THE MUSEUM OF RESILIENCE

2020-2021 OMCA IMPACT REPORT



IMAGE: Terry Lorant

the Bay Area and the Oakland Museum of California was forced to close. Our organization, like the world around us, will be forever changed by this challenging year. During this time, our OMCA community came through for us with support, generosity, and a collaborative spirit. Museum staff remained committed to serving our audiences at home and online. Fifteen months later, on June 11, 2021, we reopened our campus and welcomed you back. Thank you for supporting OMCA and our collective resilience!" -Lori Fogarty, OMCA Director & CEO

DOROTHEA LANGE ARCHIVE NOW

One of our most beloved collections is Dorothea Lange's personal archive. A new

CARING FOR OUR COLLECTION

website makes the depth of her archive digitally accessible to all, featuring over 600 of 20,000 newly imaged items including rarely seen photographs, contact sheets, and field notes.

Visit dorothealange.museumca.org.

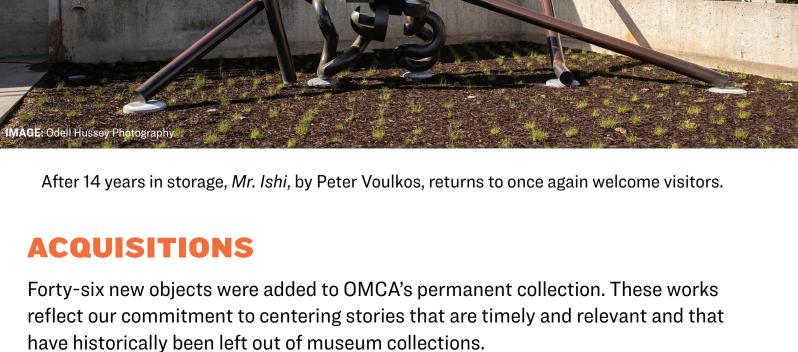


Dorothea Lange digital archive in the NY Times. I am a fan of Lange but had no idea about this archive... Thank you for making it available!" -New Annual Fund Supporter August 2020

I am a Bay Area native who

read about the

24 IN NEW CONSERVATION BACK ON VIEW LOCATIONS TREATMENTS





While the Museum was closed physically, we remained connected to our community.

20,000 **STUDENTS SCHOOL GROUPS** served through virtual field trips and online performances

ART SPEAKS LOUD How artists and students can speak out about community issues

2. DOROTHEA LANGE

3. YOU ARE HERE

4. FATEFUL 49ERS

This was the most

outstanding virtual

performance/'trip' I've been

able to access in the last year.

It **breathed life** into my

already-strong Black History

Month curriculum, and it LIT

motivated, energized,

happy. They were dancing on

proud, inspired, and

the kids on fire. They were

VIRTUAL FIELD TRIP OFFERINGS

Photography as a way to inspire social change

EDUCATION & LEARNING

Undertold stories of Native, Black, Chinese, and other non-white miners

How maps tell stories and explore unique points of view

SOVOSÓ

BLACK HISTORY PERFORMANCE VIEWS: 4,500+ STUDENTS

their beds, singing, etc." **—Bay Area K−6 Teacher COMMUNITY CELEBRATIONS CONTINUED**

13 LEARN-AT-HOME ART ACTIVITY VIDEOS reached 900 teachers, caregivers, and students each month

BLACK HISTORY PERFORMANCE IMAGE: Sunshine Becker

OMCA's Día de los Muertos Volunteer

3,000+ viewers into their homes with

a virtual community celebration. An

accompanying school program was

viewed 4,000+ times.

IMAGE: Shaun Roberts

Committee members welcomed

and art activities. IMAGE: Odell Hussey Photography

We honored our 20th annual

Lunar New Year celebration with

a video series highlighting local and

Taiwanese culture, virtual storytime,

ART FOR THE MOVEMENT A new collaborative initiative, Art for the Movement, included four live virtual events focused on the power of art and culture as tools for personal and community healing. This project was led by the Black Cultural Zone and Black-led artists and organizations, with support from Oakland Art Murmur and OMCA. In addition to supporting the online event series, OMCA provided art handling,

storage space, and staff resources to

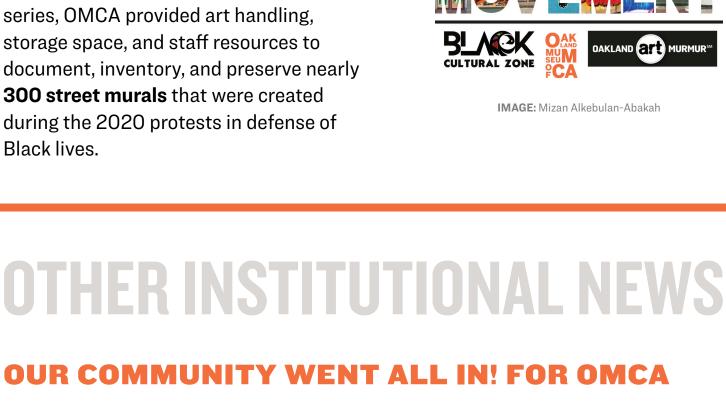
300 street murals that were created

Black lives.

during the 2020 protests in defense of

document, inventory, and preserve nearly

OUR COMMUNITY WENT ALL IN! FOR OMCA OMCA completed our five-year *All In!* campaign, exceeding the \$85 million fundraising goal. Funds were used to renovate the campus, build a garden stage, Thank you for your generosity and unwavering support for OMCA!



and create new entrances on 12th and 10th Streets, all while growing our endowment and supporting operations.

\$15,064,000 45% Investments & **Endowments**

\$38,870,599

Improvements

38%

Annual Operating

\$32,373,055

TOTAL RAISED: \$86,307,654 OUR INTERNAL JOURNEY

Does this mean the pain ends and we will become an anti-racist, liberated organization in the next few months? No. Our challenge is too great for that.

But I believe we really have begun to create the structures to hold ourselves and each other accountable to this work." -Christina Young **Associate Director, Visitor Experience**

This year included time for reflection on the role museums play in perpetuating

examine OMCA's culture, structure, programming, and community engagement,

can read more about our work on the Museum's Anti-Racism Journey webpage.

resulting in clear recommendations to becoming a more anti-racist institution. You

systemic racism. More than 50 staff members formed self-directed teams to

MAGE: Christine Cueto