



COMMUNITY IS POWER

A MUSEUM FOR THESE TIMES

IMPACT REPORT
JULY 1, 2024–JUNE 30, 2025

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CA.



PHOTO: Kamiko Fujii

Dear OMCA Community,

Here at the Oakland Museum of California, we believe that **community is power**. And in these times, our mission is especially urgent: to inspire understanding and empathy to build more equitable and connected communities.

In a time of extreme polarization in our country, our museum's role—indeed, our responsibility—is to create spaces of connection and belonging. This imperative is why we continue to invest in evaluating our social impact, not only as a measure of success, but as a way to stay accountable to you and the communities we serve. Since launching our social impact framework in 2017, OMCA has become a distinctive leader in measuring our impact, or the difference we strive to make in our world: **fostering empathy, building trust across difference, and strengthening the social fabric that holds our communities together**.

This past year, your support has made that work possible in powerful ways. Together, we've honored the voices and histories of Native communities through ongoing accountability efforts; presented exhibitions that highlight California's diversity and complexity; and built spaces for joy, celebration and commemoration. Whether through the Oakland Museum Women's Board's iconic White Elephant Sale, our annual community-centered fundraiser Gathering in the Garden, or quiet moments of reflection in our galleries, everything we do is grounded in our belief that the Oakland Museum of California is an agent of change in living our values and uplifting the values of our community.

None of this would be possible without you.

Your generosity enables OMCA to be a museum for these times. A place where community thrives, learning leads to understanding and empathy, and people feel empowered to shape a better and more just future.

From all of us at OMCA: thank you for believing in the power of community, and in the power of this museum.

With gratitude,

Lori Fogarty
Director and CEO



PHOTO: Terry Lorant



Friday Nights at OMCA events continue to provide late-night access every week from April through October, regularly hosting over 1,500 people. In July 2024, Oakland's renowned underground Hip-Hop group Souls of Mischief celebrated their 30th anniversary with an unforgettable concert on our garden stage.

From January through March, OMCA offers *Thursday After Hours*, catering to a more adult crowd. Offerings include late-night access to Town Fare Cafe, live model drawing with Sketchboard Co., and intimate music performances within our galleries. This season, we proudly hosted many emerging local talents like soul/jazz artist August Lee Stevens, and classical Mexican guitarist Diana Gameros.



AN EVENING OF ART, COMMUNITY, AND JUSTICE

This year, we honored Oakland's deep legacy of social justice and creative expression at our 3rd annual fundraiser, *Gathering in the Garden*. Hosted by W. Kamau Bell, we had a powerful conversation with three remarkable Oakland-born leaders: artist Adrian Burrell, civic leader Carolyn Johnson, and novelist Leila Mottley. Together, they illuminated the OMCA Garden stage with a thought provoking dialogue on the power of art and social change.

Total raised: \$293,138



THE WHITE ELEPHANT SALE SUPPORTS OUR COMMUNITY

The White Elephant Sale is Northern California's oldest and largest rummage sale, and a beloved annual event. The sale is presented by the Oakland Museum Women's Board. Proceeds support the Oakland Museum of California.

In 2025, they once again broke their own record, raising over \$2.9 million through the sale. Over the course of a year, nearly 1,000 volunteers sort, clean, and repair a massive selection of goods from greater Bay Area donors. After the sale, volunteers clear out the warehouse and redistribute unsold items to nearly 30 local nonprofits.

**Total raised:
\$2.9 million**

BRINGING OUR COMMUNITY TOGETHER

ART AS RESISTANCE

CALLI: THE ART OF XICANX PEOPLES

Built on the powerful *Calli Americas* poster collection of Margie Terrazas Santos, this exhibition navigated the interwoven threads of intergenerational, feminist, queer, and Xicanx-Indigenous stories through multimedia art. These diverse perspectives were in conversation with Terrazas Santos' poster collection that spanned decades, inspiring reflection and dialogue on the Xicanx movement's past, and how we today can expand the horizons of possibility. Works displayed included an adobe walkway at the entrance by rafa esparza, and *Borderline*, a site specific depiction of modern US-Mexico border issues by Counselo Jimenez Underwood.

