

Association  
des musées  
de l'Ontario



Ontario  
Museum  
Association

**2024-25**

**ANNUAL**

**REPORT**



# Table of Contents

<b>Land Acknowledgement .....</b>	<b>3</b>
<b>To Our Members .....</b>	<b>3</b>
<b>About the OMA .....</b>	<b>5</b>
<b>Governance .....</b>	<b>6</b>
<b>Operations .....</b>	<b>7</b>
<b>Advocacy and Capacity Building .....</b>	<b>8</b>
<b>Professional Development .....</b>	<b>10</b>
<b>OMA Awards of Excellence 2024 .....</b>	<b>13</b>
<b>Museum Studies Program Awards .....</b>	<b>13</b>
<b>Public Engagement .....</b>	<b>14</b>
<b>Regional Museum Network .....</b>	<b>16</b>
<b>Special Projects .....</b>	<b>16</b>
<b>2024-2025 Financial Statements .....</b>	<b>18</b>
<b>Thank You to Our Supporters .....</b>	<b>37</b>
<b>Get Involved With Us! .....</b>	<b>37</b>



## Land Acknowledgement

As an organization of provincial scope, the Ontario Museum Association recognizes that its members and community live and work on the lands and territories of Indigenous Peoples. We are thankful to the First Nations, Inuit, and Métis people who have cared for these territories since time immemorial and who continue to contribute to all communities across the province.

We acknowledge that there are more than 40 treaties and other land agreements that cover Ontario, and that the descendants and cultures of the first peoples who lived here are a vibrant and integral part of our society today. We gratefully acknowledge and deeply value the opportunity we have to learn from and cherish the contributions of Indigenous Peoples of the past, present and into the future.

## To Our Members

The 2024-25 fiscal year saw continuing change at the Ontario Museum Association (OMA). We were honoured to welcome Elder Shishigo Gijig as our inaugural Elder.

Shishigo Gijig is Anishinaabe from Wabadowgan/Whitesand First Nation. Fluent in Ojibway, Shishigo has worked on several projects in the Toronto area, ranging from being an Indigenous docent at the Royal Ontario Museum, a facilitator for the Ministry of Education and a sharing circle coordinator for the Indigenous Students' Association at the University of Toronto. She is currently an active member of the University of Toronto community through her continued engagement as a Guest Lecturer within the Indigenous Studies Program. She also contributes to the urban Indigenous community as a guiding Elder with work centered on reconciliation.

Shishigo is a residential school survivor who has shared her story of hope, survival, resilience, and courage. She is a proud grandmother and mother. She is a spiritual woman who helps to guide her community through teachings while holding a safe space for dialogue, stories and sometimes simply an ear to listen.

We are grateful for Elder Shishigo's guiding presence, and for opportunities to advance Truth & Reconciliation and to better our organization and its practices.

The OMA has remained committed to our roles as an advocate, convenor, and leader for Ontario's museums.

# To Our Members

In 2024-25, we have:

- Hosted three virtual learning circle lunch and learn sessions for OMA members, empowered by Elder in Residence Shishigo Gijig, to advance our sector in Truth and Reconciliation;
- Launched a pilot project under the federal government's Tourism Growth Program to support rural culture & heritage sites;
- Launched both a new website (in July 2024) and a new membership management system (in November 2024);
- Hosted six online workshops and webinars to keep our community connected and informed;
- Advocated for expanded support for our sector in a submission to the 2025 provincial pre-budget process;
- Strengthened partnerships with Ontario's Regional Museum Network and Regional Museum Associations through collaboration in quarterly province-wide calls;
- Changed the format and frequency of our communications with members in response to member input; and
- Continued to improve governance and transparency in the OMA, including introducing or modernizing HR policies, and modernizing internal financial processes and oversight.

As a new President and a new Executive Director, coming in just as 2025 started, we want to start by thanking Cheryl Blackman, Sandy Chan, and Cathy Molloy, who led the Association through 2024. We have both seen the board and staff, including our new Operations Manager, Jamie McKenzie-Naish, continue to work hard to build a strong foundation for the OMA and our support for Ontario's community museums.

The diverse voices on the Board have continued to make a tremendous impact in our collective work.

As we look to the future, we are excited about new opportunities for the OMA. Our new Executive Director and the Board of Directors remain committed to enhancing our services, representation, and support for our members. We are focused on:

- Advancing Truth & Reconciliation, Diversity, Equity, Inclusion, and Accessibility as we seek to represent all museum workers, communities and organizations;
- Modernizing the curriculum and organization of the Certificate in Museum Studies program;
- Deepening our relationships with other Museum Associations across Canada, Indigenous cultural organizations, Regional Museum Networks, and other Provincial Heritage Organizations;
- Collecting data to support our advocacy work and give it more credibility;
- Continuing our more structured approach to financial management, and
- Communicating more effectively with members.

We think that work will provide a solid foundation of continued learning and unlearning the truth that will help guide us in working on a new strategic plan, and we look forward to listening to our members to understand how to serve you better in 2025-26!

Michael Rikley-Lancaster, President  
Ontario Museum Association



Alison Drummond, Executive Director  
Ontario Museum Association



# About the OMA

## Mission

The Ontario Museum Association is the leading professional organization advancing a strong, collaborative and inclusive museum sector that is vital to community life and the well-being of Ontarians.

## Vision

The Ontario Museum Association strengthens capacity among institutions and individuals active in Ontario's museum sector, facilitates excellence and best practices, and improves the communication and collaboration of its membership. The Association advocates for the important role of Ontario's museums to society, working with all stakeholders, related sectors and industries, and other professional organizations.

## Roles



### Advocate

Create positive change for museums by proactively positioning and representing museums with stakeholders and funders.



### Convenor

The nexus of a strong network, building a more collaborative, professional and connected sector.



### Professional Body

Provide professional development programs fostering continued professionalization of the field.



### Thought Leader

Advance the museum sector through research and the promotion of internationally-recognized best practices.

## Values

### Diversity, Inclusivity & Access

We believe the OMA and our members must engage with the diversity of people and groups represented in our communities, and facilitate access to all areas of museum work, including representation on our Board of Directors and among our staff.

### Adaptability & Efficiency

We value being timely and effective in all our work, and the ability to respond to new opportunities that will advance the interests of our membership and enhance the position of Ontario's museum sector.

### Innovation & Improvement

We embrace forward thinking, challenging assumptions and considering new approaches. As thought leaders, we seek to provide progressive and inspiring resources and services for the sector, resulting in museums that are recognized locally, nationally and internationally for their work.

### Community & Collaboration

We believe in a united museum sector, and in this work, value the participation and engagement of our members. Our work and the work of our members is improved by meaningful collaboration and partnerships. We also value the pursuit of new relationships and new models of collaboration within the museum sector, the culture sector and with other sectors, industries and businesses.

### Service Excellence

We seek to be supportive and responsive to our membership's needs through continuous investment and improvement in the services and resources provided. In our work we will be transparent and accountable.

# Governance

## OMA Board of Directors

The Ontario Museum Association's governing body is its Board of Directors, whose members are elected by the membership at the Annual General Meeting. The Board of Directors drives the strategic direction of the OMA, as well as financial oversight, legal and ethical compliance, and ensures that the organization has the resources it needs to succeed. In support of this, board members participate in a variety of OMA committees.

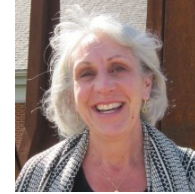
The Board of Directors also works to strengthen the Ontario museum community by advocating sector interests to government, the public and private sectors, and the media, as well as other stakeholders and citizens across the province.

