

A Centennial Campaign for the Royal Ontario Museum

The Love the ROM Centennial Campaign aims to transform the Museum experience inside and out—from the moment you step onto the ROM Plaza to how you discover and interact with our world-renowned collections and leading experts. Thank you for supporting learning and discovery at the ROM and helping create Centennial legacies for the next generation.

It's your Museum.

To show your love for the ROM and make a contribution, please call us at 416.586.5842 or visit rom.on.ca/lovetherom.

Supporters who donate \$1,000 or more will be invited to share their ROM stories, memories or wishes to loved ones in a special Centennial book illustrated by Rachel Ann Lindsay.



THANK YOU

The ROM wishes to thank and acknowledge the following early supporters who have generously contributed \$25,000 or more since July 1, 2013.

Leadership (\$1M+)

Barrick Gold Corporation
Hatch
Helga and Mike Schmidt
Anonymous (1)

Milestone (\$500K - \$1M)

Richard M. Ivey
Louise Hawley Stone Charitable Trust
Joey and Toby Tanenbaum

Major (\$100K - \$250K)

Bishop White Committee
Department of Museum Volunteers
Glenna and George Fierheller
Christopher and Markus Holtby
Linda and Steve Lowden
Nancy E.A. Main
Flavia Redelmeier

Special (\$25K - \$100K)

Diane Blake and Stephen Smith
Estate of Molly Roebuck
Shiu Pong Group
Richard Iorweth Thorman
Elizabeth Tory
Anonymous (1)

Centennial Partner

CIBC

Centennial Supporters

Ford Motor Company of Canada, Limited
The Robert H. N. Ho Family Foundation
Manulife
Peroni Nastro Azzurro
Yamana Gold Inc.

Legal Name: Royal Ontario Museum Foundation
Charitable Number: 13628 2126 RR0001



The ROM Governors is accredited under the Imagine Canada Standards Program, demonstrating excellence in Board governance, financial accountability and transparency, fundraising, staff management and volunteer involvement.



For more information, please call 416.586.5660 or visit www.rom.on.ca/lovetherom

100 Queen's Park
Toronto, ON M5S 2C6
Canada

Conceptual renderings of the revitalized ROM Plaza. Courtesy of Hariri Pontarini Architects; Page 2: Portrait of Emperor Yongzheng (detail), colour on silk, Qing Dynasty, 1644-1911, The Palace Museum, Gut6446, 77; Back pages: Artwork by Rachel Ann Lindsay.

LOVE THE ROM

A CENTENNIAL CAMPAIGN TO TRANSFORM THE VISITOR EXPERIENCE

ROM 100 INSIDER

CAMPAIGN NEWSLETTER
SPRING/SUMMER 2014 | VOLUME 1

“The ROM Centennial is an extraordinary opportunity to bring the community together to shape a Museum for the 21st century. This pivotal moment in the ROM’s history represents a significant change in the cultural mindshare of Canada—it’s a profound and monumental shift in the way people think about and experience a Museum.” — Janet Carding, Director & CEO, ROM

Share the Wonder: Creating the Next Century Together

To celebrate our past and ensure a bright future for the Museum, the Love the ROM Campaign aims to raise \$15 million by June 2015 to transform the visitor experience inside and out—from the moment you step onto the ROM Plaza to how you discover and interact with our world-renowned collections and leading experts.

Philanthropy has been a cornerstone of the ROM since it first opened its doors to the public in 1914. Donors to the Love the ROM Campaign will play a personal role in shaping the future cultural landscape of Toronto and become partners in one of the most

significant milestone projects in the ROM’s history. With your partnership and support, we can realize:

- A lively and meaningful urban green space for the city
- An innovative Director’s Fund to sustain the ROM for future generations
- An essential Programming Fund to animate our Centres of Discovery
- An extraordinary Gallery of Early Life for the 21st century

Be part of this remarkable time in the ROM’s history that will create and celebrate Centennial legacies for the next generation together. Your generous support will move Canada’s world museum forward in exciting ways that will change how you belong at the ROM, transform your city and ensure your Museum flourishes for the future. Visit rom.on.ca/lovetherom or follow us on Twitter @ROMGovs for more information and Campaign updates.