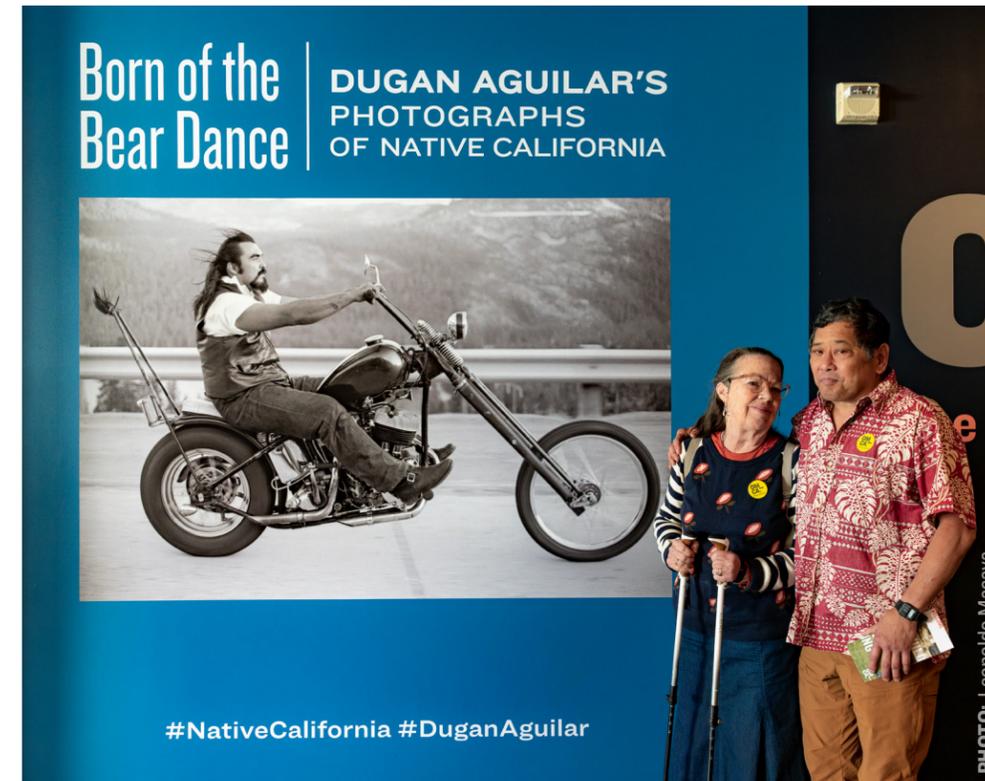
| 52,756 visitors

“I felt so much joy and tenderness, and also a **sense of being held through the exhibit**. As we learned about Margie and the work that she's done in the past, it **reminded us of who we are as Queer folks**, who we connect to, and people that we haven't met—specifically our elders and Queer elders that we will never get a chance to meet.

—OMCA visitor



PHOTO: Kamiko Fujiri



| 57,585 visitors

BORN OF THE BEAR DANCE: DUGAN AGUILAR'S PHOTOGRAPHS OF NATIVE CALIFORNIA

Indigenous photographer Dugan Aguilar's powerful photography documents a rich array of Indigenous experiences from 1982 to 2018, from breathtaking California landscapes to Native Californian gatherings, ceremonies, and basket weaving. Aguilar's extensive photographic archive was gifted to OMCA by Aguilar's family in 2022, and this exhibition was drawn from these archives, which showcase moments of profound cultural significance and unyielding vitality in contemporary Indigenous Californian life.

