshops, Milwaukee Chamber Theatre will provide youth served through UPAF Connect with virtual writing workshops, playwrighting residencies and career-focused learning sessions working with partners like Cristo Rey Jesuit Academy.



Why Support UPAF Now

While the performing arts have been one of the industries hardest hit by the pandemic, the world-class performing arts organizations in Eastern Wisconsin are working tirelessly to continue to provide world-class entertainment and education programming in new and innovative ways, while also positioning themselves for a strong return to in-person performances. It is because of community support received now that UPAF can ensure the stability and sustainability of our Member Groups for the long term.

Are the UPAF Member Groups active during these times? Other businesses and schools are open, when will performing arts organizations follow suit?

- All UPAF Member Groups have remained active since the forced shutdown in March of 2020, primarily in a virtual setting
- Initial plans for an in-person return in the beginning of the 2020-21 season were put to a halt due to a rise of COVID-19 cases in the area and extreme limitations on gatherings set by the City of Milwaukee
- In-person performances have also been prevented by strict guidelines put in place by various professional unions that represent Member Group talent, many of which involve large expenses that Member Groups are unable to incur
- Member Groups have made the quick transition to virtual offerings as it remains clear that in-person performances are not feasible at this time
 - Virtual performances include full-length performances and extraordinary education and outreach programming, some of which has been provided free to the community
- While our Member Groups still have the ultimate goal of performing for live audiences as soon as possible, they will continue offering high-quality full-length virtual performances until that can happen.
- Information on performances for all UPAF Member Group programming can be found on the homepage at upaf.org.



How is UPAF funding being utilized by Member Groups during this time? Why should donors continue to give to UPAF?

- Performing arts organizations typically rely on 50% or more of their total operating income to come from ticket sales. In a virtual environment, ticket prices are lower and there is typically a smaller audience purchasing
 - Over \$22M in ticket revenue has been forever lost and because of this, nearly 75% of artists and staff at the UPAF Member Groups have been impacted by lay-offs, furloughs and salary reductions.
- Due to reduced revenue, UPAF support is essential to ensuring the survival of our Member Groups as they continue to provide virtual performances, education and outreach programming, and prepare for future seasons
- While many performing arts organizations around the country have had to hibernate for the entire 2020-21 season (and some will not reopen), the UPAF Member Groups are able to continue to provide world-class entertainment and position themselves for a strong return to the stage because of the community's commitment to the performing arts through UPAF.
- It is because of community support received now that UPAF can ensure the stability and sustainability of our Member Groups for the long term.



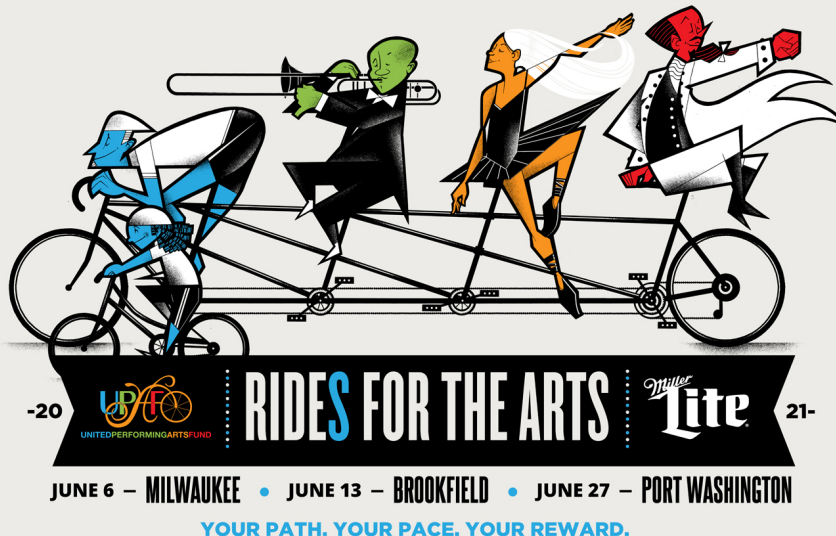
2021 UPAF EVENTS

2021 Campaign

March 3 – May 26

Virtual Kickoff

Tuesday, March 3, 5:30pm



2021 Campaign

Finale

September 2021



Thank you!

Your support of UPAF is
greatly appreciated!