

UPAF QUESTIONS & ANSWERS

I attend performances. Why should I consider a gift to UPAF?

Because ticket prices generally cover only 50 percent or less of the cost to produce a show, groups depend on donations to remain financially stable. This stability ensures excellence in performance and excellence in arts education and outreach activities – accessible to the entire community.

I'm not interested in the arts. Why should I contribute?

Whether or not you attend performances, the offering of diverse and dynamic performing arts has a positive impact on the quality of life in the community.

I directly support one of UPAF's Member organizations. Why should I support UPAF?

Only through UPAF can you assure that the whole performing arts community is reached by your single gift.

Can donors designate a particular arts group for their UPAF donation?

No. All donations go into a general fund. This provides a balance with large and small groups equally sharing to benefit of the overall strength of the performing arts sector.

I don't live in Milwaukee. Why should I support the UPAF Groups?

UPAF-funded groups represent many communities throughout Southeastern Wisconsin, including Waukesha, Racine, Kenosha and West Bend. In addition, many Milwaukee-based organizations perform throughout the areas outside of their home performance venue. In-school performances, touring and special programs are presented in approximately 120 communities throughout Wisconsin.

What is the tax deductibility of my gift?

IRS regulations state: "The amount of your contribution that is deductible for federal income tax purposes is limited to the excess of your contribution made over the fair market value of goods or services received."

How does a gift to UPAF impact the community?

Great communities are shaped in part by a dynamic performing arts sector and Greater Milwaukee is no exception. A healthy performing arts sector fuels our regional economic engine, serving to attract and retain businesses and a growing customer base. A nationally recognized performing arts community raises the profile of our area as an attractive place to live, work and visit.

How many children are served by UPAF groups and how do the arts impact young audiences?

In 2007, approximately 400,000 children in 120 communities were served by UPAF groups.

What is UPAF's role?

As the largest, single funding source for its 16 Member Groups, UPAF is a catalyst in ensuring performing arts excellence in our community. UPAF has championed this for over 40 years and is regarded as the nation's largest united arts fund in dollars raised for the performing arts. More than \$198 million has been contributed to UPAF by individuals, businesses and foundations who believe in supporting a higher quality of living through a dynamic and diverse performing arts sector.

I think only the largest (or smallest) performing groups should be funded. Why fund the smaller (or larger) groups?

UPAF supports the breadth and depth of our performing arts. A UPAF gift ensures support of a variety of performing arts groups (large-, medium- and small-sized) who present diverse offerings.

How is my contribution spent?

UPAF supports 16 Member Groups with unrestricted operating support, averaging 16.5 percent of their total operating budgets. In addition, UPAF also allocates dollars to 19 Affiliate Groups.

How can I be sure my dollars are spent responsibly?

UPAF focuses its services to the region through raising dollars to help deliver a robust, sustainable, performing arts sector. Each UPAF Member Group is assessed annually for organizational strength and community impact. UPAF evaluates membership criteria, develops organizational support activities and allocates funds in a fair manner.

Milwaukee Children's Choir



The Skylight

