

ANNUAL REPORT 2016



Girl Museum Inc.
501(c)3 registered educational nonprofit





Girl Museum is the first and only museum in the world dedicated to girlhood.

Girl Museum is:

- a virtual museum for exhibiting, education and awareness raising;
- an information platform for social/cultural dialogue and investigation.

We research and collect cross-cultural historic and contemporary images and stories from and about girlhood. Through our research, we produce and present exhibitions, publications and video projects that explore and document the unique experience of being born and growing up female.

Our Mission:

To celebrate girlhood and provide a positive, safe virtual space for girls.

Our Vision:

- To be a world class, socially responsible virtual museum
- To preserve, protect and advance girl culture from around the world and throughout time
- To support healthy, creative minds, safe bodies and peaceful communities for girls into the future



2016 at a glance

- Almost **152,000** visitors to Girl Museum this year
- Produced **24** podcasts for our GirlSpeak series
- Created **4** original exhibitions
- **22** new interns
- Grew our social media reach by **30%** across the board

Social Media

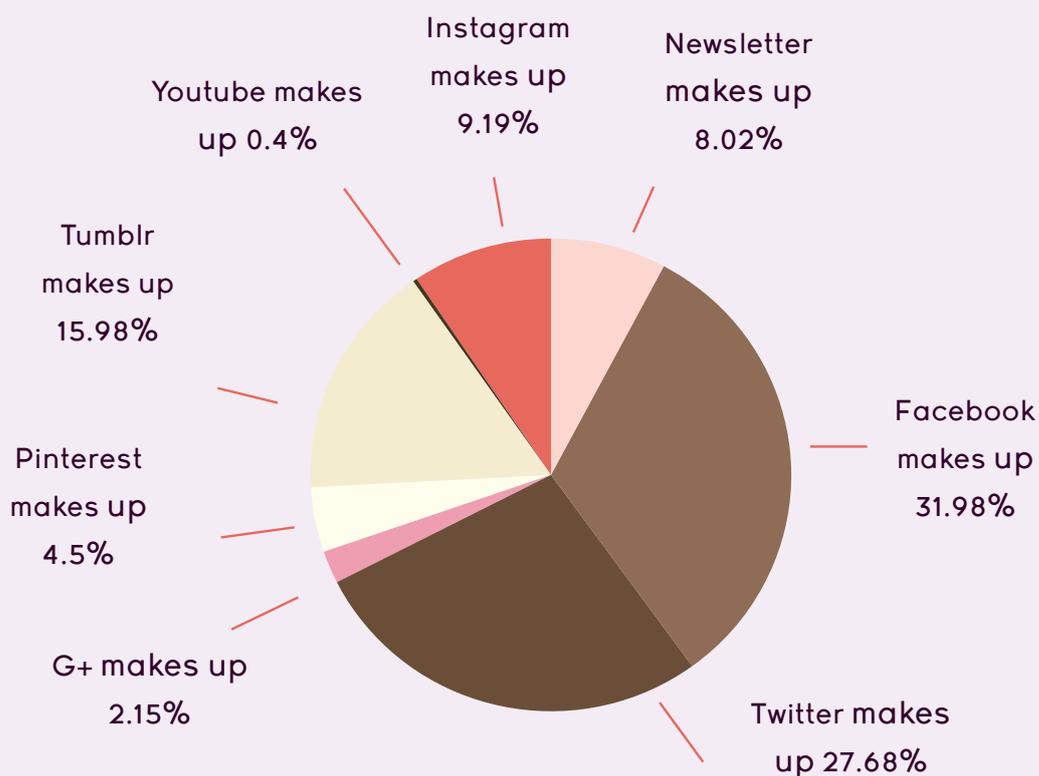
During 2016, we saw an increase across all of our social media channels.