NEW AT OMCA

ANCESTRAL VISIONS

OMCA Artist-in-Residence Chelsea Ryoko Wong's *Ancestral Visions* draws inspiration from dresses in OMCA's collection that were once owned and worn by six Chinese American women in the 20th century. Through vibrant, community-filled scenes, Wong reimagines these garments in motion, worn once again in everyday moments of rest, joy, and connection.



PHOTO: Kamiko Fujiri

STUDENTS ON STRIKE

The *Students on Strike* installation explores the enduring legacy of student activism at San Francisco State University. Through a collection of historical and contemporary posters and photographs, visitors see how students have consistently demanded justice and accountability from institutions, then and now.

LEARNING AT OMCA

In the 2024-2025 school year, we welcomed 23,000 students and educators, 35% of which came from OUSD schools, and 49% were from Title I schools.

This year, our Education team created a new Natural Science Guide to support self-guided groups. This printed guide, available in galleries, encourages students to act as “science sleuths” and discover examples of predator and prey animals throughout the gallery.

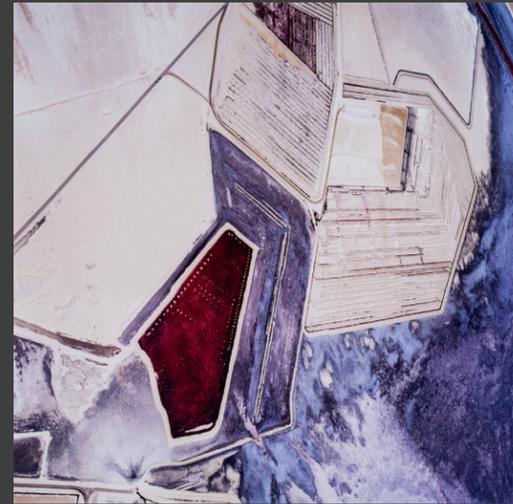
CELEBRATING OAKLAND STORIES

In collaboration with Fairyland, *Fairyland @75: A Legacy of Magic* celebrates the rich past, present, and future of the iconic Oakland landmark. This installation features a detailed timeline of the park, miniatures, puppets, and an original Jolly Trolley car for visitors to climb aboard.

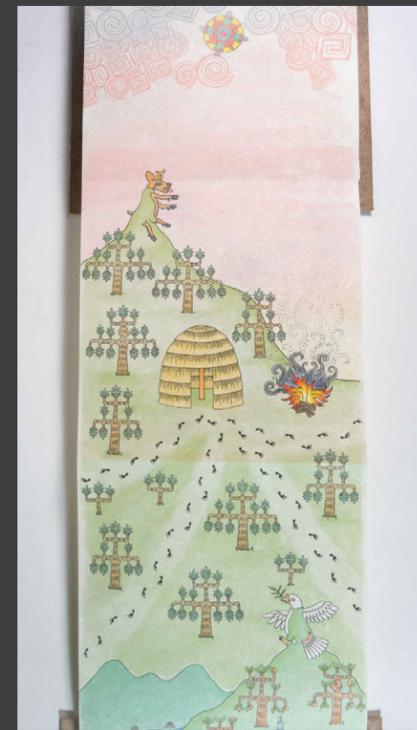
NEW ADDITIONS TO THE COLLECTION



Pandora Edmonston, *Black and White 5*, circa 1980. Gift of Heather Bernikoff and David Raboy from the Estate of Pandora Edmonston.



David Maisel, *The Lake Project 34*, 2002/2009. Gift of Ken & Melanie Light.



Israel Campos, *Burt Water: A prophetic history of California*, 2021. Collection of the Oakland Museum of California, Courtesy of Israel Campos, Gift by Exchange.



Casper Banjo, *untitled*. Gift of the Estate of Marjorie Holloway.



Chelsea Ryoko Wong, *Here on Earth*, 2025. Courtesy of Jessica Silverman Gallery, San Francisco, Acquisition funded with gifts by exchange.