Thank you to departing members of the OMA Board of Directors in 2024-25:

**Heather Montgomery, Denis Longchamps, Sascha Priewe**



Michael Rikley-Lancaster  
President



Cathy Molloy  
Vice-President



Cheryl Blackman  
Past President



Danielle Marshall  
Secretary



Joe Corrigan  
Treasurer



Sharifa Foreman  
Director-at-Large



Krysta Longboat  
Director-at-Large



Amleet Mangat  
Director-at-Large



Blair Newby  
Director-at-Large



Amy Prilika  
Director-at-Large



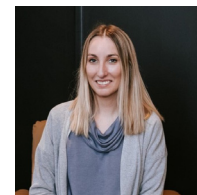
Evan Rankin  
Director-at-Large



Audrey Rochette  
Director-at-Large



Emily Stovel  
Director-at-Large



Deanna Way  
Director-at-Large



## OMA Committees

### Executive Committee

Michael Rikley-Lancaster (Chair), Cheryl Blackman, Cathy Molloy (to August 2024; from January 2025), Joe Corrigan, Danielle Marshall

### Budget & Finance and Fund Development Committees

Joe Corrigan, Chair, Amleet Mangat, Amy Prilika, Emily Stovel, Deanna Way

### Nominations Committee 2024

Michael Rikley-Lancaster, Chair, Cathy Molloy, Joe Corrigan

### Governance Committee

Danielle Marshall, Chair, Evan Rankin, Blair Newby

### Professional Development Committee

Audrey Rochette, Chair, Krysta Longboat, Amleet Mangat, Danielle Marshall, Blair Newby, Sharifa Riley

## Governance Committee Report

Danielle Marshall, Chair, Governance Committee

This year, the Governance Committee continued its work to ensure the OMA's compliance with the Ontario Not-for-Profit Corporations Act (ONCA). Following a successful member vote on ONCA-related by-law amendments at the 2024 Annual General Meeting, the approved changes were submitted to and accepted by the Province of Ontario.

With those amendments in place, the Committee has been working closely with staff to review and update existing organizational policies. This included developing a comprehensive policy map and identifying priority areas for policy revision and development.

I would like to extend my sincere thanks to OMA staff for their ongoing support and collaboration, and to the Governance Committee members for their time, dedication, and thoughtful contributions throughout the year.

2024-25 marked a year of major operational and staffing changes at the OMA, including a new Executive Director, the conclusion of the Digital Transformation Projects Coordinator role, and the creation of the Operations Manager role. The core operations team now includes 3 full-time staff members. The OMA also benefited from six Young Canada Works internships to support our programs, as well as Special Project staff through a Tourism Growth Program (TGP) project grant, ongoing until March 2026.

## Team

- Sandy Chan, Executive Director (*to August 2024*)
- Cathy Molloy, Interim Executive Director (*August 2024 – January 2025*)
- Alison Drummond, Executive Director (*from January 2025*)
- Jennifer Lee, Membership & Administration Coordinator (continuing), Interim Professional Development Program Manager (*to November 2024*)
- Christopher Shackleton, Digital Transformation Projects Coordinator (*to September 2024*)
- Jamie McKenzie-Naish, Operations Manager (*from November 2024*)

## Young Canada Works - Building Careers in Heritage

- Jasleen Brar, Development & Advocacy Assistant (*September 2024 – March 2025*)
- Leanne Daly, Learning & Recognition Assistant (*September 2024 – March 2025*)
- Emma MacGregor-Mitchell, Digital Initiatives Assistant (*September 2024 – March 2025*)

## Young Canada Works in Heritage Organizations

- Dean Vukovic, Communications & Digital Engagement Assistant (*May – September 2024*); Outreach and Engagement Assistant (*September – December 2024*).



## Young Canada Works in Both Official Languages

- Amélie Binnie, Membership Assistant (*May – September 2024*)
- Dean Vukovic, Outreach and Engagement Assistant (*September – December 2024*).

## Special Project Staff

- Jessica Fisher, Development and Policy Assistant (*April 2024 - September 2025*)
- Jaimie Eastabrook, TGP Project Coordinator (*from March 2025*)
- Dean Vukovic, TGP Project Assistant (*From January 2025*)



**Pictured:** Post from MPP Andrew: Fund the Arts Motion

The OMA advocates at all levels of government for Ontario's museum and heritage sector to improve investment and funding support for the sector, and strives to enhance community museums' own capacity to advocate and engage with policymakers and funding stakeholders.

## OMA Analysis of Ontario's 2024 Provincial Budget

The OMA reviewed Ontario's 2024 budget (released March 2024) to understand the government's spending priorities. The OMA's analysis document contained an overview of the 2024 budget, elements of interest to museums and cultural organizations, and next steps community museums could take to advocate for the cultural sector in Ontario.

## A Year in Advocacy: The Provincial Budget Cycle

Engaging with the provincial budget process is a key component of advocacy in Ontario and is one way that museums can get involved in the democratic process. In July 2024, the OMA released *A Year in Advocacy: The Provincial Budget Cycle*, a guide which outlines how the budget cycle in Ontario works and identifies actions that museums can take year-round to engage the provincial government.

## Motion 149: Fund the Arts

The Hon. Jill Andrew, then-ONDP Critic for Culture & Heritage, introduced Motion 149, which called for the Ontario government to make urgently-needed investments in programs including the Community Museum Operating Grant and the Ontario Arts Council. Michael Rikley-Lancaster was invited to represent the OMA and Ontario's museums, galleries, and heritage sites at the Fund the Arts Motion reception at Queen's Park on December 4, 2024.

"Ontario's museums are a powerful engine for economic growth and workforce development, generating over \$1.2 billion in economic activity annually. Yet, despite their importance, museums have faced years of stagnant funding. The number of museums receiving Community Museum Operating Grants has declined, and funding levels have remained unchanged since 2009. It's time for the province to reinvest in our museums and unlock their full potential." (Michael Rikley-Lancaster, OMA President)



## OMA Participation in Ontario's 2025 Budget Process

OMA Interim Executive Director Cathy Molloy appeared before the provincial Ministry of Finance at a budget consultation session in Vaughan on January 8, 2025.

Noting the high return on investment for funds invested in museums and heritage, and their critical role in tourism, the OMA recommended sustained funding amounts for Ontario's museum sector through the Community Museum Operating Grant program, and for the OMA and other cultural heritage organizations through the Provincial Heritage Organizations grant.

The OMA recommended that both programs be updated to reflect current sector operational models, particularly the deployment of key performance indicators, and that funding for the CMOG program be realigned to be more equitable across the museum sector.



Pictured left to right: MPP Laura Smith (Member, Standing Committee on Government Agencies; PC, Thornhill), MPP Zee Hamid (Member, Standing Committee on Finance and Economic Affairs and Standing Committee on Government Agencies; PC, Milton), OMA Interim ED Cathy Molloy

## Provincial Election 2025

**Access to accurate and organized information is key to effective advocacy.** During the 2025 provincial election, the OMA generated an electoral riding placemat, listing the community museums located within each riding. This resource was shared with members to help them engage local political candidates about the range of museums located within their riding, and their importance to their local communities and economies.

## Community Museum Operating Grant (CMOG)

As the critical provincial funding program for community museums, CMOG remains an important area for OMA advocacy and member capacity-building. The OMA hosted informational webinars in partnership with the Ministry of Tourism, Culture, and Gaming to support museums' applications to the CMOG program in the 2024 and 2025 funding cycles.

## CMOG 2024: Emergency and Disaster Planning for Ontario Museums

As Ontario faces the impacts of climate change, increases in extreme weather, and ongoing challenges from a pandemic, emergency and disaster plans are essential tools for museums to have—with hopes that they never have to use them. In order to support members as they developed or updated their Emergency Plans for the 2024 Community Museum Operating Grant, the OMA facilitated this panel session in March 2024.

### Panelists:

- Dr. Elka Weinstein, Museum Advisor, Ministry of Tourism, Culture and Sport
- Dr. Irene Karsten, Senior Preservation Development Advisor, Canadian Conservation Institute
- Jennifer Weymark, Archivist, Oshawa Museum
- Melissa Cole, Curator, Oshawa Museum
- Karen Bachmann, Director/Curator, Timmins Museum National Exhibition Centre

A recording of this session is now available on the OMA's Resource Hub.

