



## **Girl Museum Inc.**

501(c)3 registered educational nonprofit

### **Annual Report 2015**



## Quick Look at 2015:

- Almost 70,000 visitors to Girl Museum this year
- Produced 24 podcasts for our GirlSpeak series
- Created 3 new exhibitions
- 22 new interns
- Grew our social media reach by 47% across the board

### Exhibitions

The theme for this year was girls and science. Each of the three exhibitions illustrated this theme in various ways. Our first exhibition, *STEM Girls*, looked at girls and women in the Science, Technology, Engineering and Science fields. It included a history of girls in science as well as girls making strides in STEM fields today. It was our first exhibit to utilize a timeline feature, which we found very successful and engaging for audiences.

The second exhibition, *Gamer Girl*, was a celebration of girls who play games and who make games. It also looked at the modern issues surrounding girls in gaming, including the sexism they face and how we can combat this by showcasing how games are beneficial for individuals, communities, and our global future. This exhibition gained widespread attention on social media, thanks in part to its many contributors from various aspects of the gaming industry. Contributors included well-known female gamers and advocates such as Brianna Wu and Lilian Chen, noted YouTuber Daniel Floyd of Extra Credits (who produced a corresponding podcast for us), and a large number of “gamer girls” from around the world who contributed to our “Why I Game” gallery. *Gamer Girl* has become our largest exhibition to date.

Our final show, *STEAM Girls*, was an extension of the first, which looked at how the arts play a role in the sciences and how science plays a role in the arts and girls in those roles. This exhibition explored the history of girls who pursued the arts and STEM, and took an in-depth look at modern-day projects that combine these fields with amazing results.

### Volunteers/Junior Girls

Everyone at Girl Museum is a volunteer. This year we had our largest intake of interns, 25, join the Junior Girl Internship program in the areas of curatorial, pictorial, marketing, and education. They contributed to various aspects of our work, included doing research, exhibition production, writing essays, blogs and reviews. Their work was integral to infusing new life into our exhibitions and programs, as well as conducting research on new ways of connecting with our audiences.

## Social Media

During 2015, we saw a huge increase across most of our social media channels.

As of Dec. 2015 we have:

- Newsletter subscribers -- 258
- Facebook followers -- 1013
- Twitter followers -- 875
- G+ followers -- 57
- Pinterest followers -- 167
- Tumblr followers -- 403
- YouTube followers -- 14
- Instagram followers -- 155

That means during 2015 we grew by:

- Newsletter subscribers -- 83 new subscribers, 47.7% increase
- Facebook -- 206 new followers, 27% increase
- twitter -- 175 new followers, 25% increase
- G+ -- 11 new followers, 25% increase
- Pinterest -- 28 new followers, 20% increase
- Tumblr -- 276 new followers, 240% increase
- YouTube -- 3 new followers, 27% increase
- Instagram -- (started this year)

Overall, we saw 904 new subscribers across all channels, which means an increase of 47% across the board.

Our Tumblr shone this year and really connected with the community, by illustrating our exhibitions and expanding on topics in its own way. We more than doubled our following on our main Tumblr blog, *Celebrate Girlhood*, and expanded to include profiles of amazing girls in the past and present, with a focus on monthly themes to tie it all together. We will continue these efforts in 2016, using new monthly themes.

We also reached our 2015 goal of attaining 1,000 Facebook followers, and plan to campaign to reach 2,000 by the end of 2016. Additionally, Instagram has gained a huge following in the relatively short time that we have been active on it, thanks to the efforts of Junior Girl Chloe T. We expect to see continued growth across all of our channels

## Podcasts

We wrote and produced 24 podcasts this year on wide-ranging topics, both related and beyond our exhibitions. During 2015, our podcast was played 5,839 times! This is a huge increase of 366% between 2014 and 2015.

Our top ten podcasts were, in order:

1. Extra Credits & Diversity in Gaming
2. Gamer Girl
3. STEM Girls
4. Surfer Girl
5. STEAM Girls
6. Incredible Queens
7. Girls in UK Museums
8. News Roundup in August
9. Girls in Comics
10. Norse Mythology Girls

We currently average around 60 plays per episode, higher when exhibit-related and embedded on our site. These trends have helped us determine that all future exhibitions should have at least one corresponding podcast; that past exhibits can be promoted through podcasts to further explore their topics; that guests on our podcasts, as with Dan Floyd who recorded the “Diversity in Gaming” podcast for Gamer Girl, are extremely successful; and that a focus on storytelling (“Incredible Queens,” “Norse Mythology Girls”) and explorations of how girls are represented in various media (museums, comics) is extremely important to our success. Future podcasts will reflect these findings and continue to expand and experiment with new modes of storytelling and topics.

