

SUMMARY OF COMMUNITY BENEFITS

I. School & Community Partnership Programs	\$238,863
II. Free Admission Days	\$91,283
III. Free General Admission Categories	\$25,408
IV. Group Tour Access	\$5,992
V. Membership Donations	\$3,515
VI. Archive Access	\$4,553
VII. Facility Use for Events	\$19,600
<u>TOTAL FY12 VALUE</u> <i>of all community benefit areas (I-VII)</i>	<u>\$389,214</u>

I. School & Community Partnership Programs							
Program Name	Brief Program Description	Amount \$	Cash, In-Kind, or Both	1-time or ongoing	Who is Served	Program Initiator	Partners
School Partnership Program	Created in 1992, ISGM's School Partnership Program builds relationships with teachers, students, and administrators in Boston schools. This multi-visit program emphasizes learning to look and making meaning from works of art, accomplished through professional development for teachers and regular, sequenced discussions about works of art for students. Through Visual Thinking Strategies (VTS) pedagogy, students develop visual literacy and flexible, rigorous thinking skills, strengthen language and listening skills, nurture problem-solving abilities, and build confidence to participate in group thinking processes. <i>In FY12, the program fully served two partner schools (Boston Latin School, Maurice J. Tobin School), but ended the year adding two more partner schools.¹ Boston College High School also participated in the annual VTS Consortium. In total, ISGM delivered the program to 1,241 students and 34 teachers, for a total of 512 lessons.</i>	\$154,036	In-kind	Ongoing	Teachers, students, and administrators in Boston schools, grades K-12	ISGM	Boston Latin School, Maurice J. Tobin School ²
Community Partnership Program	The Community Partnership Program reaches out to involve and serve the local community, focusing on relationships with after school programs and alternative schools, extending to their families and friends. Through curriculum-based, multiple-visit programs using the Visual Thinking Strategies (VTS) approach, staff collaborate with teachers and students to improve observational and interpretive skills, drawing on the museum's collection, architecture, and landscape. Students develop and implement art-making activities for visitors and collaborate with Artists-in-Residence from all over the world. The Teen Internship Program develops students' leadership, interpersonal, and job-readiness. Free programs are offered during Boston Public Schools School Vacation Week . An art exhibition ("Community Creations") culminates the students' year of learning, discussing, and creating art at ISGM. <i>In FY12, the program served six partner after school programs and community organizations. Eight interns participated in the Teen Internship Program. Over 8,000 visitors enjoyed free programming during February and April School Vacation Weeks. The "Community Creations" exhibit was displayed for 3-months to the benefit of more than 45,000 visitors.</i>	\$84,827	In-kind	Ongoing	Targeted toward traditionally underserved, racially and culturally diverse neighborhoods in the vicinity: Fenway, Roxbury, Mission Hill, Jamaica Plain, Dorchester	ISGM	Dorchester Youth Alternative Academy, Fenway High School, Hawthorne Youth and Community Center, Mother Caroline Academy, Peace Drum Project, YouthBuild Boston, YMCA Black Achievers, New England Conservatory ³
FY12 Community Benefit		\$238,863					

II. Free Admission Days							
Program Name	Brief Program Description	Amount \$	Cash, In-Kind, or Both	1-time or ongoing	Who is Served	Program Initiator	Partners
Neighborhood Nights	Neighborhood Nights is a series of evenings in the summer in which the museum is free and open to the public. Free activities, promoting engagement with the collection and our cornerstone programming, are offered on site. Marketing is targeted toward neighboring communities: Roxbury (including Mission Hill), Dorchester, and Jamaica Plain. <i>In FY12, the museum offered a total of four Neighborhood Nights on July 7, July 21, and August 4, 2011 and June 14, 2012. ISGM served a total number of 1,364 visitors.⁴ On average, 54% of the visitors were local, Boston-area residents, totaling 737 local visitors.</i>	\$45,645	In-kind	Ongoing, standing museum commitment to offer on three evenings, annually, in summer	General public, with marketing targeted toward neighboring communities: Roxbury (including Mission Hill), Dorchester, and Jamaica Plain	ISGM	New England Conservatory, Berklee College of Music
Opening Our Doors Day	Opening Our Doors Day, a program led by The Fenway Alliance and held annually on Columbus Day, is one of Boston's primary, day-long, large-scale events dedicated to free arts, cultural, and academic events at multiple venues. The event is centered on The Fenway Cultural District. Fenway Alliance markets to the city at-large while ISGM's marketing efforts target neighboring communities. <i>In FY12, one Opening Our Doors Day event was offered on Monday, October 10, 2011. ISGM offered a community-focused, walk-in program of activities for all ages, encouraging access to the museum collection, art-making activities on site and in Evans Way Park, and several jazz performances planned in conjunction with the New England Conservatory. ISGM served a total of 1,088 visitors⁵. An estimated 29% of these visitors were local, Boston-area residents, totaling 315 local visitors.</i>	\$2,971	In-kind	Ongoing, offered annually on Columbus Day	General public, with marketing targeted toward communities within walking distance, Roxbury (including Mission Hill), Dorchester, and Jamaica Plain	Fenway Alliance	Fenway Alliance (which includes over 20 renowned cultural, academic, and health institutions); New England Conservatory (for music program)