Sincerely,

Janet Carding
Director & CEO
ROM

Dianne Lister
President & CEO
ROM Governors





A Passion for Music and the Arts Inspires a \$3M Leadership Gift

Helga Schmidt is a lover of operetta and live performance, and a benefactor of many cultural organizations in Europe. As lead donors, she and her late husband Mike Schmidt have been vital in galvanizing support for the Love the ROM Centennial Campaign. We sat down with Helga to learn more about this businesswoman, philanthropist and grandmother and her extraordinary generosity to the ROM.

What do you love most about the ROM?

The diversity of the collections and the rich experiences. Where else can one visit a dinosaur exhibit, tour the Gallery of Gems and Gold and learn about African art all in one day?

Why did you support the Love the ROM Campaign and ROM Welcome Project?

My late husband and I immigrated to Canada in 1956 from Germany. Canada has been a wonderful place to live and raise our family and we would like to give back to the community. What better way than by supporting the ROM's next century?

How do you hope the ROM Welcome Project will impact the community?

In the past decade there have been many changes to the ROM, such as the Michael Lee-Chin Crystal. My hope is that we will offer a beautiful welcome for Museum visitors and continue to transform the corner of Bloor Street and Avenue Road.

The ROM's new outdoor performance space will be named after you and your late husband. How do you hope this space will be used?

My late husband and I have always loved music and the arts. Over the last few years I have become a strong supporter of 'Salute to Vienna'. I see this as a natural extension of our love of the arts and I hope the space will be used for many musical performances. One summer day, I would love to see an outdoor recital of operetta put on by Salute to Vienna.

Why do you think it's important to support the ROM?

To me, the arts act as a bridge between history, the present and the future. They provide a way for the younger generation to learn about the diverse world that we live in. The ROM has succeeded in doing this in a vivacious and lively way that engages young people and stirs their interest.

If you had to describe the ROM in one word, what would it be?

Diversity.



Opening the Gates of The Forbidden City with Community Support

Stories of the imperial palace, home to China's last emperors, have captivated people for generations. The ROM's Centennial exhibition, *The Forbidden City: Inside the Court of China's Emperors*, ushers visitors into the emperor's most private quarters and offers a tantalizing glimpse into the lives of the rulers, subjects and concubines who lived within this mysterious world.

As Presenting Sponsor of this stunning show, The Robert H. N. Ho Family Foundation is dedicated to promoting Chinese arts and culture and advancing cross-cultural understanding between China and the world. "Robust educational programming in support of this exhibition will encourage wider exploration by the public, targeting young people and school students, in particular," said Robert H. N. Ho, Founder of the Foundation. "Our Foundation emphasizes the educational aspect of exhibitions we support to advance cross-cultural insight and encourage popular appreciation for China's rich cultural heritage."

As Lead Sponsor of *The Forbidden City*, Manulife is helping to bring the epic drama and intrigue of the 600-year-old imperial residence to life for Canadians. "*The Forbidden City* exhibition is a true celebration of Chinese culture and its deep-rooted history," said Nicole Boivin, Chief Branding and Communications Officer for Manulife. "As a global company, Manulife is committed to engaging the international communities where we live and work, like China where we've been operating since 1897."

Curated by the ROM with exquisite artworks on loan from Beijing's Palace Museum, *The Forbidden City* will feature Chinese national treasures—some of which have never left the Forbidden City. Visitors will learn about the history of China's last dynasties, including the Forbidden City's governance, relationship with the West, its closing in 1911 and what it still holds today.



The Welcome Project Changing the Face of the ROM

The new ROM Plaza will be a convivial urban green space at the centre of Canada's largest city that will foster ecological consciousness among citizens, stronger neighbourhood ties and a greater sense of community.

A major legacy of the ROM Centennial, the new Plaza and lobby will transform the visitor welcome experience, revitalize the community and enhance one of the best corners of urban real estate in the country. This exciting urban greening project will provide the city with beautiful biodiversity gardens, outdoor public programming and an open-air performance space.