## Education

This year we reviewed our previous exhibition guides and gave them both a facelift and added activities. With the help of our education interns, nearly all of the guides were standardized with both US and UK curriculum in mind. We also extended our blog to include two new columns, Mythological Girls and Literary Girls. Girl Museum’s blog serves as a forum for discussion and analyses of exhibitions, current affairs, and issues important to our community. We had 117 entries from contributors, including Junior Girls and guest writers.

We plan on continuing these efforts in 2016, to revitalize all of our educational guides. Additionally, a new widget on our website will enable us to expand to make our Girl Quizzes into activities that teachers can utilize in-class to evaluate student takeaways from our exhibitions, including the use of graded quizzes and printable certificates. With the addition of Hillary Hanel as our Education Advisor, we expect to see our educational programs become more robust and better serving for teachers in 2016.

## Archive

Our virtual collection, the 'Girl Culture Archive', is a research/image database--containing digital files of object/artwork/ photographic images and oral histories. With the goal of building a searchable visual girlhood encyclopedia, this year we focused on making the database more robust and edited for clarity. This included having select Junior Girls work on reviewing the current database, verify that information is correct, and ensure that all entries adhered to a standard format. We also began research on how to bring the database to the public, with the hope that in the future we will be able to crowdfund and partner with other institutions to bring this Archive to life.

## Shops

Due to lack of sales, our shops are under review to decide whether or not to keep them open, to redo them or to change providers. The Cafe Press shop has provided us with material for our fundraisers and marketing, but the Amazon store is not worthwhile.



## SPOTLIGHT ON TIFFANY RHOADES

### PROGRAM DEVELOPER



Tiffany Rhoades has given a new life to Girl Museum. Her energy, creativity and follow through as both Program Developer and a team member makes all things seem possible. Tiffany joined Girl Museum in 2013 as a Junior Girl receiving credit for her internship for her Masters in Public History at Appalachian State University. Her goal is to one day become a museum director, focusing her energy on how museums can address social justice for women, embrace new forms of audience engagement, and become primary centers for cultural life across the world. To that end, she pursues a variety of projects, with a preference for producing podcasts, exhibitions, and programs that invite audiences to discover the relevance and hidden stories of history through museum collections.

What she wants is for Girl Museum to become a world-class institution, producing a robust program of virtual, highly accessible programs that draw on girls' history to bring meaning and context to modern-day life. She also hopes for the museum to partner with various organizations in order to bring new light to girls in museum collections around the world through pop-up programs, in-gallery exhibitions, and multimedia such as podcasts and videos. She is currently working on increasing our relevance through consultations with girls' schools and other non-profits related to our current programs.

Her vision for girls is a world where they are free to live happy, healthy lives in pursuit of their dreams and unhindered by gender-based violence and discrimination.

## Messages from our Junior Girls



***Sarah Raine***

My first six months as a Junior Girl with Girl Museum have been thought provoking and stimulating. Trying my hand at a range of activities from education guides to blog posts, I have already been given wonderful opportunities to engage with the types of material useful for girls in their consideration of girlhood. I have made use of my own skills and knowledge while developing my understanding of new fields and the roles that girls and girlhood have played. New ideas and suggestions are actively encouraged in all areas, creating a supportive and creative environment. As my career in academic research develops, I hope to carry on as a volunteer with Girl Museum, offering what I can for such a worthy and inspirational virtual space for girls and women alike.



**Victoria Parnell**

Girl Museum has offered me the opportunity to serve the greater global community of girls and women while fostering my love of museums and history. My weekdays are for my new career in the non-profit public health sector, but my nights and weekends have been devoted to helping Girl Museum grow and prosper in several ways. I have worked with Tiffany Rhodes, Program Developer, on drafting, planning, and launching our crowdfunding campaign, along with storyboarding, editing, and producing the introduction video used for the Indiegogo page. Recently, I undertook research to determine the best new shop platform to use, comparing a trio of websites to provide a concise report, and I am currently working to build a bare-bones inventory for the new shop page. I thoroughly enjoy working with Girl Museum to help foster marketing and development, and look forward to taking the lead with a developing exhibit on Ancient Girls (a special hobby/interest of mine)! Thank you so much to Head Girl, Ashley Remer and all of the team for allowing me to be a part of this wonderful museum. I look forward to growing with you!