Free Admission Days, continued							
Program Name	Brief Program Description	Amount \$	Cash, In-Kind, or Both	1-time or ongoing	Who is Served	Program Initiator	Partners
Bank of America Community Opening Days	ISGM celebrated the opening of its new, Renzo Piano-designed wing-- and the museum's re-opening after a brief closure--with Community Opening Days, made possible with the generous support of Bank of America. Each day featured a range of opportunities for visitor engagement, access to the museum's collection, its spaces, and interpretive tools, including introductory talks and art-making activities. Provided as an opportunity for visitors to experience both new and restored historic museum spaces for the first time, the program was initiated to recognize and thank the community at-large for their tremendous enthusiasm and support during our expansion and preservation project. <i>In FY12, three Bank of America Community Opening Days were offered on January 19, 20, and 21, 2012. ISGM served 5,550 visitors free of charge. Approximately 54% of the visitors were local, Boston-area residents, totaling 2,997 local visitors.</i>	\$36,766	In-kind	1-time, over a 3-day period	General public, with marketing targeted toward communities within walking distance, Roxbury (including Mission Hill), Dorchester, and Jamaica Plain	Bank of America Charitable Foundation	Bank of America Charitable Foundation
Highland Street Foundation Fun Free Friday	The Highland Street Foundation invited Massachusetts residents (and tourists) to visit 60 designated cultural attractions with free admission on Fridays throughout the summer months. With generous support from The Highland Street Foundation, ISGM was able to offer a range of opportunities for visitor engagement, access to the museum's collection, its spaces, and interpretive tools, including introductory talks, art-making activities, and sketching around the historic museum courtyard. <i>In FY12, one Highland Street Foundation Fun Free Friday event was held on June 29, 2012. ISGM served 1,850 visitors free of charge.⁶ An estimated 26% of the visitors were Boston-based residents, totaling 481 local visitors.</i>	\$5,901	In-kind	1-time (applications accepted annually)	General public	Highland Street Foundation	Highland Street Foundation
FY12 Community Benefit		\$91,283					

III. Free General Admission Categories							
Program Name	Brief Program Description	Amount \$	Cash, In-Kind, or Both	1-time or ongoing	Who is Served	Program Initiator	Partners
Youth 18 & under	The museum offers free admission to youth under 18 years of age as a standing admissions policy. <i>In FY12, the museum welcomed a total of 13,966 visitors under the age of 18. Of these, 2,035 youth visitors were Boston residents.</i>	\$10,175	In-kind	Ongoing, standing museum policy	Youth under 18 years of age	ISGM	N/A
NEA Bluestar	With the National Endowment for the Arts (NEA) and Blue Star Families (a nonprofit representing military families), ISGM honors and thanks members of the U.S. military and their families for their service by providing free museum admission. <i>In FY12, the museum welcomed a total of 692 Bluestar visitors. Of these, 101 NEA Bluestar visitors were Boston residents.</i>	\$1,515	In-kind	Ongoing, standing museum policy	Members of the military and their families	National Endowment for the Arts, Blue Star Families	National Endowment for the Arts, Blue Star Families
Isabellas Free Forever	The museum offers free admission to visitors named Isabella, a tribute to the museum's founder Isabella Stewart Gardner. <i>In FY12, a total of 280 visitors named Isabella were admitted free of charge. Of these, 41 were Boston residents.</i>	\$415	In-kind	Ongoing, standing museum policy	visitors with "Isabella" as their given name	ISGM	N/A
Donated Admission Passes	ISGM receives requests for admission passes from schools, organizations in the health, community, social service, and religious sectors so that students, patients, their families, and staff may visit the museum free of charge. The museum serves as a place of sanctuary and healing for most of these audiences. Charity organizations also contact the museum for support with "silent auctions" and other fundraisers, which we offer by way of admission passes. <i>In FY12, ISGM donated 1,891 passes to 403 organizations at their request (a value of \$28,365). Of these, 189 organizations are based in the Boston area and provide services to Boston residents.</i>	\$13,303	In-kind	Ongoing, with regular assessment case-by-case	various educational, health, social and community organizations	ISGM	N/A
FY12 Community Benefit		\$25,408					