Chelsea Ryoko Wong, *Unwavering Love*, 2025. Courtesy of Jessica Silverman Gallery, San Francisco, Acquisition funded with gifts by exchange.



Casper Banjo, *untitled*. Gift of the Estate of Marjorie Holloway.



NATIVE ACCOUNTABILITY

As an organization dedicated to equity, courage, and belonging, OMCA has closely collaborated with our Native Advisory Council and consultants from Sogorea Te' Land Trust and committed to a Native Accountability Statement and Land Acknowledgment.

In this statement, OMCA commits to:

- Making public this accountability statement and land acknowledgment and pursuing ways to make it visible through our website, public programming, events, and on-site through physical display
- Increasing internal understanding and education with staff, trustees, and volunteers on the history of Native communities in our region and in California, including the impacts of colonial history and the historic misrepresentation of Native peoples, including in museums
- Offering public programming that highlights Native histories, stories, and cultural traditions that are created with Native communities as developers, presenters, and participants
- Engaging Indigenous practitioners prior to handling, displaying, and interpreting Native cultural belongings

Here is an excerpt from our statement:

OMCA occupies the unceded, ancestral land of the Confederated Villages of Lisjan Nation who, for hundreds of generations, have belonged to the land that is now known as the East Bay of the San Francisco Bay Area. These lands were the traditional birthright of Indigenous people who were forcibly removed and have faced centuries of struggle for survival and identity in the wake of dispossession, displacement, and genocide. These peoples continue to inhabit their ancestral homeland and work to preserve its cultural and natural history and fight for its sacred sites and cultural resources. Lisjan and other Ohlone people, California Native people, and Intertribal urban Indigenous people in the diaspora in California continue to exist in our communities today.

The statement can be read in its entirety at:

www.museumca.org/accountability

MEASURING OUR IMPACT

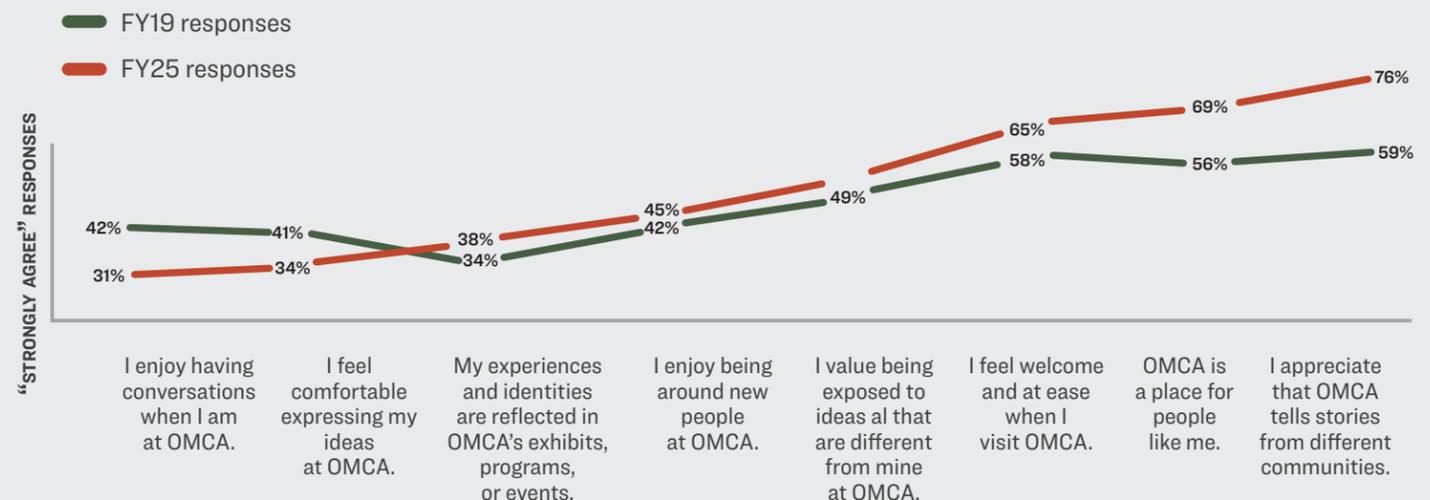
At the heart of OMCA's work is our social impact: fostering social cohesion in our community by creating the space and context for greater connection, trust, and understanding between people.