## **Governance**

The Board of Directors is comprised of three members. We meet four times per year to oversee the budget and management as implemented by the Head Girl.

### ***Board of Directors***

Ashley E. Remer   
*Founder & Head Girl*  

Mercedes Pino, JD   
*Board Girl, Treasurer*   
Director of Career Services at St. Thomas University School of Law

Dr. Teri R. Abstein   
*Board Girl, Secretary*  
Courtesy faculty in the Art history Department; communications coordinator for the University Museum of Fine Arts; and academic coordinator for the Museum Studies Graduate Certificate Program at Florida State University

### ***Advisory Board***

Our Advisory Board is comprised of internationally renowned women in academia and the museum world.

Mary Case- Qm2  
Dr. Rachel Devlin- Associate Professor of History, Tulane University  
Dr. Catherine Driscoll- Associate Professor, Gender and Cultural Studies, University of Sydney  
Dr. Miriam Forman-Brunell- Professor of History, University of Missouri-Kansas City  
Elaine Heumann Gurian- The Museum Group  
Dr. Mary Celeste Kearney- Associate Professor of Radio-Television-Film, University of Texas at Austin  
Dr. Claudia Mitchell- Professor, Faculty of Education, McGill University  
Dr. Ilana Nash- Assistant Professor of English and Women's Studies, Western Michigan University  
Dr. Jacqueline Reid-Walsh- Associate Professor of Education, Penn State University  
Dr. Kelly Schrum- Associate Professor, Center for History and New Media, George Mason University  
Dr. Lynne Vallone- Professor of Childhood Studies, Rutgers University  
Dr. Valerie Walkerdine- Research Professor, School of Social Sciences, Cardiff University

## Exhibition Partners & Supporters

The following individuals and organizations have collaborated on, supported or contributed to one of our exhibitions or research projects over the past six years.

- *American Poetry Museum*
- *Apne Aap*
- *Global Girl Media*
- *National Services Te Paerangi, Te Papa Tongarewa*
- *In This Together Media*
- *Chick History*
- *Wahine Project*
- *Brown Girl Surf*
- *ASA Entertainment*
- *Brianna Wu*
- *Christina (@castpixel)*
- *DMLResearchHub*
- *In This Together Media*
- *Chick History*
- *Wahine Project*
- *Brown Girl Surf*
- *ASA Entertainment*
- *Brianna Wu*
- *Christina (@castpixel)*
- *DMLResearchHub*
- *Extra Credits*
- *Extra Life*
- *Games for Change*
- *Get Well Games Foundation*
- *Lilian Chen*
- *Nikki Leduc of Elite Girl Gamers*
- *Pearl Pixel*
- *Sammy Nickalls and Hello Giggles*
- *Dr. Sara Grimes*
- *All of the contributors to our "Why I Game" Gallery*
- *Robot Turtles*

## Donor List

We would like to acknowledge the brave and kind individuals who have supported Girl Museum. None of our work would be possible without their generosity and goodwill for our institution. Many of our new donors have come to us through the Indiegogo campaign.

- Teri Abstein
- Mercedes Albert
- Mary Case
- captainizzy14
- Krista Comer
- Kris Coppieters
- Wouter Coppieters
- Ross Corbett
- Rachel Devlin
- Jacob Fleming
- Dr. Miriam Forman-Brunell
- Elaine Heumann Gurian
- Hillary Hanel
- Lauren Hill
- Marie Celeste Kearney
- Jan Knauer
- Elline Lipkin
- Sara Morsey
- Dr. Ilana Nash
- Mercedes Pino
- refused155
- Ashley Remer
- Dave & Carol Remer
- Sioux Remer
- Megan Smolenyak
- Jennifer Storer
- Chad Townsend
- tristan
- Marcy Troescher
- Linda Tyler
- Kathleen Weidmann
- Susan and Wayne Weidmann
- J R Welker
- Louise Wood

## Financials

This table shows our income and expenses from 2013-2015.

