

What Is Museums for All?

Museums for All is an access initiative of the Institute of Museum and Library Services (IMLS) that aims to ensure that every family and child has access to a high quality museum experience. Participating museums offer deeply discounted admission to any individual or group of four individuals participating in the Supplemental Nutrition Assistance Program (SNAP) by presenting an Electronic Benefits Transfer (EBT) card. The initiative is currently administered by the Association of Children's Museums (ACM).

How Did Museums for All Start?

The initiative was launched in 2014 as a strategic partnership between IMLS and ACM, in service to both organizations' strategic goal of providing greater access to museums for all children and families. The initiative was also informed by several research studies from the museum field showing that early access to the informal learning opportunities offered by museums and other cultural organizations leads to positive impact in children's development and academic performance.



Orlando Science Center

How Is Museums for All Unique?

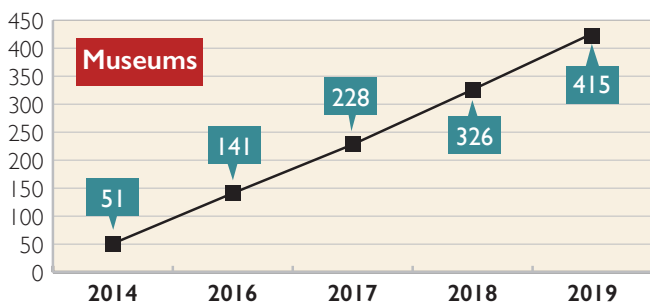
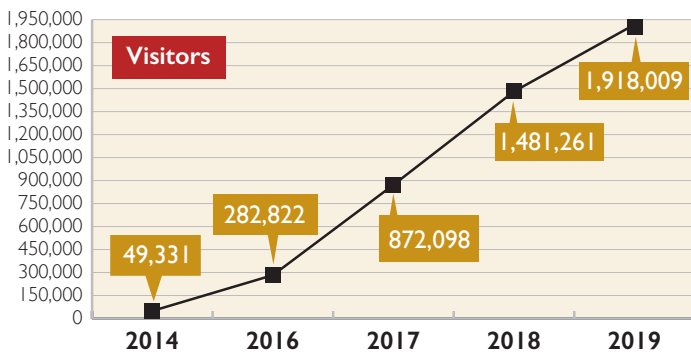
Many museums and other cultural access initiatives offer free admission on specific days or months during the year. Museums for All museums offer this discounted rate at any time, every day the museum is open to the public.

Impact and Outreach

Since its launch in 2014, 415 museums in 48 states, the District of Columbia, and the U.S. Virgin Islands have joined the initiative, reporting more than 1.9 million visits by individuals meeting the entrance requirements of the program. These numbers reflect the value that participating museums place on access and inclusion, as well as the value that the general public—regardless of current socioeconomic status—places on museum visitation. In many “hub” cities, several museums have come together to become part of this initiative. The charts to the left illustrate the progression of reported visitation and museum participation.

Join Museums for All

To join Museums for All, or for any questions, please visit www.Museums4All.org or email Info@Museums4All.org.



Data current as of June 30, 2019.

“We got involved with Museums for All because everyone should have access to museums and [so] that everyone who wants to pay their way can. It is important on both counts as the visitor gives and receives as well as the museum giving and receiving.”

– Maryhill Museum of Art, Goldenhill, WA

Why Do Museums Participate?



Impact of the Initiative

In 2018, a third-party evaluation was conducted to assess the impact of Museums for All on participating museums. Topline findings include:

- Participating museums report little to no negative financial or visitation impact, and **more than 25 percent** report increases in attendance, development revenue, and program/membership subscription.
- **20 percent** of respondents reported unexpected positive benefits, including:
 - Improvement in public perception of the museum regarding accessibility and inclusivity
 - Opportunities for forging connections with community partners
 - Shifts in internal staff dialogues on inclusive and accessible practices
- **20 percent** of respondents reported significant shifts in visitor demographics and relationships as a result of participation in Museums for All.

The full evaluation report is available at www.imls.gov/publications/museums-all-evaluation

An Initiative for the Entire Field

Participating museums represent all sectors of the museum field, as illustrated below. Ongoing goals include ensuring Museums for All participation in every state and increasing representation across disciplines in the museum sector.



147

Children's



97

History



66

Art



38

Science



16

Natural History



14

Botanical Gardens



7

Zoos



4

Aquariums



1

Planetarium



9

Specialized



16

General



Alden B. Dow Museum of Science & Art

“I have seen many families enter our museum with a sense of hesitation, assuming they won't be able to stay for a visit, unaware that we are a Museums for All institution. As soon as I let them know, I see a sense of relief and a smile.”

– Southern California Children's Museum, Pasadena, CA