



CALIFORNIA  
ACADEMY OF  
SCIENCES

# Academy for All

The California Academy of Sciences is more than a museum—it is where curious minds meet innovative ideas and passion for our planet grows. From life-changing moments in an aquarium, planetarium, rainforest, and natural history museum to world-changing scientific breakthroughs illuminated by scientists and educators, the Academy makes the thrill of discovery available to everyone—with a special focus on our region’s children.

*Academy for All* access programs provide more than 210,000 children, individuals, and families with free and reduced admission each year to the museum and everything it has to offer—reflecting our core values of access, inclusion, and diversity. Since re-opening in a world-renowned “green” building in 2008, we have welcomed more than 15 million guests—and 2 million of them visited through free and reduced admission programs, including 1.2 million on school and youth field trips. Current opportunities include:

- » **Free Admission Programs.** We serve 65,000 guests annually through *Community Access Tickets (CATs)*, *Neighborhood Free Weekends* (admission by San Francisco zip code), *Discover & Go Library Program* (available through Bay Area public libraries), and *EBT/WIC/Medi-Cal Benefit*.
- » **School and Youth Field Trips.** The Academy welcomes more than 145,000 youth and their chaperones from across the Bay Area on free and subsidized visits annually. The permanently endowed Rock Program provides free admission, transportation, and programming for all San Francisco students in grades 2 through 5—and will expand by 2021 to include all children grades K-5—to ensure science enrichment and learning for generations of local children.



## The Need

The San Francisco Bay Area is at the center of a modern-day Gold Rush, mining diverse fields of new bio- and information technology. But not everyone enjoys the benefits of this success; our region has significant inequities in housing, jobs, and education. Because our local economy depends heavily on STEM (Science, Technology, Engineering, Math) skills, and California’s students lag behind national standards in these subject areas, it is critical to address the opportunity gap in education. As a community, we must provide better access to STEM education, to empower all young people to achieve workforce success and realize their dreams.

## The Academy’s Response

Early and ongoing exposure to science learning opportunities can transform lives. Museums generally, and the Academy in particular, are trustworthy sources of experiential science education that powerfully impacts young lives. But to benefit, children first need access to the Academy.

*Academy for All* reflects our commitment to lowering barriers to museum entry—including cost, access, language, and culture. Our goal is to ensure that every child in the Bay Area has access to exciting science learning experiences at the Academy—through family visits, field trips, immersive programs, and ongoing educational engagement activities.

While the Academy cannot single-handedly solve all of our region’s economic and educational challenges, we can lead the way to finding solutions that serve everyone. *Academy for All* already provides 210,000 guests—including individuals, children, and families—each year with free and low-cost access to Academy exhibits and programs. Our goal is to expand these programs to reach more deserving audiences in coming years.

## Free Admission Programs

- » **Community Access Ticket Services (CATS).** Free admission for low-income families through CATS, a partnership with Bay Area social service agencies that ensures qualified low-income families and individuals are able to attend the Academy at any time for free.
- » **Neighborhood Free Weekends.** San Francisco residents receive free museum admission on Friday, Saturday, and Sunday of select weekends on a rotating schedule based on home zip code.
- » **Discover & Go Library Program.** Library cardholders ages 14 and older can check out family passes on loan for free Academy admission from 72 neighborhood libraries across San Francisco and the greater Bay Area.
- » **EBT/WIC/Medi-Cal Benefit.** As part of the Museums for All cooperative, the Academy offers \$3 admission tickets to EBT, WIC, and Medi-Cal cardholders every day of the year.

## School and Youth Field Trips

Museum field trips have a huge impact on children. The Academy's stimulating environment provides deeply enriching educational experiences for students and teachers who often lack time and resources for science in their school schedules.

Every day, our aquarium, planetarium, public floor, and gardens are full of pre-K-12 students

from schools, camps, and youth groups. We host thousands of school and youth field trips, serving more than 145,000 students and their chaperones annually. All San Francisco groups—from public, private, and parochial schools—receive free admission to the Academy. Other Bay Area schools, including high-need districts in Oakland and East Palo Alto, and other youth groups, receive discounted admission (roughly one-quarter of the full price).

The Academy's diverse and highly trained public educators, guest services staff, bilingual interpreters, and youth program interns all work to foster fun and impactful science learning experiences. A day at the Academy provides exposure to educational experiences presented in English, Spanish, Chinese, and Filipino. Free multilingual resources are available for teachers to support learning before, during, and after field trips.

**The Arthur and Toni Rembe Rock Fund for Enhanced Museum Visits for Students.** Thanks to a generous permanent endowment from the Rock Foundation, all elementary school children in San Francisco can visit the Academy free of charge every year. These free visits include high quality programming, free bus transportation, family nights, and related benefits. Initially launched a decade ago to serve all local children in grades 4 and 5, by 2021 the Rock Program will fully expand to include all K-5th grade classes in San Francisco. Ultimately, the program aims to serve 28,000 students annually.





We believe in the enormous value of opening our doors to children and families who might not be able to visit the Academy otherwise. The value of free and reduced price access programs, including focused outreach to ensure they reach their intended audiences, is a multi-million dollar investment that is largely subsidized by the Academy. Our goal is to substantially underwrite the current program costs with philanthropic support and grow their capacity, with a particular focus on programs for children.

We are grateful to our lead partners who support this initiative and we invite other visionary donors to join us in providing an *Academy for All* for our region's residents. Together, we can provide every child in the Bay Area with life-changing opportunities to learn about the power of science and the wonders of the natural world.



The California Academy of Sciences is a renowned scientific and educational institution dedicated to exploring, explaining, and sustaining life on Earth. Based in San Francisco's Golden Gate Park, it is home to a world-class aquarium, planetarium, and natural history museum, as well as innovative programs in scientific research and education—all under one living roof.  
[www.calacademy.org](http://www.calacademy.org).