"Our aim is to create a singular public space the city will treasure, which will create another layer of attachment and engagement with the ROM," says Siamak Hariri, of Hariri Pontarini Architects. Together with award-winning landscape architect Claude Cormier, this

acclaimed architectural firm will create a new façade that is seamlessly interwoven with the ROM's iconic exterior. An improved interior lobby experience will also welcome and guide visitors through the Museum.

The new ROM Plaza will feature a living laboratory of gardens that teach the community about the incredible diversity of life on Earth and the ROM's conservation projects. "We have so many people from diverse ethnic backgrounds living in Toronto," says Hariri. "A garden is a universal attraction that will humanize this space with its vibrant colours and beautiful fragrances, adding a sweetness to the Museum experience."

Yamana Gold Invests in a One-of-a-kind Ore and Mineral Collection

Douglas Kirwin, a professional geologist with more than 40 years in the mineral exploration industry, collected a staggering 22,000 ores and minerals while on his world travels. Many of his pieces are from mines that have since closed or are otherwise inaccessible due to access restrictions.

"My extensive collection of international ores and minerals represents my life's work and passion," says Kirwin. "I've chosen to leave my legacy at the ROM where it will be cared for and shared with future generations."

Kirwin's wish is set to become a reality, thanks to a Love the ROM Campaign gift from Yamana Gold Inc. —a Canadian-based gold producer. Yamana's generous investment in ROM Earth & Space will help to support the costs associated with cataloguing, digitization, storage and analysis of this exceptional collection for students and professionals.

"By acquiring this collection, the ROM will become a serious international resource for mining companies and educators who wish to teach their staff and students both the fundamentals and the fine points of ore deposits, refining future mining exploration in Canada and abroad," says Kim Tait, Curator of Mineralogy at the ROM.

Yamana takes an active interest in the well-being of the communities surrounding its operations and provides various sustainable economic development programs.

"We are proud to support the Museum's Kirwin Collection initiative and help create the next century at the ROM,"

says Peter Marrone, Chairman & Chief Executive Officer of Yamana Gold. "We look forward to working with the Museum to bring some of its specimens and artifacts to the communities in which we operate where they can also be enjoyed."

YAMANAGOLD

Celebrating a Century of Partnership

CIBC has been a pivotal partner throughout the ROM's history. In fact, it was Sir Edmund Walker, President for the Canadian Bank of Commerce, who co-founded the ROM a century ago. He was a generous patron of the arts, and was the driving force behind the campaign to build an inspired museum in Toronto. Today, CIBC and the ROM are iconic Canadian institutions built on Walker's visionary leadership and legacy.

As the ROM's bank of record since 1912, CIBC has generously supported various Museum initiatives over the past 100 years, both corporately and through the volunteerism of its passionate and committed employees. CIBC was the Inaugural Season Sponsor for the opening of the Museum's Michael Lee-Chin Crystal in 2007. In 2011, CIBC was the Supporting Sponsor for the *Bollywood Cinema Showcards: Indian Film Art from the 1950s to the 1980s* exhibition, which gave ROM visitors a fascinating visual journey through the history of Bollywood advertising. This unique show celebrated the Year of India in Canada, bringing early Bollywood culture and design to life for the community.

The CIBC Discovery Gallery at the ROM welcomes thousands of young visitors every year, encouraging them to interact with touchable artifacts and specimens. As part of the bank's long-time focus on supporting children and youth, this imaginative gallery allows curious young minds to explore the ROM's world-class collections and take charge of their own learning and discovery by trying on costumes, digging for dinosaur bones and examining fossils and meteorites.

Building on the legacy of Sir Edmund Walker, CIBC is honoured to be the ROM's Centennial Partner, helping to bring the ROM experience to life for Toronto's diverse community and ensure a continued legacy for many years to come.

"We are proud to be the ROM's Centennial Partner and continue CIBC's longstanding support of the Museum," says Victor Dodig, Senior Executive Vice-President, CIBC. "CIBC congratulates the ROM on 100 years of building and enriching our communities, connecting people to their world and to each other."