## CMOG 2025: Digital Strategy for Ontario Museums

CMOG required applicants to submit a Digital Strategy as part of their 2025 program application. To support members in developing or updating their Digital Strategies, the OMA coordinated and hosted this webinar on April 8, 2025. Over 250 colleagues joined us to explore best practices for planning digital services and incorporating them into organizational strategic objectives and plans.

### Panelists:

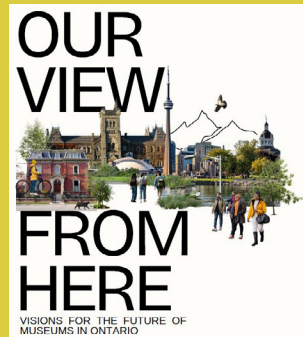
- Dr. Elka Weinstein, Senior Advisor, Ministry of Indigenous Affairs and First Nations Economic Reconciliation, former Museum Advisor, Ministry of Tourism, Culture and Gaming
- Lorrie Ann Smith, Vice President, Learning and Engagement, Ontario Science Centre
- Jennifer Lyons, Manager of Museum Services, Glanmore National Historic Site
- Danielle McMahon-Jones, Exhibit Development Coordinator, Glanmore National Historic Site
- Dave Cox, Museum Technician, Glanmore National Historic Site

## *Our View from Here: Visions for the Future of Museums in Ontario*

The OMA was pleased to support a Capstone Project at the University of Toronto Master in Museum Studies program in 2024-25.

In recognition of the **25th anniversary of May is Museum Month**, University of Toronto students Van Gonzales, Faith Peter, and Isabella Springett undertook a stakeholder consultation with students, Emerging Museum Professionals (EMPs), community leaders, and cultural workers across Ontario's museum sector.

Their final report, which brings together insights from over 70 participants, is a contribution to an ongoing conversation and an invitation to reflect, respond, and continue building toward a museum sector grounded in care, equity, and community. We hope that this critical snapshot of current issues in the sector will benefit museums and museum professionals across the province.



## Certificate in Museum Studies (CMS) Program

The Certificate in Museum Studies (CMS) is a museum studies training program offered on a part-time basis for museum workers, both paid and volunteer. Over nine courses, CMS provides a foundation of knowledge and skills for contemporary museum practice. This year, the OMA was proud to offer eight courses online and one in-person at Todmorden Mills (City of Toronto Museums). Thank you to all the students who joined us this year and our amazing CMS faculty!

### 2024-25 Courses

#### Artifacts

Online  
Cindy Colford  
April 8 – June 14, 2024

#### Collections Management

Online  
Laura Phillips  
September 16 – November 22, 2024

#### Organization and Management of Museums

Online  
Kathleen Powell  
September 30 – December 6, 2024

#### Care of Collections

Online  
Carmen Li  
January 13 – March 28, 2025

#### Museums in Historic Buildings (Facilities Management)

Todmorden Mills, Toronto  
Marcus Létourneau & Ian Kerr-Wilson  
April 14 – 16, 2025

#### Exhibit Planning and Design

Online  
Meredith Leonard  
April 22 – June 28, 2024

#### Education Programs

Online  
Michelle Clarabut  
September 30 – December 6, 2024

#### Museums in Context

Online  
Amber Lloydlangston  
October 7 – December 13,

#### Museums and the Community

Online  
Simge Erdogan-O'Connor  
January 20 – March 24, 2025

## 2024-25 CMS Graduates

In 2024-25, 22 graduates of the program joined the more than 450 individuals who have graduated from this program since 1982.

### Congratulations to the Certificate in Museum Studies Graduates of 2024-25!

Ashley Andrews	Angela Ferreira
Jason Grigor-Salas	Seika Groves
Louanne Henderson	Danielle Hoevenaars
Anthony Howell	Kathryn Hunks
Corey Johnston-Flanagan	Victoria Kargl
Katie Kennedy	Yujie Liu
Matthew Lloyd	Paige McDonald
Amber Meyer	Mio Oi Si Tou
Meredith Patterson	Dianne Pearce
Jared Schutt	Lisa Staton
Aaliyah Strachan	Cameron Willis

### Professional Development Committee Report

Audrey Rochette, Chair, Professional Development Committee

The Professional Development Committee formed as an ad-hoc committee with the goal of advancing the CMS revision and renewal project (which dated back to 2021 and for which the OMA had received specific MAP grant funding). The committee has met frequently in 2024-25, and will work toward future PD development and consultation following the implementation of an updated CMS program

### Certificate of Museum Studies (CMS) Program Renewal

In 2022, Nordicity and the Pure & Applied Group were engaged to conduct a review and recommend curricular revisions for the Certificate of Museum Studies (CMS) program to ensure its relevance to Ontario's cultural heritage sector in the 21st century. In 2024-25, the Professional Development Committee and OMA staff formally initiated this project work, mapping out its developmental process, timelines and outcomes, including the procurement of expertise to lead project outcomes.

Key features of the CMS curriculum renewal process include:

**the development of a new professional competency framework;**

**the creation of a brand new course, Decolonizing Museum Practice; and**

**enhancing the program's structures and outcomes to ensure a more robust and relevant pedagogical framework.**

This work continues into 2025-26, with expected deployment of a new CMS curriculum in 2026-27.

### Lunch and Learn Talking Circle Sessions: Let's Talk Reconciliation

In 2024, the OMA began offering bimonthly Lunch and Learn sessions, facilitated by Elder-in-Residence Shishigo Gijig, in keeping with our commitment to advancing Truth and Reconciliation in our sector. Co-facilitated by OMA Director-at-Large Audrey Rochette and Elder Shishigo, these events include teaching stories on reconciliation, group conversations and sharing of wellness and support resources.

Miigwech to Elder Shishigo and to everyone who has joined us for these sessions!

The Ontario Museum Association invites you to



## LUNCH AND LEARN TALKING CIRCLES

Let's talk reconciliation with Elder Shishigo Gijig



January 31, 2025



12:00-1:00 PM ET



Virtual via Zoom



Free & Open to All

**REGISTER TODAY**



## Spring Workshop Series 2024

Between May 2 and June 20, 2024, the OMA hosted four online workshops on the theme of well-being and mental health for museum workers, taking a critical and holistic approach to wellness, resilience, and inclusion in the sector and considering structural and individual barriers to healthy workplaces.

Thank you to our speakers and to everyone who joined us for the Spring Workshop Series!



### Preventing, Identifying and Mitigating Burnout with Wellness Works

Participants learned about trends in mental health and mental wellbeing, learned to identify risks, signs and symptoms of burnout, learned strategies to reduce the stigma of overwhelm and burnout in the workplace, and become aware of supports available to them, including self-help strategies.

### Burnout, Resilience, and the Museum Workforce (May 16, 2024)

A panel of museum professionals from a range of backgrounds, career positions, and institutions discussed the unique stressors faced by museum professionals, their impact on our careers, and how the sector can move beyond treating burnout to applying systemic solutions.

#### Speakers:

- Selin Kahramanoğlu
- Pailagi Pandya
- Jingshu Yao

### 2SLGBTQI+ Diversity & Inclusion – Creating a Welcoming and Accessible Workplace with Canada's 2SLGBTQI+ Chamber of Commerce (June 6, 2024)

This session included an introduction to 2SLGBTQI+ concepts, considerations for gender diversity and inclusion and strategies for creating inclusive museum workplaces, and discussed practical steps for getting started on these initiatives at work.

### Trauma-Informed Museum Practices: A Foundational Approach with Dr. Ross Laird (June 20, 2024)

Dr. Laird's workshop helped participants learn about the basic dynamics of trauma, how these dynamics play out in a museum setting, and how organizations can develop and sustain practices to minimize the risks of ongoing harm to visitors, museum workers and volunteers, and community members.

"Thank you so so much! What a fantastic workshop! I learned so much professionally and personally; and, this is the sort of material we need in Canadian museums to innovate." – Workshop Participant

## OMA Awards of Excellence 2024

The OMA Awards of Excellence recognize outstanding contributions to the Ontario museum community, with emphasis on innovation, advancing the museum profession in Ontario, and encouraging high standards of excellence in the museum field. The OMA presented the 2024 Awards of Excellence in a virtual ceremony on November 22, 2024.