Followers/subscribers
as of December 30, 2016:

New followers/subscribers and
percent increase during 2016:

Newsletter	320	+62	24%
Facebook	1277	+264	26%
Twitter	1105	+230	26%
G+	86	+29	50%
Pinterest	183	+16	9.5%
Tumblr	638	+235	58%
YouTube	16	+2	14%
Instagram	367	+212	137%

3992 followers across all platforms



Social Media

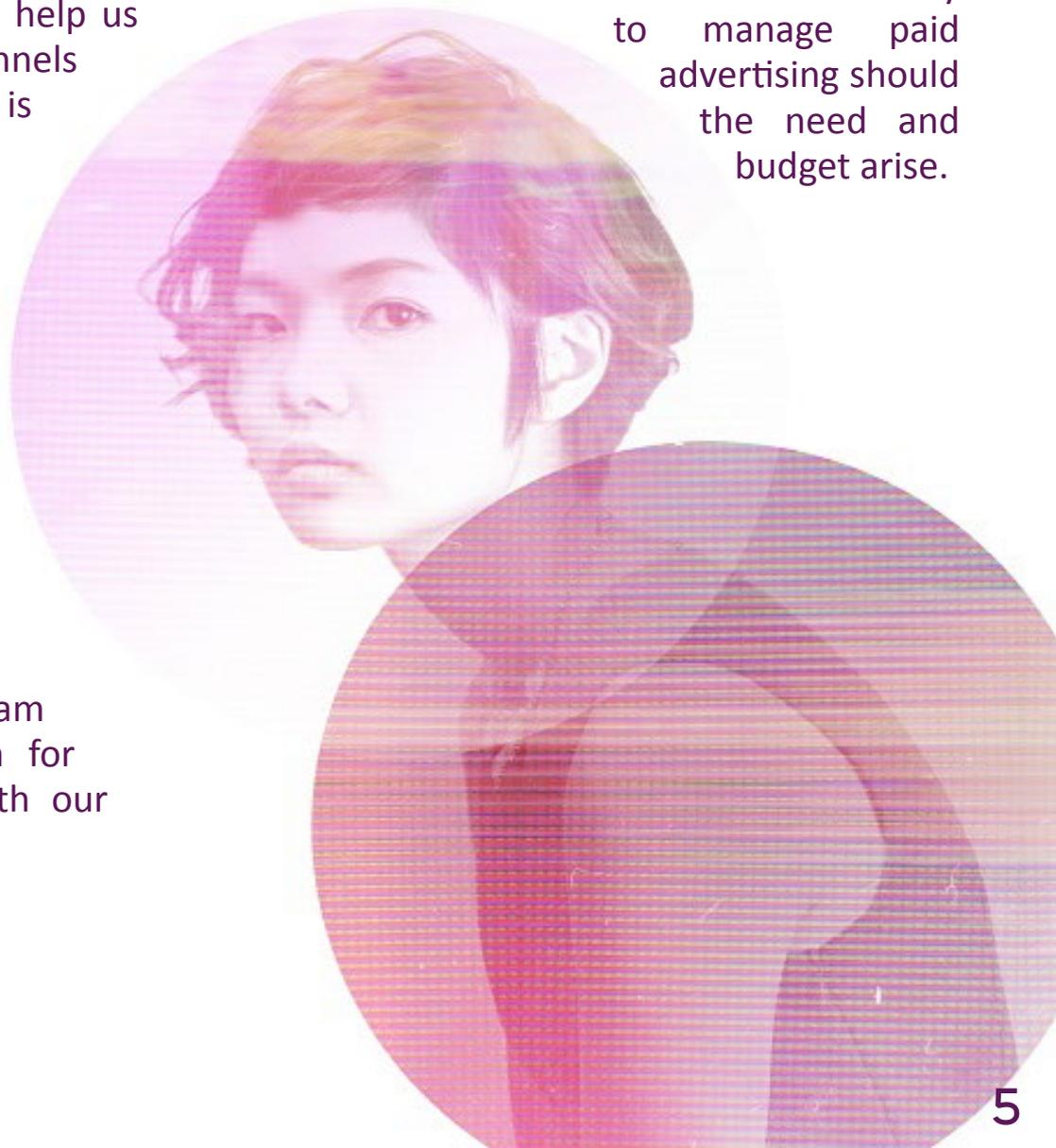
Overall, we experience a growth of 24%, gaining 699 new followers across all channels. While we recognize some of these may be followers who subscribe to several of our social media accounts, we vary our content by platform and consider each to be unique.

