

2023

United Performing Arts Fund

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# 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



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.

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# 2022-23 UPAF Affiliates

## Returning Affiliates:





# 2023 UPAF Affiliates

New Affiliates:

APERI  
ANIMAM  
vocal early music ensemble




Click on a logo to access  
the organization's website

# 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.

START

04/05/2023



END




CATEGORY...

▼

MEMBER GROUP...

▼

☐ SMARTCARD OFFERS

 CLEAR

Milwaukee Repertory Theater

THE GREATEST LOVE FOR  
WHITNEY  
A WHITNEY HOUSTON TRIBUTE  
CONCERT

APR

5

Renaissance Theaterworks

RESILIENT  
TIDY  
Tidy

APR

5

Marcus Performing Arts Center

DISNEY'S FROZEN  
FROZEN

APR

6

Marcus Performing Arts Center

DISNEY'S FROZEN  
FROZEN

APR

6

Present Music

NORTHERN LIGHTS

Milwaukee Repertory Theater

THE GREATEST LOVE FOR  
WHITNEY

Renaissance Theaterworks

RESILIENT  
TIDY

Racine Symphony Orchestra

MASTERWORKS – SEVEN

# 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 social-emotional 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 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



2017



2017



2010

Theater By Women  
*renaissance*  
THEATERWORKS  
For Everyone

2002



2022

MARCUS  
PERFORMING ARTS  
CENTER

2021



2022



2016



2022



2021



# 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



2016



2021



2017



2021



2016



2016



2010



2022



2022



2010



2022



# 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 ideas 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 **SMART** 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](https://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!*

# 2024 UPAF Ride for the Arts



Sunday, June 2, 2023

Summerfest

[Sign your Team up Today!](#)





# 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

[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](#)

## **Your Employee Giving Campaign Partners:**

Colleen Hider, Development Director [chider@upaf.org](mailto:chider@upaf.org) 414-239-6295

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## **Campaign Coordinators:**

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# THANK YOU!!!

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