



UNITED PERFORMING ARTS FUND

2011 UPAF Quick Facts

www.upaf.org (414) 273-8723

Life's better with the arts.

About UPAF and the Performing Arts

- The performing arts are indispensable to the vitality of our region
- UPAF is the largest united arts fund raising funds for the performing arts in the United States.
- UPAF has provided over \$224 million in operating support to world-class performing arts institutions such as the Milwaukee Symphony, Milwaukee Ballet, Florentine Opera, Milwaukee Repertory Theater, Danceworks, The Skylight, First Stage Children's Theater and the Milwaukee Youth Symphony Orchestra, among others, for over 44 years.
- The performing arts reach all audiences and ages.
- UPAF Member Groups touch over one million people through performances, educational outreach, special events and community partnerships each year.
- UPAF Member Groups provide over 2,000 local performances of live theater, music, dance, and opera each year.
- UPAF currently supports 34 performing arts groups in the Greater Milwaukee area.
- Community oriented fundraising events, like UPAF's Ride for the Arts, sponsored by Miller Lite, broaden the depth and breadth of the arts and their impact on the region. Performing arts groups and the community benefit as a direct result of coming together to participate.
- UPAF received contributions from over 21,600 donors and 435 corporations in 2010.

Education:

- UPAF Member Groups serve over 400,000 school children each year, often augmenting what is no longer available in schools. Arts education has a measurable impact on children, improving academic performance, creative and critical thinking skills, as well as discipline and focus.
- As schools continue to cut theater and music programs to make ends meet, the need for the performing arts becomes greater. Without an artistic outlet, children can't explore their full potential to think creatively and become strong citizens.
- UPAF funds the largest youth symphony orchestra (Milwaukee Youth Symphony Orchestra) and the largest theater training school (First Stage Children's Theater) for young people in the country.

Sustainability:

- You can be assured that the dollars you entrust to UPAF help to support groups that meet high artistic, financial and management standards. Eleven UPAF Member Groups have been in existence for more than 25 years, demonstrating their sustainability over time.
- Bel Canto chorus celebrates its 80th anniversary in the 2010-11 season; Milwaukee Youth Symphony Orchestra commemorates its 55th anniversary this season.

Economic Impact:

- The performing arts are as necessary for any major city as infrastructure. A strong performing arts sector is vital to the success of the region, as it attracts new people and businesses and allows the city to flourish as a "major league" community.
- Together, arts and cultural organizations provide thousands of jobs and have an economic impact of more than \$236 million annually in Southeastern Wisconsin. – *Arts and Economic Prosperity III, Americans for the Arts, 2007*
- The performing arts have been identified as the #1 reason people choose to live, work and enjoy themselves downtown. – *Milwaukee Downtown, BID #21, 2005*
- The arts make Milwaukee a special destination. Our vibrant performing arts scene fuels our regional economy by attracting businesses, retaining employees and growing a wider customer base. – *Arts and Economic Prosperity III, Americans for the Arts, 2007*

Examples of Community Impact:

- The Rep's touring shows and school outreach programs reached 18,500 children (primarily in Milwaukee but also in places like Verona, Janesville, Sturgeon Bay and Ashwaubenon) last season.
- Milwaukee Public Theatre more than doubled its number of arts residencies at local schools and community based organizations from 15 to 55 (32 schools and 23 organizations) demonstrating how local arts organizations are filling the growing gap in school-generated arts programming. Their in-school programming reached over 23,000 children last year.
- Skylight Opera Theatre's "Enlighten" program served nearly 13,000 students from 68 schools in 2009-2010. Their TeenWrites program with Milwaukee High School of the Arts featured a highly successful collaboration and exchange with students from England this past year which culminated in a performance.
- Milwaukee Youth Symphony Orchestra continues to draw praise as the largest, by several measures, and one of the finest youth orchestra programs in the country. They continue to focus on diversifying their membership by developing and specializing their introductory programming, scouting talent at school concerts, offering scholarships, private teachers and regular phone contact with parents to ensure success. MSYO has also become a leading advocate for keeping music programs in schools.