Since 2018, OMCA has measured social impact through post-visit visitor surveys and onsite interviews conducted by our Visitor Insights team.

Over the past seven years, over 18,000 visitors have answered the social impact questions on our survey. If you have done so, thank you for being a data donor! OMCA's social impact has grown stronger as a result of this real-time tracking, with the majority of our visitors experiencing a profound sense of social cohesion at OMCA across all four metrics. When examining the individual social impact scales, the largest gains were related to visitors' sense of belonging and open-mindedness. We are still working to help visitors feel more connected to one another in these political times.



- Belonging** - Visitors feel a sense of welcome and belonging at OMCA
- Representation** - Visitors see their identities, experiences, and stories reflected in OMCA's exhibitions, programs, and events
- Connection** - Visitors connect with other people at OMCA
- Open-mindedness** - Visitors value different perspectives at OMCA

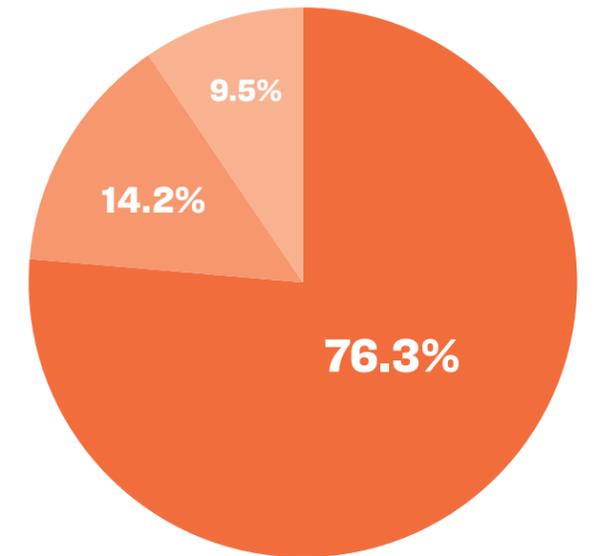
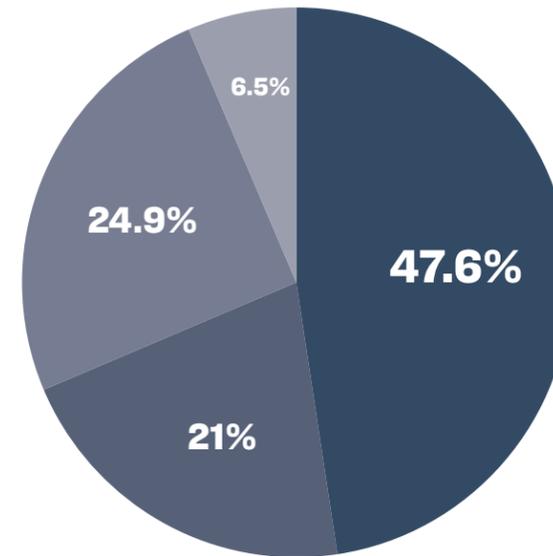


SUPPORT FOR OUR THRIVING COMMUNITY



Our campus is a lively hub and a beating heart for Oakland. Last year, we welcomed **180,844 visitors**. Thanks to donors like you, **we raised \$8,088,305** to support OMCA's day-to-day operations, exhibitions, education, and public programs. Thank you!