IV. Group Tour Access							
Program Name	Brief Program Description	Amount \$	Cash, In-Kind, or Both	1-time or ongoing	Who is Served	Program Initiator	Partners
Discounted & Gratis Access for Group Tours	The museum offers group ticketing and tours (in both guided and self-guided formats) as part of its general menu of services to visitors. Groups are identified by their admissions categories: adult, senior, college, and youth groups. In certain cases, ISGM will waive charges to organizations that demonstrate financial hardship, provide a social or community service, and express a desire to access the museum's collection and other resources. The organizations range from religious charities, to scholarship programs, senior day programs, to organizations that provide free English courses for low-income immigrants. <i>In FY12, the museum served 32 Boston-based groups, totaling 692 visitors. The groups were offered free admission and, in many cases, registration and Museum Teacher fees were waived.</i>	\$5,992	In-kind	Ongoing, with regular assessment case-by-case	Adult, senior, youth, and college organizations that provide a service to the community (e.g. Big Sisters, substance abuse support, etc.), demonstrate financial hardship, and a desire to access the museum collection	ISGM	N/A
FY12 Community Benefit		\$5,992					

V. Membership Donations							
Program Name	Brief Program Description	Amount \$	Cash, In-Kind, or Both	1-time or ongoing	Who is Served	Program Initiator	Partners
Museum Membership Donations	The museum may offer memberships free of charge to non-profit organizations raising money to support their community benefit causes. The memberships may be used for their fundraising activities. If a request is fulfilled, the organization will receive a "Friend" level membership which provides unlimited access to the museum for two adults for one year, invitations to exhibition openings, discounts on various programs, and other benefits. <i>In FY12, the museum provided 37 memberships to Boston-area community service organizations.</i>	\$3,515	In-kind	Ongoing, with regular assessment case-by-case	Non-profit organizations providing a community benefit in the Boston area	ISGM	N/A
FY12 Community Benefit		\$3,515					

VI. Museum Archive Access								
Program Name	Brief Program Description	Amount \$	Cash, In-Kind, or Both	1-time or ongoing	Who is Served	Program Initiator	Partners	
Museum Archive Access	<p>The Museum Archives is a valuable and engaging resource that documents the life of Isabella Stewart Gardner and the history of the Museum. The archival collection complements the art collection and provides a window on the world of the museum's founder. The Archives serves as a reference and research center for scholars, educators, artists- and scholars-in-residence, and museum staff members, and the reading room provides a quiet, dedicated space to examine and contemplate archival materials, rare books, and collection items.</p> <p><i>In FY12, ISGM provided Archives services to 255 researchers total, of which 159 researchers--or 62%--were Boston-based scholars.</i></p>	\$4,553	In-kind	Ongoing	Scholars, educators, artists- and scholars-in-residence, and museum staff members	ISGM	N/A	
FY12 Community Benefit		\$4,553						

VII. Facility Use for Events							
Program Name	Brief Program Description	Amount \$	Cash, In-Kind, or Both	1-time or ongoing	Who is Served	Program Initiator	Partners
Discounted Facility Use for Events	<p>As part of the general menu of services offered, ISGM allows corporations, organizations, and individuals' exclusive and non-exclusive access to the new wing and historic museum for hosting events. For non-profit or educational organizations, the museum may decide to offer a discount on, or donation of, its spaces.</p> <p><i>In FY12, discounts were applied to <u>15 non-profit and educational organizations</u> (on average, approximately a 7% discount). Of these, <u>11 institutions were Boston-area organizations</u>.</i></p>	\$19,600	In-kind	ongoing, standing museum policy, offered to organizations who fit agreed-upon criteria as determined by museum management	Organizations that represent 1) civic leadership, 2) professional colleagues, 3) targets for museum audience development and outreach, and 4) in addition, a financial hardship.	ISGM	N/A
FY12 Community Benefit		\$19,600					

¹ Edward M. Kennedy Academy for Health Careers and the Hernandez K-8 School were the third and fourth schools to join the *School Partnership Program*. Though their training and activities were largely underway in FY13, an additional 20 teachers began training in professional development programs in FY12.

² In FY12, the *Community Partnership Program* was also generously supported by the Mabel Louise Riley Foundation, JPMorgan Chase Foundation, State Street Foundation, Yawkey Foundation, Bank of America Charitable Foundation, the Josephine and Louise Crane Foundation, and the Caleb C. and Julia W. Dula Educational and Charitable Foundation.

³ In FY12, the *Community Partnership Program* was also generously supported by the Mabel Louise Riley Foundation, JPMorgan Chase Foundation, State Street Foundation, Yawkey Foundation, Bank of America Charitable Foundation, the Josephine and Louise Crane Foundation, and the Caleb C. and Julia W. Dula Educational and Charitable Foundation.

⁴ Attendance breakdown by admission category: 1,110 adults, 38 seniors, 165 children, and 51 students.

⁵ Attendance breakdown by admission category: 744 adults, 207 children, and 57 students. No seniors recorded.

⁶ Attendance breakdown by category: 1,229 adults, 165 seniors, 357 children, and 99 students.