For 2017, we plan on hiring a Social Media intern to directly manage and grow our G+ and Pinterest followings, and possibly assist with other channels. Our hope is that a dedicated intern may help us expand reach on channels that our senior team is not able to dedicate time to managing.

Chloe T. continues to manage our Instagram account, and we have seen consistent growth on this channel every month.

We believe Instagram is our best platform for new engagement with our content.

We have also experimented with Facebook ads, with limited success. Based on these tests, we believe that paid Facebook advertising would only be beneficial to advertise either (1) new exhibitions or (2) events that we are holding in physical locations, as a means to attract locals to that event. However, such advertising can be expensive in order to be effective (estimated \$100 for a paid ad to a specific event). Tiffany has undertaken extensive on-the-job training on Facebook advertising, and is confident in her ability to manage paid advertising should the need and budget arise.



Staff

Ashley E Remer- Founder and Head Girl

- Tiffany Rhoades- Program Developer
- Hillary Hanel- Museum Education Advisor
- Sarah Jackson- Communications Officer
- Katie Weidmann- Social Media Manager

Spotlight

Sarah Jackson

After working in local and national museums, archives and galleries with collections, Sarah became certain there had to be a way to better showcase the amazing objects and stories that were behind closed doors. Her studies in archaeology and cultural heritage also led her to become fascinated by the often hidden histories of women and girls, and she was determined to uncover them for herself and for others. While she was completing an MA in Cultural Heritage Studies at University College London, Sarah became a Junior Girl, focusing primarily on social media and writing blog posts.



In working with Girl Museum, she realised that social media and digital communications were a powerful tool in both uncovering and showcasing the hidden lives of girls and women past and present. She now works in arts communication, building on skills that were first developed with Girl Museum in using social media, helping to develop policies and strategies and writing for different audiences. As well as highlighting the past achievements of girls, she wants to connect those histories to girls' everyday life today in a meaningful way. She hopes for Girl Museum to become the go-to place for everyone to discover girls' history through museum collections, online exhibitions, podcasts and even real world pop-up exhibitions and events.

Junior Girls

Spotlight on Chloe Turner

Working with Girl Museum has been great for my career, as well as a lot of fun. I help Girl Museum run their Instagram, as well as write blogs, and help with upcoming exhibitions and podcasts.



Highlights for me this year have been recording my voice for part of a Girl Speak podcast, terrifying but exciting, researching collections

for the upcoming 52 Objects exhibition and interviewing some amazing girls for blog posts. Interviewing Emily Coxhead from the Happy Newspaper and the girls from Girls Against is something I'm so proud of.

I am currently working in a small museum in London, and having all the skills I've learnt with Girl Museum on my CV has been a big help to getting my dream career.

This time last year I never thought my voice would be on a podcast! Yet, the work I do with Girl Museum is also a lot of fun, I'm a big social media addict, so helping with the museum's Instagram has been so enjoyable. Being part of the Girl Museum team has been a great experience, I feel really welcomed and valued in the team. I even got to meet Girl Museum's US-based Museum Education Advisor, Hilary, in England this year. I'm proud to be a part of Girl Museum, and am looking forward to seeing what we all get up to in 2017!



Scarlett Evans

I was first attracted to writing for Girl Museum as it not only offered me an opportunity to develop my writing, but it also offered me the chance to explore and discover brilliant women and women-oriented organizations from across the world.



As I've gotten older I've naturally become more aware of the challenges women face on a day to day basis, however I've (sadly) never been particularly pro-active in furthering my knowledge of it. However, I've now been writing for Girl Museum for about a year and in this time it has not only motivated me to research and discover stories but also allows me the freedom to add my own voice to the issues in any style and subject I want.

At a stage where I'm still working out exactly what field I want to pursue in my future, Girl Museum has given me the chance to experience all kinds of topics and styles; I have the freedom to talk about art, about books, about politics, about the environment- or anything I feel like.