<b>Income</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
Cash Donations	\$1,301.33	\$811.22	\$1452.93
Grants	\$500.00	\$0.00	\$0.00
Reimbursement	\$0.00	\$0.00	\$69.00
Sponsorship	\$0.00	\$0.00	\$0.00
In-kind/Non-cash Donations	\$0.00	\$0.00	\$0.00
Shop income	\$0.00	\$0.00	\$0.00
Interest	\$0.00	\$0.00	\$0.00
<b>Total</b>	<b>\$1801.33</b>	<b>\$811.22</b>	<b>1521.93</b>
<b>Expenses</b>			
Web Domain & Hosting & Security	\$254.79	\$150.91	\$112.12
Office Administration	\$0.00	\$0.00	\$367.23
Marketing	\$29.30	\$0.00	\$0.00
Prof. Memberships	\$75.00	\$25.00	\$25.00
PayPal/Bank Fees	\$0.00	\$17.00	\$17.00
Taxes/Annual Return	\$61.25	\$61.25	\$61.25
Technology	\$0.00	\$0.00	\$0.00
Travel	\$225.00	\$0.00	\$0.00
Conferences	\$250.00	\$28.74	\$0.00
Exhibition Costs	\$0.00	\$61.79	\$350.00
Equipment (Depreciation)	\$0.00	\$78.00	\$429.00
<b>Total</b>	<b>\$895.34</b>	<b>\$421.99</b>	<b>\$1361.60</b>
<b>Net Revenue Less Expenses</b>	<b>\$905.99</b>	<b>389.23</b>	<b>\$160.33</b>

## Notes

We kept costs extremely low this year and had an increase in donations due to the end of year fundraising on Indiegogo.

## 2015 Balance Sheet

<b>Current Financial Position</b>	
Assets, Liabilities & Fund Balance	As of December 31, 2015
<b>ASSETS</b>	
Checking/Savings	<b>\$3607.24</b>
Equipment	\$0.00
Less Depreciation	\$0.00
<b>TOTAL ASSETS</b>	<b>\$3607.24</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Loan from Officer	\$13,885.40
<b>TOTAL LIABILITIES</b>	<b>-\$13,385.40</b>

It is clear that Girl Museum is in need of financial assistance and there are many ways for donors and sponsors to help. The giving of time or services in-kind is always appreciated. However, money donations will go far to help us achieve our goals. We accept checks directly and credit card donations via PayPal and Just Give. Contributions can be unrestricted, or targeted to a specific area of our organization—for operations, programs, infrastructure, or an individual project. Our biggest liability is a loan to our director, however, without this, our financial position is not in debit.

## Fundraising

We continue seeking funds necessary to build our museum into a world-class online institution with the following objectives:

- To self-generate revenue for our operational funds;
- To expand our exhibitions and programs, including investing in new hardware and software;
- To produce pop-up exhibitions and events around the world; and
- To invest in the growth of our team.

In order to achieve these goals, there are three areas of immediate need for Girl Museum to grow—operations, programs and infrastructure.

### *Operations*

To ensure Girl Museum's longevity, we seek funds to ensure that our operations will continue in the virtual realm. These funds will cover web domain, hosting and security, administration, professional memberships, Paypal and bank fees, taxes and annual returns, and podcast fees. We also seek funds for the Head Girl's salary, hiring of a contract web developer, and paid positions that will assist in our ongoing growth. This includes raising funds for our main staff to attend professional development conferences, in order to network and further develop their skills. It also includes funds to ensure that the threat of a hack of our website, as occurred in December 2015, is prevented in the future.

### *Infrastructure*

As Girl Museum exists only online, we need to push the boundaries of presentation techniques. To continue providing high-tech, cutting-edge virtual programs, we need hardware and software that can accommodate our growing needs. This includes the purchase of a new computer for the Head Girl as well as hardware/software to enable the production of better podcasts, videos, and participatory elements, such as games or user-generated content on our site.

### *Programs*

Thus far we have created beautiful and informative exhibitions while keeping our costs extremely low by using primarily copyright free images and using volunteer researchers and writers. To boost our current level of productivity and increase the quality of our exhibitions, we need funds for the cost of utilizing copyrighted materials. We would also like to fund the production of pop-up programs or events around the world, to bring our collections and services to new audiences and create long-term partnerships with other museums and nonprofits.

### *Indiegogo*

At the end of 2015 we launched our first crowdfunding campaign with the Indiegogo platform. It was a great deal of work and a huge learning curve for all involved. The campaign ends mid January 2016, so it will be reported on in next year's annual report.

## **Girl Museum Inc.**

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[girlmuseum.org](http://girlmuseum.org)

[facebook.com/GirlMuseum](https://facebook.com/GirlMuseum)

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[pinterest.com/girlmuseum](https://pinterest.com/girlmuseum)

[youtube.com/GirlMuseum1](https://youtube.com/GirlMuseum1)

[girl-museum.tumblr.com](http://girl-museum.tumblr.com)

<https://www.instagram.com/girlmuseum>

[cafepress.com/girlmuseum](https://cafepress.com/girlmuseum)

