

ENGAGE



THE ARTS BENEFIT EVERYONE



STUDENTS IN THE ARTS

Higher GPAs and standardized test scores



LOCAL ECONOMIC IMPACT

The arts drive tourism, stimulate the economy and attract innovative companies and employees



THE ARTS HEAL

Shorter hospital stays, better pain management and less medication



STUDENTS IN THE ARTS

Lower dropout rates
(Regardless of socioeconomic status)

Sources — Americans for the Arts and the National Association for Music Education

STEAM is the New STEM

“When we think about STEAM learning, we’re really thinking about the wide range of skills students need in a changing world.”

— DR. JENNY NASH, HEAD OF THE EDUCATION SOLUTIONS DESIGN TEAM AT LEGO EDUCATION, AS QUOTED IN *FORBES*



UPAF CORNERSTONE GROUPS



The Florentine Opera



UPAF MEMBER GROUPS



UPAF AFFILIATES

Above the Clouds
Black Arts MKE
Darby's Dancers
Festival City Symphony
Frankly Music
Kettle Moraine Symphony
Latino Arts
Milwaukee Opera Theatre
Optimist Theatre

Racine Symphony
Sharon Lynne Wilson Center for the Arts
Theatre Gigante
Wild Space
Windfall Theatre
Wisconsin Conservatory of Music
Wisconsin Philharmonic



301 W. Wisconsin Ave., Suite 600
Milwaukee, WI 53203

414-273-UPAF (8723)
UPAF.org

STAY IN TOUCH!

Sign up for email alerts and performing arts news at www.upaf.org



Design services generously provided by CI Design.
©2020 United Performing Arts Fund, Milwaukee, WI.
All rights reserved.

Milwaukee Ballet, Marize Fumero and Josiah Cook; Michael Pink, Photos by Nathaniel Davauer; Latino Arts; Milwaukee Symphony Orchestra, Photo by Jonathan Kirn; First Stage, *Matilda*, Photo by Paul Ruffolo; Danceworks; First Stage Academy; Milwaukee Ballet; Tillisch Family

YOU & UPAF

Innovate. Educate. Engage.



UPAF.ORG



INNOVATE EDUCATE

UPAF ensures a **vibrant** and **inclusive** performing arts scene for everyone in our community.

Entertainment Excellence

Ensuring Southeastern Wisconsin has the best in music, dance and theater.

Arts Accessibility

Offering opportunities for all to enjoy the magic of the performing arts.

Regional Impact

Providing operational funding to employ thousands of local artists and maintain a world-class performing arts scene that helps attract and retain employees to the region.

UPAF holds the highest rating from Charity Navigator for financial management, transparency and accountability. You can have confidence that your donation will be used with the utmost responsibility.



UPAF helps generate awareness of our city's world-class cultural assets. They have galvanized the community in supporting the performing arts with their leadership and advocacy. Without UPAF, Southeastern Wisconsin's performing arts scene simply would not be what it is today.

— MICHAEL PINK, ARTISTIC DIRECTOR OF MILWAUKEE BALLET





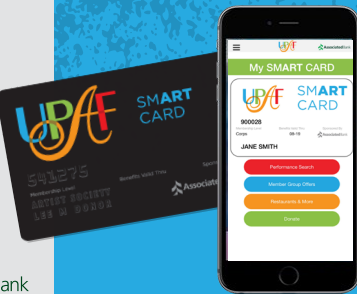
SEE YOUR GIFT IN ACTION!

Support UPAF and Experience the Arts

Benefits are cumulative.*

CORPS \$100+

Receive the UPAF SMART CARD, sponsored by Associated Bank. This gives you one "buy one, get one FREE" ticket offer at each of the 14 UPAF Member Groups, plus discounts at area restaurants and businesses (an estimated value of \$750).



CAST \$300+

Double your SMART CARD offers! (A \$1,500+ total value)

PERFORMER \$500+

Invitations to exclusive UPAF Open Rehearsals, sponsored by West Bend Mutual Insurance



DIRECTOR \$1,000+

Two complimentary registrations for the UPAF Ride for the Arts, sponsored by Miller Lite, for donations made by April 30 (\$100 value)



PRODUCER \$2,000+

Two complimentary tickets to a UPAF Member Group holiday performance (up to a \$125 value)

GOLDEN CIRCLE \$3,000+

- Invitation to the exclusive Golden Circle Party, sponsored by BMO Harris Bank
- Complimentary Marcus Performing Arts Center parking for Member Group performances



CONCERTMASTER \$5,000+

Ability to designate \$500 to one UPAF Member Group†

MAESTRO \$7,500+

Ability to designate \$1,500 to one UPAF Member Group†

ARTIST SOCIETY \$10,000+

- Invitation to the annual Artist Society Reception, sponsored by U.S. Bank Private Wealth Management
- Ability to designate \$3,000 to one UPAF Member Group†



CAPSTONE SOCIETY \$20,000+

Ability to designate \$6,000* between a maximum of three UPAF Member Groups (up to \$15,000)†

*For every \$10,000 donated, you may designate up to \$3,000 to a single member group, up to \$15,000

SERVING THE COMMUNITY BEYOND THE STAGE

ACCESS TO THE ARTS



presented by Northwestern Mutual†

Ensuring everyone has the chance to embrace the magic of music, dance and theater through partnerships with local nonprofits.



sponsored by We Energies Foundation

Connecting leaders in their 20s, 30s and 40s who are devoted to making our community a better place to live, work and play. A portion of new and increased gifts are directed to UPAF Connect.

Membership Levels

Next Generation UPAF Associate \$250+

- 1 Speaker Series Event
- 2 Season Samplers
- 1:1 Networking

Next Generation UPAF \$500+

- 2 Speaker Series Events
- 4 Season Samplers
- 1:1 Networking
- Leadership Opportunities

Next Generation UPAF Executive Leadership \$1,000+

- 4 Speaker Series Events
- 4 Season Samplers
- 1:1 Networking
- Leadership Opportunities



ARTS EDUCATION



UPAF Bright Minds delivers high-quality arts education programming, preparing students with the tools to be successful in work and life. UPAF's comprehensive program evaluation measures student growth across **five skills** deemed essential to future success.

- **100%** of students experience growth in at least one area
- **47%** experience growth across **all five skills**



100,000+ students

200+ schools

100% experience positive change



Join or honor a noteworthy individual with a UPAF Notable Women membership with your new or increased gift of \$1,000. Dollars raised support the UPAF Bright Minds arts education program, helping supplement arts education programs that otherwise could not exist.

Benefits

- Exclusive events and complimentary tickets to performances
- Opportunities to attend Bright Minds programming to see your support in action
- Informational e-newsletter sent three times a year
- Annual assessment on the quantifiable impact of your support



In celebration of UPAF President & CEO Deanna Tillisch's last campaign and her longstanding commitment to accessibility, UPAF is launching a one-year initiative named after Deanna's daughter, Kasey – a great lover of the arts who has cognitive and physical disabilities.

Funds raised through **Kasey's Fund** will go directly to UPAF Bright Minds and UPAF Connect to allow for more individuals and families with disabilities and economic barriers to have access to the arts.

HELP SET THE STAGE FOR ALL BY MAKING YOUR GIFT TODAY AT **UPAF.ORG.**

*Designation benefits are not cumulative.