Congratulations to our 2024 Awards of Excellence recipients and honourable mentions!



### Distinguished Career Award of Excellence

**Peter Boyle**, Manager of Programming, Fort William Historical Park

### Distinguished Career - Honourable Mention

**Roxane Shaughnessy**, Senior Curator and Manager of Collections  
Textile Museum of Canada

### Promising Leadership Award of Excellence

**Mab Coates-Davies**, Co-Director & Chief Operating Officer  
Textile Museum of Canada

### Volunteer Service Award of Excellence

**Volunteers of the Thousand Islands River Heritage Society**  
Mallorytown Glassworks, Mallory Coach House Museum

### Awards of Excellence in Exhibitions

#### Niagara-on-the-Lake Museum

*Bound & Determined: Chloe Cooley, Enslavement and the Fight for Freedom*

### Honourable Mention for Excellence in Exhibitions

#### Guelph Museums

*Unsettling the Grand: Legacies of Settlement in the Grand River Valley from 1700 to Present Day*

### Award of Excellence in Publications

#### Mat Johnson

*Marathon of History Magazine*

### Award of Excellence in Special Projects (co-recipients)

**The County Museums (Prince Edward County), Tsi Tyónnheht Onkwawén:na Language and Cultural Centre, the Gord Downie & Chanie Wenjack Fund, and Macaulay Heritage Park**

*A Path Forward*

### To Honour & Respect Project Team, Peterborough Museum & Archives

*To Honour and Respect: Gifts from the Michi Saagiig Women to the Prince of Wales, 1860*

### Award of Excellence in Community Engagement

#### Museum London

*Resilient London: Meet Your Neighbours*

### Honourable Mention for Excellence in Community Engagement

#### Hamilton Civic Museums

*Stories of Migration and Belonging*

### Awards of Excellence Adjudication Committee 2024

- Danielle Marshall, Chair
- Matthew Pritchard
- Sharifa Riley
- Halley Hill
- Jamie McKenzie-Naish

## Museum Studies Program Awards

The OMA has ongoing relationships with several Museum Studies and Heritage post-secondary programs in Ontario, and we are pleased to have named OMA awards at Algonquin College's Applied Museum Studies Program, Fleming College's Heritage Programs, and University of Toronto's Museum Studies Program.

Congratulations to the 2024 recipients of OMA student awards:

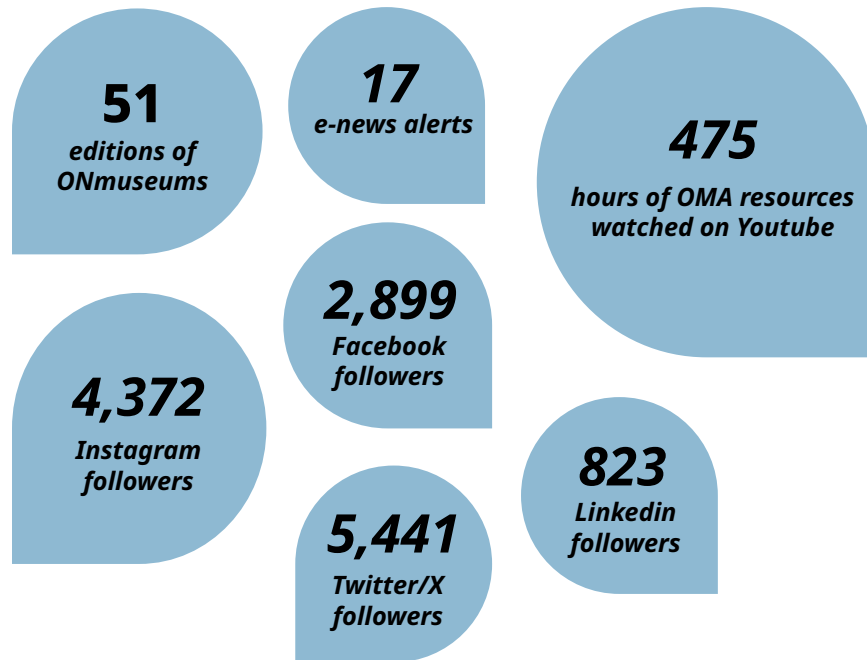
- Alexis Gago, Fleming College
- Giuliana Taccone, University of Toronto





## OMA Communications

The OMA continued to share sector updates, opportunities and calls to action with our museum community through our newsletter, ONmuseums, timely eNews alerts, and on social media.



### Keep Up with the OMA!



@museumsontario



Ontario Museum Association



Ontario Museum Association



@museumsontario

## May is Museum Month / Mai, Mois des Musées 2024

May is Museum Month / Mai, mois des musées (MMM) is a program of the Ontario Museum Association and celebrated by Ontario's 700+ museums, galleries, and heritage sites. May is Museum Month coincides with International Museum Day on May 18th, a worldwide initiative of the International Council of Museums, with the theme for 2024 announced as Museums for Education and Research.

### Municipal Proclamations

18 communities across Ontario made proclamations of May is Museum Month:

- Town of Arnprior
- City of Brockville
- City of Peterborough
- City of Mississauga
- City of Toronto
- Collingwood
- Halton Region
- Mississippi Mills
- Norfolk County
- Northumberland County
- City of Oshawa
- City of Ottawa
- Simcoe County
- Town of Penetanguishene
- Township of King
- Town of Oakville
- Peterborough County
- City of Sault Ste. Marie

### Video Message from the Minister of Tourism, Culture and Sport

The Honourable Neil Lumsden, Ontario's then-Minister of Tourism, Culture and Sport, shared a video message celebrating May is Museum Month.





## Video from Ontario's Lieutenant Governor Edith Dumont



At the close of Museum Month 2024, the Honourable Edith Dumont, Lieutenant Governor of Ontario, also shared greetings by video message for Ontario's museum sector in celebration of May is Museum Month / Mai, mois des musées 2024.

"I want to say thank you on behalf of a grateful province to the 11,000 people who work at our museums, and to the 37,000 volunteers who give their time and effort to support these invaluable cultural institutions. Merci, Thank you, Miigwech." – *Her Honour the Honourable Edith Dumont, Lieutenant Governor of Ontario*

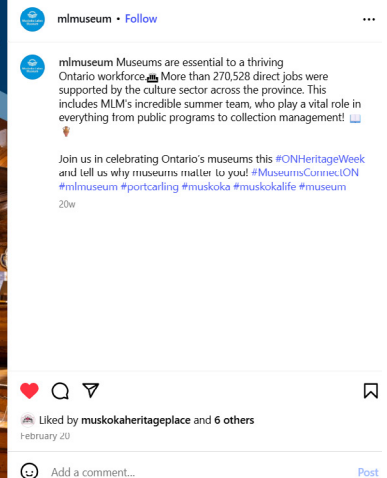
## MMM2024 on Social Media

Over 150 museums and heritage organizations across Ontario used the OMA's toolkit of social media graphics and messaging to highlight all that they do and the impact that museums make as spaces of learning, innovation, and cultural understanding.



## Heritage Week 2025

In celebration of Heritage Week from February 17-23, 2025, the OMA shared both data-based messages about the contributions of the museum sector and OMA recommendations made to Ontario's 2024 Budget. For members, the OMA prepared a communications toolkit including bilingual template graphics and suggested social media posts, and encouraged museums to send their local MPP a letter sharing the potential impact of the OMA's recommendations. Over 140 posts using the OMA graphics were shared by over 30 museums across 4 different social media platforms.



## Regional Museum Network

The Regional Museum Network (RMN) is a collegial hub and critical OMA member service which facilitates communications and professional engagement between Regional Museum Associations (RMAs) from across the province. It also serves as an important vehicle for communication between the OMA and the sector at large.

Organized by its Co-Chairs, the Network meets quarterly to discuss member networks' successes and projects and collectively problem-solve a variety of challenges and issues. Following the establishment of Terms of Reference with the OMA in 2023–24, RMN co-chairs and OMA staff collaborated on outreach to engage less active RMAs in the Network. This work also advanced joint projects, including CMOG advocacy, data analytics, and supporting the OMA in identifying pilot participants for Project Destination, an initiative made possible through the federal Tourism Growth Program (TGP).