Throughout the year Girl Museum has taken account of my own schedule as well- being in my final year of university I'll often have weeks where I'm too preoccupied with essays to contribute to the site, yet every time my own needs are met with understanding and support. In this way Girl Museum has been an invaluable opportunity for my writing development, but it has also been crucial in my personal development.

I feel more in touch with what's happening in the world, more inspired to try and do something about the injustices and challenges you read about, and more knowledgeable about the issues faced not only abroad but also in my own country, in my own environment.



Michelle O'Brien

I applied to be an intern for Girl Museum at the end of the summer of 2015. I was about to leave my job at a heritage site and I was looking for something to occupy me while I searched for a new job. The idea of an online museum appealed to me because it's a place where people all over the world can go and educate themselves. It celebrates the impact that women have had on the world throughout history and I had never come across a website that focused exclusively on this theme.



While looking for a new job Girl Museum became my day job. It was a reason for me to get up early, get dressed and get work done. I would sit at the kitchen table and research women that I knew quite a bit about as well women that I was hearing about for the first time. I hadn't written anything since graduating college so the website also became my creative outlet.

This year I managed to get at a busy museum which meant that I had to move to a new city. This means that I have less time to dedicate to Girl Museum. I work on my blog posts in the evenings after work and I've found that it is a good way for me to decompress. Researching women who have changed the world and telling their stories has become less of a job and more of a fun hobby. Hopefully this enjoyment comes through in the work that I do!

Exhibitions



Heroines Quilt 2016: Girls of WWI

In fitting with our unofficial theme of war for the 2016 season, we focused our Heroines Quilt on the girls and young women who committed themselves to the Great War. We found amazing stories from all sides of girls who showed bravery and fortitude in during such a terrible time.



Madchen des Kindertransport

Gifted the seeds of this exhibition from one of our Advisors, Dr. Miriam Forman-Brunell, we explored the girls of the Kindertransport. This also related to the refugee situation in Europe specifically.



Gazed and Confused

Proposed by one of our Junior Girls, this is a contemporary art exhibition of girl artists looking at girlhood, each from her own perspective. The range of voices here shows how there isn't one girlhood, even from the same neighborhood.



Warrior Princess

To round out our year of looking at girls and war, we celebrated the history (and contemporary) of girl warriors. Most of these were princesses or other high born girls who broke out of their strict conventional bubbles to be powerful forces for change.

Podcasts



During 2016, we continued our podcast program with one episode on girls' history and culture per month, along with one "girl news" episode per month.

Our number of total downloads per month (i.e., unique listens) stayed constant throughout the year at about 425 per month. This did spike for episodes related to exhibitions; due to this noticeable trend, we are making more of an effort during 2017 to tie in podcasts to past or upcoming exhibitions. We will also be researching new ways to market our podcast program, with the goal of increasing the average total number of downloads per month by the end of 2017.

We will be changing our podcast program to two episodes per month on girls' history and culture. Our news podcasts will end in December of 2016. We believe that doing so will increase our audience, as all of our podcasts will now focus on specifically history and culture, rather than being a mix of different types of broadcasting.

2017 will also see the introduction of three new Junior Girls as regular podcasters. Together, they are producing episodes that focus on notable but little-known women; female deities in mythology; and special episodes to for our five planned exhibitions. We will also have podcasts tied into specific commemorative days, such as the 240th birthday of Mary Reibey, the anniversary of the Leesburg Stockade, and the Russian Revolution. Our new interns are hard at work, having already produced 4 of the podcasts for 2017 and having fully filled our 2017 schedule. We are already brainstorming ideas for 2018.

You can view all of our published episodes on our Podbean site: <http://girlmuseum.podbean.com/>

Programs & Projects

2016 Achievements:

- One new pamphlet on Healthy Relationships
- Expansion of our “Girls Book Club” to include reviews written by our Junior Girls on books appropriate for young girls
- Implementation of a new “Girl Reviews” page to showcase the various reviews of books, film, television, music, and other media by our Junior Girls and guest contributors
- Expansion of our blog to regular weekly columns, written primarily by our Junior Girls, on a variety of topics including courtesans, mythology, queens, girl soldiers, spies, and STEM heroines.