FY25 FINANCIAL OVERVIEW



OPERATING REVENUE

Fundraising	\$8,088,305
Individuals	\$3,878,763
Grants and Sponsorships	\$1,584,073
Women's Board	\$1,694,493
Membership	\$780,350
Special Events (Net)	\$150,627
City of Oakland Public Funding	\$3,560,224
City of Oakland Grant Agreement	\$3,000,000
Measure C Hotel Tax Fund	\$560,224
Operating Funding From Endowment Donations	\$4,232,358
Earned Revenue	\$1,104,543
Ticketed Gallery Admissions	\$554,339
Other Visitor-Driven Revenues	\$550,204
TOTAL OPERATING REVENUE	\$16,985,430

OPERATING EXPENSES

Program Services	\$14,440,828
Exhibitions, Collections, and Production	\$10,518,398
Public and School Programs	\$2,518,435
General and Administrative	\$2,685,967
Fundraising	\$1,792,337
TOTAL OPERATING EXPENSES	\$18,919,132
DEFICIT FROM OPERATIONS	(\$1,933,701)
Non-Operating Revenues (Net)*	\$1,494,670
Consolidated Unrestricted Surplus	(\$439,031)

* Financial overview includes non-operating revenues that come primarily through investments.

Financial overview is based on audited financials. OMCA posts audited financials at museumca.org/about-us

BOARD OF TRUSTEES

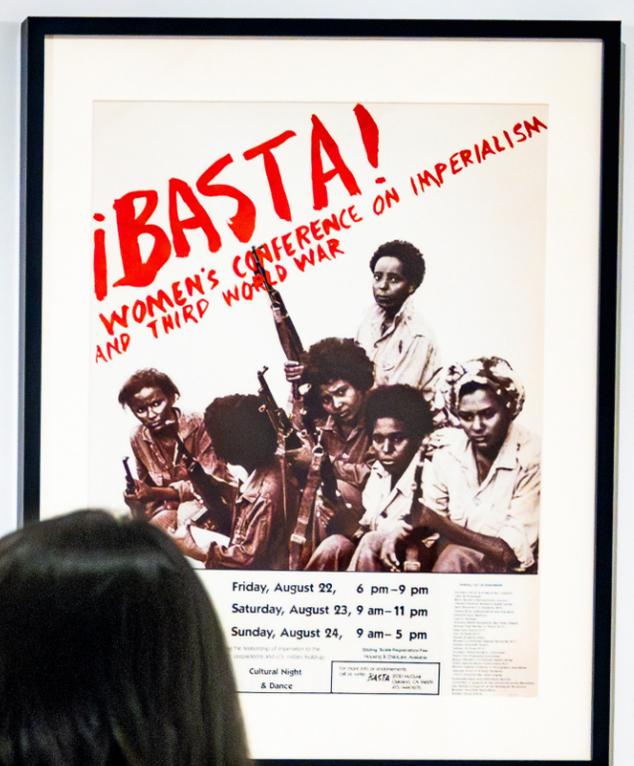
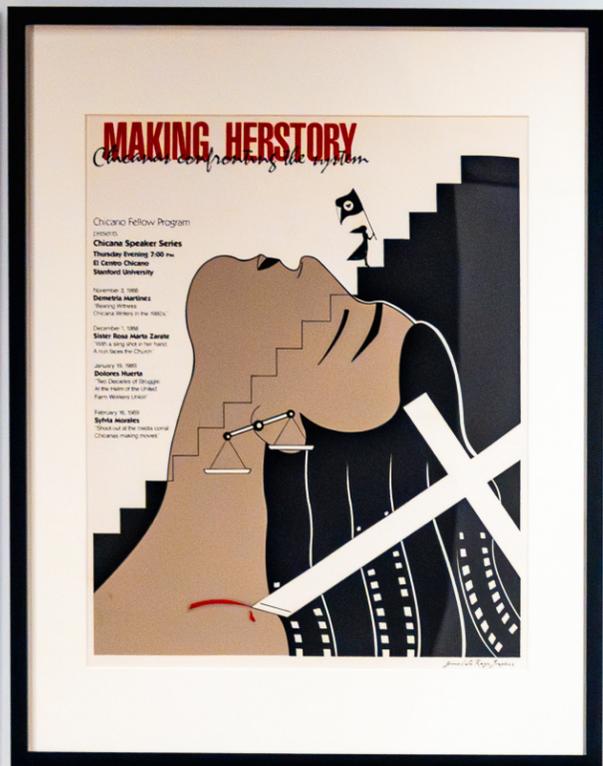
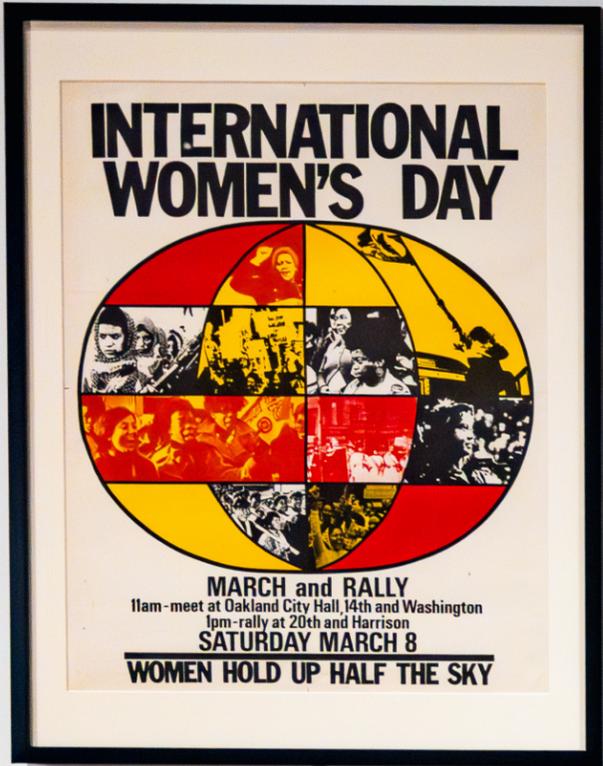
**JULY 1, 2025-
JUNE 30, 2026**