### RMN Co-Chairs:

- Jamie McKenzie-Naish, Managing Director, Kingston & Area Association of Museums, Art Galleries and Historic Sites (to November 2024)
- Sara MacKenzie, Executive Director, Ottawa Museum Network
- Antoinette Duplessis, Head of Content and Experiences (Schneider Haus), Waterloo Museums & Galleries Network (from November 2024)

## OMA Digital Transformation

The OMA deployed a new website and refreshed organization branding in July 2024, as a first step in a multi-phased project to improve member experience.

Some highlights of the new OMA website include:

**Job Board:** The improved OMA Job Board allows all museum professionals to browse job postings that are either submitted by employers or sourced by OMA staff. There is no cost to post a job or to browse postings. Submitted postings are reviewed by the OMA team for completeness, formatting and compensation information, and approved in a timely fashion.

Over 200 job postings were submitted to the OMA Job Board in 2024-25 by cultural heritage institutions. Thank you for using the OMA Job Board in your recruitment and career development.

**Services Directory:** The updated Directory showcases our Corporate and Consultant Members, who provide vital services to Ontario's museums and support the mission and objectives of the OMA.

**Advocacy:** A central place to see recent OMA Advocacy publications, as well as Funding Opportunities of interest to Ontario museums.

### Reservations and Financial Coordinator

Diefenbunker Museum

Salary	Location	Deadline
\$48,000 to \$48,000 annually	Orono, ON (City)	May 13, 2025

Title: Reservations and Financial Coordinator  
Reports to: Operations Manager and Finance Manager  
Location: Orono, ON (City)  
Employment Type: Indefinite, full-time position. Includes extended health care benefits, vacation time, and paid personal leave days. Over 37.5 hours/week Monday to Friday, including occasional evenings and weekends.  
Compensation: \$48,000 to \$48,000 annually

PORT COLBORNE

### Francophone Exhibit Designer

Port Colborne Historical and Marine Museum

Salary	Location	Deadline
\$20 per hour	Port Colborne, Ontario	May 8, 2025

The City of Port Colborne, located on the south coast of the scenic Niagara region, Niagara's Port of Call has found the perfect balance – successful industrial and commercial sectors, comfortable and scenic residential areas, white sand beaches, unique culinary choices, the world-class Sugarland Marina, fishing, golfing, trails, shopping districts along the historic Welland Canal – truly a community that adds to the overall Niagara Experience.

PORT COLBORNE  
HISTORICAL & MARINE MUSEUM

### Advocacy

The OMA collects and shares funding opportunities for which museums may be eligible and that may help museums achieve their missions. The deadlines, specifics, and application processes for each funding opportunity are provided here for information only and remain the responsibility of the granting organization.



OMA's Analysis of Ontario's Provincial Budget  
OMA Recommendations to Ontario's Budget

### Services Directory

Thank you to our Corporate and Consultant Members, who provide vital services to Ontario's museums and support the mission and objectives of the Ontario Museum Association.

#### Corporate Members



## OMA Digital Skills Courses

In summer 2024, the OMA worked with Howes Studio Inc. to develop and deliver pilot editions of three new courses, designed to offer low-cost online digital skills training to Ontario museum workers without requiring them to travel. Thank you to our Course Directors and pilot course students!

The OMA Digital Skills pilot courses were part of the Small Bytes project, funded by the Department of Canadian Heritage through the Museums Assistance Program (Digital Access to Heritage stream).

"This course was extremely helpful in not only working towards building digital strategy but also learning about resources I could begin implementing on my site immediately. It has overall changed the perspective in which I will execute my work."

– Participant, Museum Digital Strategy and Transformation



### Museum Digital Strategy and Transformation

Jack Ludden, Digital Experience & Innovation Strategist  
Balboa Park Online Collaborative



### Reaching, Engaging, and Inspiring Online Audiences

Julie McNevin, Museum Professional and Educator



### Digital Learning: Inside, Outside & Way Beyond the Museum

Christina Sydorko, Education Programs Coordinator  
Oil Museum of Canada, National Historic Site

## OMA Membership Portal Update

As the next step in a multi-phased project to improve member experience, the OMA moved our membership portal to Member365 in December 2024. The new system provides a more streamlined login and membership renewal experience, and improved services including automated invoicing and membership renewal reminders and easy delegate registration for OMA events and courses.

The OMA's online Learning Management System, which supports our Certificate in Museum Studies and Digital Skills courses, was also updated in early 2025.

## Strengthening Rural Museums' Role in Ontario's Tourism Economy

*Project Destination*, a pilot initiative led by the OMA in collaboration with the Ontario Tourism Education Corporation (OTEC) and supported through the Federal Economic Development Agency of Southeastern Ontario's Tourism Growth Program, is helping rural culture and heritage sites to build the skills they need to thrive in Ontario's tourism economy. Through this pilot, the OMA is developing a training program focused on practical tools for growing digital presence, audience development, and tourism partnerships.

In early 2025, the OMA selected eleven sites within the Regional Museum Network to participate. Their input is actively shaping the training program, which is now in development by OTEC in collaboration with the OMA's project team.

The long-term goal is to launch a province-wide program with a rural focus which will strengthen the role of museums and heritage sites in destination development, while supporting sustainable growth and reinforcing our collective impact across sectors.

Funded by:  
Federal Economic Development  
Agency for Southern Ontario

Financé par :  
Agence fédérale de développement  
économique pour le Sud de l'Ontario

Canada

READ MORE on our Digital Skills Courses:  
[museumsontario.ca/professional-development/digital-skills-courses/](https://museumsontario.ca/professional-development/digital-skills-courses/)

## Treasurer's Report

*Joe Corrigan, OMA Treasurer and Chair, Budget and Finance Committee*

First of all, I'd like to thank the members of the Budget and Finance Committee for their work this past year. We are very fortunate to have this group of talented and experienced museum professionals.

- **Amleet Mangat**, in her 2nd year on the committee, is a project manager who has worked with both the ROM and the City of Toronto during her career.

Joining the committee this year are:

- **Amy Prilika**, a professional accountant who works as the Deputy Director and Chief Financial Officer for the Bata Shoe Museum;
- **Deanna Way**, Executive Director of the Quinte Museum of Natural History, who has also worked with the Canadian Research Knowledge Network and Research Casting International; and
- **Emily Stovel**, an archeologist who currently serves as Curator and Manager of Culture in Arnprior, and also represents the OMA's Fund Development Committee.

Since 2022, the Budget and Finance Committee has undertaken a number of important initiatives to improve the financial management and sustainability of the Association. In 2024-25, the Committee:

- Implemented and improved its detailed procurement evaluation framework;
- Completed an RFP for an audit service provider;
- Completed an RFP for new accounting / controllership services;
- Migrated the OMA's accounting software from Sage to Xero in 2025;
- Reviewed the OMA's investment strategies in light of the "tariff wars"; and
- Reviewed banking services providers with a view to issuing an RFP in summer 2025.

As a result, the Association is in a stronger position. The staged introduction of this framework provides the Board with a better understanding of where we stand and what strategic priorities we need to address to move forward.

The audited statement's Summary Balance Sheet/Statement of Financial Position identifies the OMA's assets and liabilities as at March 31, 2025.

The OMA's Assets show a significant change year over year. The Cash position increased from **\$80,752** in 2024 to **\$207,910** at fiscal year end, and short-term Investments fell from **\$202,961** to **\$0**. The short-term investments matured over the year end and have been re-invested. Accounts receivable and prepaid expenses increased from **\$33,623** in 2024 to **\$91,630** this year, due to the receipt of a Tourism Growth Program grant over two years.

The decrease in long-term investments to upgrade and modernize the Association's technology platforms are further reflected in the OMA's Net Assets. The OMA had planned to upgrade its web site and learning system in fiscal 2024-25, while the membership system had to be replaced unexpectedly. The Board approved a transfer of funds from the restricted funds to accomplish these upgrades, with some funds being transferred to the Operating fund to offset a delay in receipt of the Provincial Heritage Organizations Grant.

