

ROM

2017 PHILANTHROPIC IMPACT REPORT ACCESS

CLUB STEAM



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.



THANK YOU

A dynamic leader in life-long learning, the ROM engages a diverse public with a wide range of experiential hands-on programs, community outreach opportunities and collaborations. We are committed to removing barriers to participation stemming from financial, social, cultural or physical challenges. Please enjoy this snapshot of the extraordinary access initiatives, made possible by your support.

Groundbreaking Programs

ENGAGING INDIGENOUS YOUTH AND THEIR PEERS

A new digital learning initiative aimed at Indigenous students and their peers will reach more than 5,000 students across Ontario, combining 21st-century digital tools with hands-on access to the ROM's extensive collection of ancestral objects. The program, made possible by a \$1M donation from The Slight Family Foundation, offers students and teachers new, transformative ways to explore art, culture and nature. Also in 2017, the ROM announced its policy of permanent free admission for Indigenous Peoples, including First Nations, Inuit and Métis.

The Slight Family Foundation's \$1M gift builds on its long-standing support of the ROM's School Visits Bursary and Indigenous Program.



NURTURING EMPATHY

Now in its second year, ROM in My Backyard (RIMBY) brings the Museum to kids in Neighbourhood Improvement Areas across Toronto. These are communities with inequities in several domains of well-being including, household income and dropout rates.

In RIMBY, kids aged 6-12 are immersed in activities linked to the ROM's art, culture and nature collections—right in their own communities! This 12-week after-school program, delivered in partnership with St. Alban's Boys and Girls Club, engages and educates while nurturing empathy, innovation, co-creation and leadership skills, and helping to improve lives.

Last year, over 200 kids took part in RIMBY. Feedback from kids, parents and teachers was overwhelmingly positive and we hope to expand the program to new neighbourhoods where the need is greatest.

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



Harnessing Technology

INTRODUCING EMUSEUM

A new online resource launched in 2017, eMuseum provides the public with greater access to the ROM's vast collections. Starting with 10,000 art, culture and nature objects, the database allows visitors to explore the collections, discovering new objects related to their unique areas of interest or study. This resource will continue to grow and evolve as more of the Museum's objects are digitized. Visitors can also be able to create their own collections to share with friends, teachers and colleagues.

eMuseum is generously supported by Nancy and Jon Love.

ROM EXPLORE

With 350,000 square feet of public space to explore, ROM visitors often ask: Where should we begin? What's the best way to get to X? With the ROM EXPLORE app, which uses Google's new cutting-edge geolocation Tango technology, and by working closely with app developer GuidiGO, the ROM will offer visitors an unprecedented ease of access to a series of signature augmented reality experiences.



Innovative Partnerships

BREAKING DOWN BARRIERS TO ACCESS

The Royal Ontario Museum Community Access Network (ROMCAN) eliminates financial, social, and cultural barriers that stand between the community and the Museum. Whether it's tactile exhibition elements, American Sign Language interpreted guided tours, or an outreach program focused on Indigenous communities, ROMCAN is dedicated to ensuring that the ROM is a fully inclusive centre of discovery for all. Last year, 100,000 free visits to the ROM were made available to communities in need through ROMCAN.

WELCOMING NEW CANADIANS

A ROM experience can have a lasting impact on new Canadians, helping them to feel acceptance in their adopted country. The ROM was proud to be a founding partner in the Ahlan (Welcome) Canada program delivered by the Institute for Canadian Citizenship, which gives facilitated group visits to Syrian newcomers. This past year, 350 Syrian families enjoyed ROM tours in Arabic through this important partnership.

**100,000
ONTARIANS**

were given the opportunity to enjoy free ROM access

58 PARTNERS

in the ROM Community Access Network (ROMCAN)

**15 NEW
ROMCAN
PARTNERS**

including five organizations serving the Indigenous community

**6,759 NEW
CANADIANS**

experienced the ROM with a Cultural Access Pass

Sharing ROM-original Content

BUILDING MEANINGFUL CONNECTIONS

The Museum is making significant strides forward on our goal to exceed accessibility standards in all areas of the Museum. Notable initiatives include:

- English-and-French described audio tours developed for visitors who are or partially sighted.
- The extension of an existing outreach program for hospitals, seniors' homes and other venues, linked to the *Out of the Depths: The Blue Whale Story* exhibition.
- The recruitment of Indigenous Docents for the *Anishinaabeg: Art & Power* exhibition.

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

A Playground of Learning Opportunities

SCHOOL VISITS BURSARY PROGRAM

This program gives students from marginalized communities across the province the opportunity to visit the ROM and participate in hands-on education programs for free. In 2016–2017, the School Visits Bursary Program provided experiential learning opportunities to 27,957 students.

The program is generously supported by Ada Slight, The Bennett Family Foundation, Great-West Life, London Life and Canada Life, HSBC Bank Canada, KPMG, Linamar, McCarthy Tétraut Foundation, and the Weinberg Family Foundation.

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ROM MAKERSPACE

The maker movement is characterized by a “learning through doing” ethos and an emphasis on process, creativity and experimentation. In the fall of 2016, we opened the ROM Makerspace, a digitally enhanced creative learning studio to support students in building their personal connections to the Museum’s collection. The ROM makerspace will enable Grade K-12 school groups who visit the Museum for their class field trips to create, to express their identity, to reflect on their learning and to share their work. Staff from the ROM In My Backyard program also participated in the exciting Maker Extravaganza at Toronto Reference Library in July 2017.

The ROM Makerspace is generously supported by Barrick Gold Corporation.