Abbey Banks
Amy Chou
Anarghya Vardhana
Aneesh Krishna
Brock Williams
Chloe Fagan-Tucker
Chris Johnson
Christina Kothari
Christine von Metzsch
Darren Isom
David Yin
Dena Watson-Lamprey
Dorine Holsey Streeter
Eileen Ash
Erik Moore
Gabe Martinez
Jack E. Morris
Jenna Nicholas
Jose E. Corona
Judy L. Wilkinson
Julayne Virgil
Karina Moreno
Linda S. Wendel
Lori Fogarty
M. Quinn Delaney
Michael Armstrong
Morgan Simon
Percy McGee
Peter Pervere
Rahsaan Thompson
Sabrina Landreth
Shanti Brien
Sonya Clark-Herrera
Sydney Thomas
Trevor Parham
Vincent M. Davis
Vivian Tan
Warren Breslau

**JULY 1, 2024-
JUNE 30, 2025**

Abbey Banks
Beth Sawi
Brock Williams
Chris Johnson
Christina Kothari
Christine von Metzsch
Darren Isom
David Yin
Dena Watson-Lamprey
Dorine Holsey Streeter
Douglas Heske
Eileen Ash
Eric Sullivan
Erik Moore
Jack E. Morris
Jose E. Corona
Julayne Virgil
Karen S. Frank
Karina Moreno
Lance A. Gyorfi
Leyla Seka
Linda S. Wendel
Lori Fogarty
Marjorie Harvey
Michael Armstrong
Michael G. Rosenbaum
Percy McGee
Peter Pervere
Rahsaan Thompson
Sean S. Chang
Shanti Brien
Sydney Thomas
Trevor Parham
Vincent M. Davis
Vivian Tan
Warren Breslau





**MUSEUM
CA.**

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museumca.org

FRONT COVER PHOTO: Christine Cueto
BACK COVER PHOTO: Kamiko Fujii