



UNITED PERFORMING ARTS FUND

*Life's better with the arts*



**For more information:**

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**UNITED PERFORMING ARTS FUND ANNUAL MEETING ANNOUNCES  
2011 CAMPAIGN RESULTS, ALLOCATION, AND BOARD GOVERNANCE CHANGES**

**Milwaukee, WI (December 6, 2011)** – On Tuesday, December 6, 2011, the United Performing Arts Fund held its Annual Meeting to share results of its 2011 Campaign and the organization's audited financial statements. The allocation of funds raised for UPAF's Member and Affiliate performing arts Groups was disclosed, board officers and directors were elected, and the 2012 Campaign Cabinet was announced.

**2011 Campaign Summary**

Thanks to the exceptional leadership of Tina Chang, Chairman and CEO SysLogic and Curt Culver, Chairman and CEO, MGIC with their stellar Cabinet, the 2011 Campaign was extremely successful. Nearly 21,000 corporations, foundations and individuals made a gift to the United Performing Arts Fund's (UPAF) 2011 annual fundraising Campaign. The generous support of a broad segment of our community allows UPAF to provide necessary funding to 36 performing arts organizations serving Southeastern Wisconsin. In March 2011, UPAF announced to the region that it's 2011 Campaign goal was \$9.65 million. By the end of the Campaign in June, UPAF not only reached its goal, but surpassed it to reach over \$9.7 million, representing a 4% increase over the prior year.

Some specific achievements:

- Nearly 175 companies hosted an employee campaign this year, including 11 new companies participating. Northwestern Mutual continued to set the pace with an extraordinary campaign, increasing 13%, resulting in nearly \$600,000 in employee gifts alone.
- UPAF welcomed over 6100 new or lapsed donors this year, for a total of over \$675,000 in new dollars.
- The number of Leadership gifts of \$500 or more increased by 4.5% .
- Next Generation UPAF recruited over 450 donors under the age of 45 investing in the performing arts at the Leadership level of \$500 or more. This represents a 25% increase in membership over last year.
- UPAF's Ride for the Arts, sponsored by Miller Lite included the Hoan Bridge for the first time in over 30 years resulting in a 12.4% increase in Gross Revenue and nearly 1000 additional ride participants.

- UPAF launched a new initiative, Notable Women, to address the growing need for ongoing arts education programming in our community. Notable Women seek to support arts education through targeted fundraising initiatives to develop our future workforce through imagination leading to creativity and innovation. Founders Tina Chang, Mary Dowell, Sue Frautschi, Cathie Madden, Linda Mellows, Jill Morin, Julia Taylor and Anne Zizzo helped UPAF surpass its inaugural goal with over 57 individuals making a gift to this initiative.

### **2011-2012 UPAF Allocation**

The United Performing Arts Fund (UPAF) announced that they will distribute \$7,529,352 in the upcoming year. UPAF Member Groups will receive a total of \$7,388,532 and \$140,820 will go to UPAF Affiliates.

UPAF's allocation to its Member Groups consists of three main categories: Unrestricted core funds to ensure stable operating support, funds based on an assessment of organizational performance (which includes a measure of market performance) and a rigorous evaluation of management, finances and education/outreach programs. In addition, Member Groups earn funds for their participation in, and support of, the annual UPAF campaign. Non-UPAF member performing arts organizations may apply annually through a competitive evaluation process for UPAF Affiliate project funds or direct operating support.

### **2011-2012 UPAF Member Group Allocations:**

<b>2011-12 UPAF Member Group</b>	<b>Allocation</b>
Bel Canto Chorus of Milwaukee, Inc.	\$51,812
Danceworks, Inc.	150,295
First Stage Milwaukee, Inc.	499,051
Florentine Opera Company, Inc.	662,545
Milwaukee Ballet Company, Inc.	839,981
Milwaukee Chamber Theatre, Ltd.	131,136
Milwaukee Children's Choir, Inc.	78,359
Milwaukee Public Theatre, Inc.	87,652
Milwaukee Repertory Theater, Inc.	1,160,865
Milwaukee Symphony Orchestra, Inc.	2,402,993
Milwaukee Youth Symphony Orchestra, Inc.	365,372
Next Act Theatre, Inc.	151,221
Present Music, Inc.	176,381
Renaissance Theaterworks, Inc.	99,004
Skylight Opera Theatre Corp.	531,864
<b>Total:</b>	<b>\$7,388,532</b>

