



2016

# PHILANTHROPIC IMPACT REPORT



## ROM ACCESS

### YOUR MUSEUM. YOUR IMPACT.

We are pleased to share with you the impact of your investment in the Royal Ontario Museum (ROM), which helps us connect people to their world and to each other.

# BREAKING DOWN BARRIERS

## Your impact on the ROM

Thank you for making the ROM more accessible to all Ontarians, regardless of socio-economic status, ethnicity, age, language and mental and physical abilities. We hope you enjoy this snapshot of the extraordinary initiatives—including innovative partnerships, technologies, tours, displays and ground-breaking programs—made possible by your support.

## Groundbreaking Programs

### Nurturing Empathy

The Museum proudly launched ROM In My Backyard, a budding space in the hub of two Boys and Girls Club communities—one in downtown Toronto and the other at Jane and Finch—where kids engage with 21st-century museum experiences using the ROM as their portal. Youth are immersed in science, technology, engineering, art, and mathematics activities—embedded in the foundations of empathy.

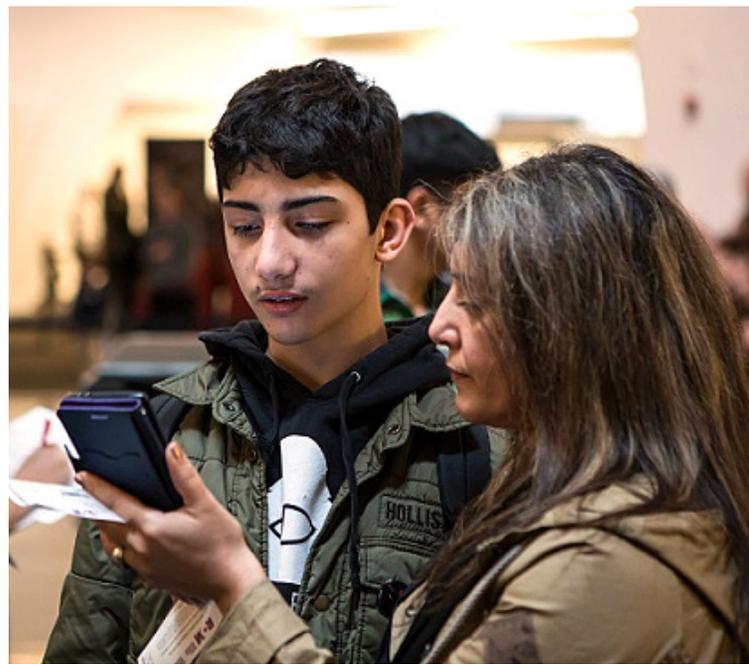
This unique pilot program is made possible with the generosity of The Patrick and Barbara Keenan Foundation and The MacMillan Family Foundation.



## Harnessing Technology

### Engaging Visitors with Autism

The ROM aims to offer a safe and welcoming experience to all visitors and understands how overwhelming a visit to the Museum can be, particularly for those visiting for the first time. The ROM was the first museum to partner with MagnusCards to create a digital app for visitors with Autism. The app explains what to expect when visiting the Museum and provides a fun, educational scavenger hunt. Clients of Autism Ontario tested the app at the ROM, offering valuable feedback before its launch in 2016.





## INNOVATIVE PARTNERSHIPS

### Welcoming New Canadians

A ROM visit can connect children and adults to their cultural heritage or new country. As part of the ROM Community Access Program (ROMCAN), the Museum introduced two enhanced newcomer welcome programs. In partnership with the Institute for Canadian Citizenship, the ROM was a founding partner in the Ahlan (Welcome) Cultural Access Pass program that gives facilitated group visits to Syrian newcomers.

The ROM also partnered with the Toronto Public Library to expand the Museum + Arts Pass program with the Newcomer Welcome Pass for Syrian newcomers. These passes provide free ROM family visits for library cardholders.

### Closing Gaps in Museum Engagement

The ROM has entered into a partnership with the Canadian Centre for Diversity and Inclusion and the Ontario Museums Association. The new Museum Accessibility, Inclusion and Engagement Collaborative (MAIEC) will identify museum engagement gaps and solutions with underserved communities. The ultimate goal is to create a Framework for Action for Ontario museums to use in planning inclusive community engagement.

## TRAILBLAZING TOURS

### Building Meaningful Connections

The ROM is helping people with Alzheimer’s disease to experience their Museum. Guided by trained docents, new tours for visitors with dementia foster socialization, mental alertness and reminiscence of the past. This partnership with the Alzheimer Society of Toronto caters to those living with memory loss, along with their companions.

## FOSTERING INCLUSIVITY

### Reaching Different Learners

Visitors with varying abilities experienced *Pompeii: In the Shadow of the Volcano* through tactile elements such as a touchable model of this ancient city. Throughout the ROM, new access projects featured tours with tactile objects and descriptive audio; assistive listening devices; and large-print guides and exhibition labels. Our new Ubi-Duo system also allows for real-time, face-to-face communication between a visitor who is deaf and ROM staff.

Accessibility initiatives at the ROM are generously supported by the G. Raymond Chang Accessibility Fund and the Joey and Toby Tanenbaum Museum Accessibility Fund.



**100,000 ONTARIANS**

enjoyed free ROM access, and specialized learning opportunities



**5 NEW ROMCAN PARTNERS**

that work with Indigenous communities



**53 PARTNERS**

in the ROM Community Access Network (ROMCAN)



**THREE**

Gender-neutral ROM washrooms opened after consultation with the LGBTQ community

# AWARDS



## Fashion Follows Winning Form

The ROM's *Fashion Follows Form: Designs for Sitting* won the Richard Martin Exhibition Award, a prestigious annual recognition given by the Costume Society of America. The ground-breaking exhibition displayed Canadian Designer Izzy Camilleri's IZ Adaptive Line that caters to wheelchair users. The show was applauded for its theme of "social justice and human rights."



## An Industry Leader in Accessibility

The ROM consistently meets and exceeds provincial accessibility standards. In 2015 the Museum was recognized with an Ontario Tourism Award of Excellence for Accessible Tourism, thanks to its wheelchair-accessible entrances, parking and washrooms, and policies for service animals and for people with disabilities who have a support person accompany them to the Museum.



Thank you again for enabling the ROM to break down barriers to accessibility, inspiring wonder and delight in thousands of visitors.



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