



# UPAF *Fast Facts*

UNITEDPERFORMINGARTSFUND

## We're *FOR THE ARTS!*

The United Performing Arts Fund (UPAF) was founded in 1967 to support performing arts organizations in Eastern Wisconsin. UPAF is proudly supported by 14,000 donors who value the vibrant, diverse and accessible performing arts scene available to all in our community.

Your contributions are essential in allowing UPAF Members and our region's artists to flourish and produce:

- Performances that inspire, challenge minds and stir emotions.
- Confident and energized youth who use the arts as a springboard for lives filled with creativity.
- Shared experiences that connect people from all backgrounds and ages.

## Our Performing Arts Members

UPAF's fundraising efforts sustain 14 world-class local performing arts organizations, including Cornerstone Members **First Stage, Florentine Opera Company, Milwaukee Ballet, Milwaukee Rep, Milwaukee Symphony Orchestra** and **Skylight Music Theatre**.

Members are **Bel Canto Chorus, Black Arts MKE, Danceworks, Milwaukee Chamber Theater, Milwaukee Youth Symphony Orchestra, Next Act Theatre, Present Music and Renaissance Theaterworks**.

UPAF also supports 26 Affiliates, vibrant local performing arts organizations that receive funding through an annual UPAF grant process:

Above the Clouds  
Darby's Dancers  
Festival City Symphony  
Forte Theatre Company  
Frankly Music  
Kettle Moraine Symphony  
Kids From Wisconsin  
Lake Geneva Symphony Orchestra  
Latino Arts  
Marcus Performing Arts Center  
Milwaukee Jazz Institute  
Milwaukee Opera Theatre  
Optimist Theatre

PianoArts  
Pink Umbrella Theater Co.  
Racine Symphony Orchestra  
RUACH Inc.  
Sharon Lynne Wilson Center for the Arts  
The String Academy of Wisconsin  
Sunset Playhouse  
Ten Chimneys Foundation  
Theatre Gigante  
Wild Space  
Windfall Theatre  
Wisconsin Conservatory of Music  
Xalaat Africa Drum and Dance for Life

## COVID-19 and the Performing Arts

Our local artists are thrilled to be back on stage in front of live audiences, inspiring and lifting us all by sharing their talent... safely. Recovery is underway in the performing arts sector while at the same time our groups continue to deal with the challenges of adapting to ongoing change.

Because donors like you rally to their side in times of great need, UPAF Members continue to persevere and positively impact our community. The 14 Performing Arts Members funded by UPAF are depending on the generosity of our community so they can continue to impact our region for generations to come.



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## Our Importance to the Community

The operating support that UPAF provides to its Members is essential to their **sustainability**. UPAF also contributes to a more **vibrant** and **innovative** arts sector by allowing Members to focus on what they do best — creating, performing, inspiring and educating.

According to Americans for the Arts, communities with a United Arts Fund are better off than those without.

- The arts sector is larger, providing more options for patron engagement.
- Arts groups spend much less on fundraising and are more financially stable.
- Total arts spending is significantly higher in communities with a United Arts Fund, which supports the local economy.

### Art Entertains and Engages

With a world-class performing arts scene in our community, residents do not need to travel to larger metropolitan areas to see exceptional music, dance, song and theater. We are moved and wowed by outstanding local talent. The performing arts bring together diverse audiences to share a common experience — at the same time and in the same place. They lift our spirits, help us understand the world and each other, and inspire us to dream.

### Art Impacts Our Economy

The arts play a critical role in helping our cities, towns and villages thrive and grow. A strong arts scene increases the capacity of urban, suburban and rural municipalities to attract and retain businesses and residents. The arts create jobs, generate revenue and attract visitors.

### Art Educates

Last year, UPAF Members provided arts education to more than 162,000 students, including 50,000 students through UPAF Bright Minds, presented by We Energies Foundation. Each year, these groups deliver quality arts education in nearly 200 different classrooms, through after-school programs and on an individual basis with scholarships.

Arts education programming teaches life skills like leadership, resourcefulness, teamwork and problem-solving, which help youth succeed in school and life. Arts education also increases engagement in the classroom, helps youth connect with themselves and others, offers new ways to engage with curriculum that suit different learning styles, and so much more.

### Art Connects

The performing arts have the power to enlighten, engage and bring people together. Seeing the need in the greater Milwaukee area to unite people around the power of performance, UPAF created UPAF Connect, presented by Northwestern Mutual.

UPAF Connect increases access to the performing arts for individuals in our community who may not otherwise be able to enjoy these life-enriching experiences. UPAF and its Members work with local nonprofits to offer performances and programming that bring the arts to neighborhoods and neighborhoods to the arts.



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## Art Touches Everyone

In 2020, Kasey's Fund, presented by MGIC, was created to ensure that everyone can experience the magic of the arts by eliminating barriers for people with disabilities, special needs, illnesses or other physical or mental considerations. Kasey's Fund provides grants to UPAF Members for projects that enhance the accessibility of the arts through a variety of avenues, such as sensory-friendly performances, building modifications like ramps and assistive listening systems, tailored programming and more.

## Our Promise to Donors

UPAF's promise to donors is to cost-effectively raise funds that will enhance the vibrancy of Eastern Wisconsin through a vital performing arts scene.

This commitment instills confidence that a gift to UPAF is indeed a sound investment in the community.

UPAF receives NO government funding. It is through the generosity of individuals, companies and foundations that UPAF achieves its mission.

UPAF is ranked **No. 1 among the nation's united arts funds** by Americans for the Arts for being the most cost effective in the country.

UPAF's sound fiscal management practices and commitment to accountability and transparency have earned the organization the highest possible rating from **Charity Navigator**, America's largest independent charity watchdog.



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