<b>2011-12 UPAF Affiliate Group</b>	<b>Grant Awarded</b>	<b>Campaign Support Earned</b>	<b>Total</b>
Boulevard Ensemble Studio Theatre	\$8,500	\$3,610	\$12,110
DanceCircus	1,500	0	1,500
Ensemble Musical Offering	1,500	0	1,500
Festival City Symphony	7,500	6,000	13,500
Frankly Music	4,000	0	4,000
In Tandem Theatre, Inc.	11,000	22,365	33,365
Kenosha Symphony Assn	1,000	0	1,000
Ko-Thi Dance Company	8,000	500	8,500
Latino Arts, Inc	11,000	250	11,250
Milwaukee Chamber Orchestra	4,000	0	4,000
Milwaukee Choral Artists	4,500	1,500	6,000
Milwaukee Opera Theatre	3,000	330	3,300
North Shore Academy of the Arts	1,000	0	1,000
Piano Arts of Wisconsin	1,500	915	2,415
Racine Symphony Orchestra	2,500	790	3,290
String Academy of WI	2,500	0	2,500
Sunset Playhouse	2,500	0	2,500
Theatre Gigante	2,500	0	2,500
Wild Space Dance Company	11,000	1,625	12,625
Windfall Theatre	4,000	185	4,185
Wisconsin Philharmonic	4,500	5,250	9,750
<b>Total</b>	<b>\$97,500</b>	<b>\$43,320</b>	<b>\$140,820</b>

### **The 2011 Management Awards**

UPAF recognized the following Member Groups for their outstanding achievements in 2010.

#### **Northwestern Mutual Foundation Management Award:**

*First Stage* \$3,750.

*Danceworks, Inc.* \$3,750.

#### **Education/Outreach Award:**

*First Stage* \$2,500.

### **UPAF Board Elections and Governance Changes**

UPAF announced the election to the UPAF Board of Directors for the current year, through UPAF's Annual Meeting in 2012:

#### **UPAF Board Officers**

Richard A. Meeusen, Chair

Tina Chang, Chair-Elect  
Jon Van Drisse, Treasurer  
Austin Ramirez, Secretary  
Deanna Tillisch, President  
Linda Edelstein, Assistant Treasurer and Secretary

**New Directors**

Richard Becker  
Curt Culver  
Kathleen Dohearty

**2012 UPAF Board of Directors**

Jane Bell	Patrick Noble
Richard (Dick)Becker	Gary (Skip)Poliner
Tina Chang	Paul Purcell
Curt Culver	Austin Ramirez
Kathleen Dohearty	Steve Richman
Alexander P. Fraser	Gregory Ryan
Susan Frautschi	Kevin Steiner
Charles Harvey	Julia Taylor
Wade Hobgood	Jon Van Drisse
Mike Jones	Beth Wnuk
Gale Klappa	Carlene Ziegler
Paul Mathews	Anne Zizzo
Richard A. Meeusen	

**Non-renewing UPAF Board Members:**

Mark Furlong  
Mark Miller  
Julie Tolan

**2012 UPAF Campaign Co-Chairs and Cabinet:**

David J. Lubar, president and chief executive officer of Lubar & Co., and Carlene M. Ziegler, co-founder and managing director of Artisan Partners Limited Partnership have been named co-chairs for the 2012 UPAF Campaign. Carlene and David have secured their 2012 Campaign Cabinet which was announced today:

**Major Business**

Curt S. Culver  
Mark Furlong  
Gail Lione  
Greg Marcus  
Richard A. Meeusen  
Paul Purcell  
John Schlifske

**Business Partners**

Keith Burns  
Tina Chang  
David Drury  
Karen Guy  
Jennifer Mattes  
Austin Ramirez  
Jason Stamm  
Brian Stief  
Kevin Steiner  
Chad Tessmer  
Haruki Toyama  
Scott Wrobbel

**Individual Leadership**

Jane Bell  
Geraldyn Cannon  
Ted D. Kellner  
Linda Gorens-Levy  
Linda Mellowes  
Gary (Skip) Poliner

**Leadership Circle**

Marina Carlson  
Mary Jo Dempsey  
Byron Foster  
Reynolds Honold  
Jody Lowe  
Ildy Poliner  
Lynn Sprangers  
Les Weil  
Anne Zizzo

**Next Generation UPAF**

Danielle Bly  
Kathleen Dohearty  
Laura Peck

**Lawyers**

Doug Hagerman  
Ray Manista

Deb Patel  
Martin Tierney

**Foundations**

Debra Koenig  
Wayne Lueders

**Employee Community**

Don Cress  
Ricardo Diaz  
Joann Eisenhart  
Judy Hansen  
Jane Mandel  
Thomas Rosenthal

**Notable Women**

Julia Taylor

**UPAF Ride for the Arts Sponsored by Miller Lite**

Mike Jones  
Jason Kayzar  
Jennifer Sullivan

**United Performing Arts Fund Mission:** The United Performing Arts Fund (UPAF) secures community resources and improves the quality of life through responsible investment in and financial support of the performing arts in Southeastern Wisconsin.

For more information about UPAF and for UPAF Member and Affiliate season schedules and ticket information please visit [www.upaf.org](http://www.upaf.org)

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