Looking to the Statement of Operations, total revenue for the Association in 2024-25 was **\$582,106**, down from **\$702,275** the previous year, due to the end of a MAP grant for the Small Bytes program, a significant delay in receipt of membership revenues while transitioning to the new membership management system, and the wind-up of project funding from George Brown College. Total expenses were **\$640,917**, down from **\$657,683** in fiscal 2023-24. The net result was an annual deficit of **\$58,811**, with the price tag for overdue upgrades to the website, learning and membership systems coming in at **\$62,500**. These crucial and urgently needed expenditures provide the OMA with greatly improved productivity, more timely and accurate revenue generation and the ability to better serve the needs of its members going forward.

The OMA Board of Directors is confident that the Association, with the support of its membership, will be able to sustain its services at the high level that members have come to expect going forward.

**ONTARIO MUSEUM ASSOCIATION**

**FINANCIAL STATEMENTS**

MARCH 31, 2025

**HILBORN**  **LLP**



## **Independent Auditor's Report**

To the Members and Board of Directors of the Ontario Museum Association

### **Opinion**

We have audited the financial statements of the Ontario Museum Association (the "Association"), which comprise the statement of financial position as at March 31, 2025, and the statements of operations, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Association as at March 31, 2025, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

### **Basis for Opinion**

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Association in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### **Responsibilities of Management and Those Charged with Governance for the Financial Statements**

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the ability of the Association to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the financial reporting process of the Association.

### **Auditor's Responsibilities for the Audit of the Financial Statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.



## Independent Auditor's Report (continued)

### Auditor's Responsibilities for the Audit of the Financial Statements (continued)

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the internal control of the Association.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the ability of the Association to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.



Toronto, Ontario  
July 25, 2025

Chartered Professional Accountants  
Licensed Public Accountants

# ONTARIO MUSEUM ASSOCIATION

## Statement of Financial Position

March 31	2025 \$	2024 \$
<b>ASSETS</b>		
Current assets		
Cash	207,910	80,752
Short-term investments (note 3)	-	202,961
Accounts receivable	84,122	26,634
Prepaid expenses	7,508	6,989
	<b>299,540</b>	317,336
Long-term assets		
Long-term investments (note 3)	176,794	249,507
Capital assets (note 4)	1,966	429
	<b>178,760</b>	249,936
	<b>478,300</b>	567,272
<b>LIABILITIES</b>		
Current liabilities		
Accounts payable and accrued liabilities	17,057	27,468
Deferred revenue (note 6)	92,532	83,132
Deferred contributions (note 7)	4,385	33,535
	<b>113,974</b>	144,135
<b>NET ASSETS</b>		
Endowment and restricted funds (note 8)	159,155	231,868
Board restricted fund (note 9)	102,961	102,961
Operating fund	102,210	88,308
	<b>364,326</b>	423,137
	<b>478,300</b>	567,272

The accompanying notes are an integral part of these financial statements

Approved on behalf of the Board of Directors:

Member

Member



# ONTARIO MUSEUM ASSOCIATION

## Statement of Operations

Year ended March 31	2025 \$	2024 \$
Revenues		
Government contributions and grants (note 10)	393,452	460,364
Memberships	108,889	136,769
Professional development and annual conference	61,011	71,942
Donations and contributions	1,229	20,960
Interest and other income	17,525	12,240
	<b>582,106</b>	702,275
Expenses		
Professional development and conference	62,376	126,675
Programs and projects	213,381	215,733
Administration	215,047	215,003
Advocacy	50,308	34,823
Community engagements	35,830	40,901
Governance	63,975	24,548
	<b>640,917</b>	657,683
Excess (deficiency) of revenues over expenses for the year	<b>(58,811)</b>	44,592

The accompanying notes are an integral part of these financial statements

# ONTARIO MUSEUM ASSOCIATION

## Statement of Changes in Net Assets

Year ended March 31

	2025			
	Endowment & Restricted Funds (note 8) \$	Board Restricted Fund (note 9) \$	Operating Fund \$	Total \$
Net assets - beginning of year	231,868	102,961	88,308	423,137
Excess (deficiency) of revenues over expenses for the year	-	-	(58,811)	(58,811)
Endowment and restricted funds investment income transfer	8,700	-	(8,700)	-
Inter fund transfer	(81,413)	-	81,413	-
Net assets - end of year	159,155	102,961	102,210	364,326

	2024			
	Endowment & Restricted Funds (note 8) \$	Board Restricted Fund (note 9) \$	Operating Fund \$	Total \$
Net assets - beginning of year	253,738	102,961	21,846	378,545
Excess of revenues over expenses for the year	-	-	44,592	44,592
Endowment and restricted funds investment income transfer	11,640	-	(11,640)	-
Inter fund transfer	(33,510)	-	33,510	-
Net assets - end of year	231,868	102,961	88,308	423,137

The accompanying notes are an integral part of these financial statements

# ONTARIO MUSEUM ASSOCIATION

## Statement of Cash Flows

Year ended March 31	2025 \$	2024 \$
Cash flows from operating activities		
Cash received from contributions and government grants	364,302	395,271
Cash received from memberships, professional development, conferences and services	179,300	238,837
Cash received from donations, contributions and bequests	1,229	1,772
Cash paid to employees and suppliers	(708,250)	(741,049)
Interest received	8,825	-
	<u>(154,594)</u>	<u>(105,169)</u>
Cash flows from investing activities		
Redemption of investment	202,961	-
Purchase of investment	-	(202,961)
Proceeds from sale of investments	81,413	33,510
	<u>284,374</u>	<u>(169,451)</u>
Cash flows from financing activities		
Purchase of capital assets	<u>(2,622)</u>	<u>-</u>
Net change in cash	127,158	(274,620)
Cash, beginning of year	80,752	355,372
Cash, end of year	<u>207,910</u>	<u>80,752</u>

The accompanying notes are an integral part of these financial statements

# ONTARIO MUSEUM ASSOCIATION

---

## Notes to Financial Statements

---

March 31, 2025

### **Nature of operations**

The Ontario Museum Association/Association des musées de l'Ontario (the "Association") is the leading cultural organization ensuring a relevant and sustainable museum sector in the province for the benefit of Ontario residents and our global community. The Association builds capacity among institutions and individuals active in Ontario's museum sector.

The Association believes that museums are a critical and necessary element in a healthy society, as one key vehicle through which an appreciation and understanding of our connections to natural and cultural history are formed. Accordingly, museums are relevant institutions in society, and this applies to the small volunteer-run community museum as much as the large and specialized provincial flagship. The Association will continue to work with its members to build upon the ways in which it can help them be increasingly relevant to their own constituencies and communities.

The Association was incorporated under the laws of the Province Ontario in 1972 as a not-for-profit organization. The Association is also a registered charitable organization under the Income Tax Act (Canada) and as such, is generally exempt from income taxes.

### **1. Significant accounting policies**

These financial statements have been prepared using Canadian accounting standards for not-for-profit organizations and are in accordance with Canadian generally accepted accounting principles. These financial statements have been prepared within framework of the significant accounting policies summarized below.

#### **(a) Basis of accounting**

The Operating Fund accounts for the day-to-day service delivery activities of the Association.

The Board Restricted Fund is an internally restricted fund for future special projects.

The Endowment & Restricted Funds consist of the Publication Fund and the Professional Development Fund. Each of these funds has an external and an internal restricted portion. Externally restricted portion of the funds are used for various purposes established by donors. Internally restricted portion of the funds are used for various purposes established by the Association's Board of Directors (see note 8 for details).

#### **(b) Revenue recognition**

##### *Contributions and Grants*

The Association follows the deferral method of accounting for contributions which include donations, grants and other contributions. Grants approved but not received at the end of an accounting period are accrued. Where a portion of a grant relates to a future period, it is deferred and recognized in that subsequent period.

Externally restricted contributions are recognized as revenue in the year in which the related expenses are incurred and donor restriction requirements are met.

Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.



# ONTARIO MUSEUM ASSOCIATION

---

## Notes to Financial Statements (continued)

---

March 31, 2025

1. **Significant accounting policies (continued)**

(b) **Revenue recognition (continued)**

*Contributions and Grant (continued)*

Contributions for endowment are recognized as direct increases to net assets of the Endowment Fund.

Government assistance is recognized in income when the related expenses are incurred.

*Memberships*

Membership fees cover the twelve month period following the date of receipt and acceptance. Deferred membership fees on the balance sheet reflect the portion of membership fees received that relates to the following fiscal year.

*Professional Development*

Revenue is recognized when the courses are presented. Fees received in the current year, applicable to a subsequent year are deferred and will be recognized as revenue in the fiscal year in which the course takes place.

*Other Revenues*

All other revenues are recognized as revenue when the event takes place or as services are provided.

*Investment Income*

Investment income consists of interest income, mutual fund distributions and realized and unrealized gains and losses from investment transactions. Interest income is recorded when earned. Realized gains and losses are recognized as income when the transactions occur. Unrealized gains and losses which reflect the changes in fair value during the period are recognized at each reporting date and are included in current period income.

(c) **Contributed services**

Volunteers contribute significant amounts of time to assist the Association in conducting its service delivery activities. Because of the difficulty of determining their fair value, contributed goods and services are not recognized in the financial statements.

(d) **Allocation of expenses**

Salaries and benefits expenses are allocated based on time spent by staff members on different activities (see note 11 for details).

# ONTARIO MUSEUM ASSOCIATION

## Notes to Financial Statements (continued)

March 31, 2025

### 1. Significant accounting policies (continued)

#### (e) Investments

Short-term investments are comprised of guaranteed investment certificates (GIC) with maturity dates within one year from the year end date. Short-term investments are recorded at cost plus accrued interest.

Long-term investments are comprised of cash held at the brokers which are measured at amortized cost and mutual funds which are measured at fair value. The quoted market price is used to estimate the fair value of mutual fund securities. Unrealized holding gains and losses related to investments are included in the transfer of investment income to the endowment and restricted funds in the Statement of Changes in Net Assets.

#### (f) Capital assets

The costs of capital assets are capitalized upon meeting the criteria for recognition as capital assets, otherwise, costs are expensed as incurred. The cost of capital assets comprises its purchase price and any directly attributable cost of preparing the asset for its intended use.

Capital assets are measured at cost less accumulated amortization and accumulated impairment losses.

Amortization is provided for, upon the commencement of the utilization of the assets, using methods and rates designed to amortize the cost of the capital assets over their estimated useful lives. The annual amortization rates and methods are as follows:

Furniture and equipment	20%
Computer equipment and software	33 1/3 to 50%
Website	33 1/3%

Capital assets are tested for impairment whenever events or changes in circumstances indicate that its carrying amount may not be recoverable. If any potential impairment is identified, the amount of the impairment is quantified by comparing the carrying value of the capital assets to its fair value. Any impairment of capital assets is recognized in income in the year in which the impairment occurs. An impairment loss is not reversed if the fair value of the capital assets subsequently increases.

#### (g) Financial instruments

##### (i) Measurement of financial instruments

The Association initially measures its financial assets and financial liabilities at fair value adjusted by, in the case of a financial instrument that will not be measured subsequently at fair value, the amount of transaction costs directly attributable to the instrument.

The Association subsequently measures its financial assets and financial liabilities at amortized cost, except for investments that are quoted in an active market, which are subsequently measured at fair value. Changes in fair value are recognized in net income.

# ONTARIO MUSEUM ASSOCIATION

---

## Notes to Financial Statements (continued)

---

March 31, 2025

### 1. Significant accounting policies (continued)

#### (g) Financial instruments (continued)

##### (i) Measurement of financial instruments (continued)

Amortized cost is the amount at which a financial asset or financial liability is measured at initial recognition minus principal repayments, plus or minus the cumulative amortization of any difference between that initial amount and the maturity amount, and minus any reduction for impairment. Financial assets and liabilities measured at amortized cost include cash, accounts receivable, long-term investments and accounts payable and accrued liabilities.

##### (ii) Impairment

Financial assets measured at amortized cost are tested for impairment when there are indicators of possible impairment. When a significant adverse change has occurred during the period in the expected timing or amount of future cash flows from the financial asset or group of assets, a write-down is recognized in net income. The write down reflects the difference between the carrying amount and the higher of:

- the present value of the cash flows expected to be generated by the asset or group of assets;
- the amount that could be realized by selling the assets or group of assets;

When the events occurring after the impairment confirm that a reversal is necessary, the reversal is recognized in net income up to the amount of the previously recognized impairment. The amount of the reversal is recognized in income in the period that the reversal occurs.

##### (h) Use of estimates

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make judgments, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets and liabilities, disclosure of contingent liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. These estimates are based on information available as of the date of issuance of the financial statements. Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognized in the year in which the estimates are revised and in any future years affected.

### 2. Financial instrument risk management

Transactions in financial instruments may result in an entity assuming or transferring to another party one or more of the financial risks described below. The following disclosures provide information to assist users of the financial statements in assessing the extent of risk related to the Association's financial instruments.

# ONTARIO MUSEUM ASSOCIATION

## Notes to Financial Statements (continued)

March 31, 2025

### 2. Financial instrument risk management (continued)

The financial instruments of the Association and the nature of the risks to which those instruments may be subject, are as follows:

Financial instrument	Risks				
	Credit	Liquidity	Market risk		
			Currency	Interest rate	Other price
Cash	X				
Long-term investments	X			X	X
Accounts receivable	X				
Accounts payable and accrued liabilities		X			

#### Credit risk

Credit risk is the risk that one party to a financial instrument will cause a financial loss for the other party by failing to discharge an obligation. The Association's main credit risks relate to cash, investments, and accounts receivable.

The Association reduces its exposure to the credit risk of cash by maintaining balances with a Canadian financial institution.

The Association manages its exposure to the credit risk on its long-term investments through their investment policy and making investment decisions on the advice of the investment advisor.

The Association mitigates credit risk on its accounts receivable by monitoring and reviewing the accounts on a regular basis.

#### Liquidity risk

Liquidity risk is the risk that the Association will encounter difficulty in meeting obligations associated with financial liabilities. The Association is exposed to this risk mainly in respect of its accounts payable and accrued liabilities. The Association expects to meet these obligations as they come due from the government operating grants, generating sufficient cash flows from operations and liquidating investments if necessary.

#### Market risk

Market risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk comprises three types of risk: currency risk, interest rate risk and price risk. The Association is not exposed to significant currency risk.

# ONTARIO MUSEUM ASSOCIATION

## Notes to Financial Statements (continued)

March 31, 2025

### 2. Financial instrument risk management (continued)

#### Market risk (continued)

##### Interest rate risk

Interest rate risk refers to the risk that the fair value of the financial instruments or future cash flows associated with the instruments will fluctuate due to changes in market interest rates. The Association is exposed to interest rate risk on its guaranteed investment certificates described in note 3 and the balance outstanding on the bank credit facility described in note 5.

##### Price risk

The Association is exposed to price risk, which is the potential loss that the Association may incur with respect to the changes in fair value of investments. The fair value of investments will fluctuate because of changes in market price whether those changes are caused by factors specific to the individual investments, or the issuers or factors affecting all investments traded in the market. The Association is exposed to this risk on its mutual fund investments.

#### Changes in risk

There have been no significant changes in the risk profile of the financial instruments of the Association from that of the prior year.

### 3. Investments

Short-term investments consist of a guaranteed investment certificate in the amount of \$NIL (\$50,000 - 2024) that bears interest at the Canadian Imperial Bank of Commerce (CIBC) Prime Rate less a spread of 2.70% per annum, matured on March 25, 2025, and a guaranteed investment certificate in the amount of \$NIL (\$152,961 - 2024) that bears interest at 5% per annum, matured on March 25, 2025.

Long-term investments consist the following:

	2025 \$	2024 \$
Cash at broker	8	7
Mutual funds		
RBC Investment Savings Account	176,786	249,500
	176,794	249,507

#### *Investment Risk Management*

Risk management relates to the understanding and active management of risks associated with all areas of the Association's activities and operations. Investments are primarily exposed to price risk (see note 2 for details).

# ONTARIO MUSEUM ASSOCIATION

## Notes to Financial Statements (continued)

March 31, 2025

### 4. Capital assets

	<b>2025</b>		
	<b>Cost</b>	<b>Accumulated</b>	<b>Net Book</b>
	<b>\$</b>	<b>Amortization</b>	<b>Value</b>
	<b>\$</b>	<b>\$</b>	<b>\$</b>
Furniture and fixtures	6,982	6,982	-
Computer equipment	16,827	14,861	1,966
Website	135,049	135,049	-
	<u>158,858</u>	<u>156,892</u>	<u>1,966</u>
	<b>2024</b>		
	<b>Cost</b>	<b>Accumulated</b>	<b>Net Book</b>
	<b>\$</b>	<b>Amortization</b>	<b>Value</b>
	<b>\$</b>	<b>\$</b>	<b>\$</b>
Furniture and fixtures	6,982	6,982	-
Computer equipment	14,205	13,776	429
Website	135,049	135,049	-
	<u>156,236</u>	<u>155,807</u>	<u>429</u>

Total depreciation charged during the year was \$1,084 (\$858 - 2024).

### 5. Bank credit facility

The Association has a total approved credit facility to a maximum of \$65,000 by way of a revolving line of credit in the amount of \$50,000 and a Corporate Classic VISA in the amount of \$15,000. Any advances on the revolving line of credit bear interest at prime plus 1.25% and the interest is payable monthly. The credit facility is secured by a general security agreement covering all assets of the Association. As at March 31, 2025, outstanding balance on the line of credit is \$NIL (\$NIL - 2024), and outstanding balance on the Corporate Classic Visa is \$3,524 (\$5,205 - 2024) which is included in accounts payable and accrued liabilities.

### 6. Deferred revenue

	<b>2025</b>	<b>2024</b>
	<b>\$</b>	<b>\$</b>
Memberships	77,482	68,985
Course fees and other	15,050	14,147
	<u>92,532</u>	<u>83,132</u>



# ONTARIO MUSEUM ASSOCIATION

## Notes to Financial Statements (continued)

March 31, 2025

### 7. Deferred contributions

	2025 \$	2024 \$
Balance - at beginning of year	33,535	84,652
Contributions/grants received	288,090	408,856
Recognized in revenue	(317,240)	(459,973)
Balance - at end of year	4,385	33,535

Deferred contributions balance includes the following:

	2025 \$	2024 \$
MAP Professional Development	-	29,150
Robertson Fund	4,385	4,385
	4,385	33,535

### 8. Endowment and restricted funds

Contributions restricted for endowment funds consist of restricted government contributions, endowment donations received and donations internally designated by the Association's Board of Directors. The endowment principal is required to be maintained intact. The investment income generated from endowments must be used in accordance with the various purposes established by donors or the Association's Board of Directors. The Association ensures, as part of its fiduciary responsibilities, that all funds received with a restricted purpose are expended for the purpose of which they are provided.

Investment income on endowments that is available for spending at the discretion of the Association or that is available for spending as conditions have been met, has been recorded in the statement of operations.

Investment gains (losses) have been reflected as an increase (decrease) in the endowments on a pro rata basis between restricted and internally restricted funds in order to maintain the endowment principal intact.

# ONTARIO MUSEUM ASSOCIATION

## Notes to Financial Statements (continued)

March 31, 2025

### 8. Endowment and restricted funds (continued)

Contributions and restricted net assets are as follows:

	2025		
	Externally restricted \$	Internally restricted \$	Total \$
<b>Publication Fund</b>			
Balance, beginning of year	132,056	35,257	167,313
Investment income transfer	-	6,575	6,575
Interfund transfer	-	(29,897)	(29,897)
Balance, end of year	132,056	11,935	143,991
<b>Professional Development Fund</b>			
Balance, beginning of year	15,164	49,391	64,555
Investment income transfer	-	2,126	2,126
Interfund transfer	-	(51,517)	(51,517)
Balance, end of year	15,164	-	15,164
	147,220	11,935	159,155
	2024		
	Externally restricted \$	Internally restricted \$	Total \$
<b>Publication Fund</b>			
Balance, beginning of year	132,056	60,519	192,575
Investment income transfer	-	8,248	8,248
Interfund transfer	-	(33,510)	(33,510)
Balance, end of year	132,056	35,257	167,313
<b>Professional Development Fund</b>			
Balance, beginning of year	15,164	45,999	61,163
Investment income transfer	-	3,392	3,392
Balance, end of year	15,164	49,391	64,555
	147,220	84,648	231,868

Included in the externally restricted portion of the Publication Fund is \$75,000 received from the Ministry of Citizenship, Culture and Recreation ("MCCR"). The MCCR also required the Association to contribute \$25,000 to the Publication Fund.

The Association's Board of Directors approved a transfer in the amount of \$29,897 from the Internally Restricted Publication Fund to the Operating Fund and a transfer in the amount of \$51,517 from the Internally Restricted Professional Development Fund to the Operating Fund.

# ONTARIO MUSEUM ASSOCIATION

## Notes to Financial Statements (continued)

March 31, 2025

### 9. Board restricted fund

The Association's Board of Directors has internally restricted net assets to be used for specific purposes. These funds are not available for unrestricted purposes and are to be used with the Board's approval to directly support the Association's activities. Any transfers to and from this restricted fund require the approval of the Board of Directors.

### 10. Government contributions and grants

	2025 \$	2024 \$
Provincial Heritage Organization	186,500	186,500
MAP Professional Development	72,320	66,723
MAP Small Bytes	-	136,914
Young Canada Works	53,832	70,227
Tourism Growth Project Grant	80,800	-
	<u>393,452</u>	<u>460,364</u>

### 11. Allocated expenses

The expenses reported in the Statement of Operations include an allocation of salaries and benefits as follows:

	2025 \$	2024 \$
Professional development and conference	31,018	44,645
Programs and projects	157,712	176,851
Administration	70,465	28,987
Advocacy	46,727	34,353
Community engagement	35,137	37,744
Governance	39,121	22,902
Total allocated expenses	<u>380,180</u>	<u>345,482</u>

### 12. Commitments

The Association is committed to minimum annual rental payments of \$16,159 under a lease for its premises expiring March 31, 2026.



## Thank You to Our Supporters

Thank you to our funders for their continued support of the OMA and Ontario's museums and to our members for their ongoing support, which makes the OMA's services and programs possible.

### Provincial and Federal Funders

#### FEDERAL FUNDING

Museums Assistance Program  
Young Canada Works Program  
Tourism Growth Program

#### PROVINCIAL FUNDING

Provincial Heritage Organizations  
Grant

Canada 

Ontario 

### Thank you to the following donors for their support in 2024-2025:

Anne Cobban  
Michaela Dickens  
Kathryn Hunks  
John Poretta  
Eleethea Savage

Joe Corrigan  
Bev Dietrich  
Casey Monkelbaan  
Kathleen Powell

## Get Involved With Us!

### Join the OMA

Become an individual, commercial, or institutional member of our growing network for access to professional development opportunities, connections with OMA members across Ontario, and online resources.

### Support an OMA Event

Highlight your institution's hard work and contribute to museum practice by hosting or participating in an OMA workshop, course, or panel.

### Connect with Your MPP

We help build lasting relationships with elected officials to grow Ontario's cultural sector and build awareness of the museum sector's role in making Ontario a great place to live, work, and visit.

### Grow Your Practice

Take part in learning opportunities like the Certificate in Museum Studies, Digital Skills courses, and online webinars and workshops to learn and share best practices.

### Donate to the OMA

Your donations are an important source of support for the OMA and for Ontario's museums.