At the end of 2016, we elected to create the Girls News International e-newspaper. Due to the breadth and amount of news content regarding girls, which is increasing every month, it is no longer viable for us to do a girl news podcast. Instead, this e-paper will focus on bi-weekly news stories curated by Girl Museum’s staff and promoted via our social channels and e-newsletter. This promises to be a successful program, where we will increase access and dialogue regarding news stories about girls and be able to focus on social justice issues in a timely, engaging manner.

This has freed our podcast program to become solely dedicated to girls’ history and culture.

In addition, future projects are considering the use of Google Art Project or alternative means of presenting exhibition content that increases our audience reach and accessibility. We are also considering the use of a limited-release podcast series for projects in 2018, on topics that may not be suitable for an exhibition. We have plans to produce several pop-up events in 2017, both in the U.S. and abroad, should funding and partners be secured for such.

Education & Resources



Girl Museum completed several tasks during 2016 in regards to our educational programs.

First, we have begun work on a Teacher's Guide to Girl Museum. This guide will feature tips and activities for teachers who wish to utilize our materials in the classroom and integrate the entire Girl Museum experience into their educational programs. Hillary Hanel is hard at work finalizing this guide, with the goal of publishing it during Spring of 2017.

Second, we completed republication of all Educational Guides, aligning nearly all of them to US and UK educational standards. This will help to increase our educational reach, and ensure that teachers in both countries are better able to prove how our resources align with curriculum outcomes.

We also added an "Educational Guides in Action!" section to our site, to showcase how the guides have been utilized by students in the real world. Currently, we have a profile on high school students in Michigan who utilize our Girls of World War I exhibition to create diary entries and paper dolls.

In the future, we plan on increasing our educational programs to include more quizzes, further curriculum-aligned guides to each new exhibit, revising the guides for our early Heroines Quilts, and investigating new platforms for educational engagement. This will include looking at how we could produce and/or embed interactive games within exhibits, as well as collaborating with teachers to increase the amount of resources available for teacher use.

Press & Publications

On January 25, 2016, Tiffany Rhoades was a guest speaker for the #LORTLive weekly webcast. #LORTLive is produced by LORT Nation. Tiffany spoke about the importance of women in gaming, discussing our recent exhibition, Gamer Girl. Girl Museum also became an Academic Alliance Member of LORT Nation, an advocacy group whose goal is to inspire young women to consider a career in STEM fields using game development as an entry point into technology industry overall. They also champion the cause of equal respect for all gender and sexual orientation online and in real life.

We were also featured in the February 2016 issue of Her Culture, in the awesome feature, “Girl Museum: The Epitome of Curated Girl Power” by Danyelle Carter.

Also in February, we achieved Gold Level status on GuideStar. GuideStar is the world’s largest source of information about nonprofit organizations and a leader in advancing transparency in the nonprofit sector. This level demonstrates our deep commitment to nonprofit transparency and accountability.

In March, we were featured in “Six Reasons to Visit Girl Museum,” published on Miss Heard Magazine’s blog.

In July, ExhibiTricks featured a guest post by Tiffany Rhoades on who we are, what we’ve done, and our tips and tricks for exhibition success.

In October, when Ashley was in Turkey, she was featured in an article in Haberturk daily newspaper and on a radio program.



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



Dr. Teri R. Abstein
Board Girl, Secretary

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, Department of Film, Television, and Theatre, University of Notre Dame
- 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 seven 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
- 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
- Artists Alice Baron, Elizabeth Mohammadzadeh, Annabelle Amin, Philippa Ogden, Rosie Stagg, Samantha Winnard, Georgia Crabb, and Erina Shiflett in Gazed and Confused
- Dr. Anne Sweet
- Dr. Yun Zhang
- Team Girl Comic
- Holly McKend of Never Ever After
- Kelsey Rosborough
- Miriam Forman-Brunell



Donors



We would like to acknowledge the brave and kind individuals who have supported Girl Museum over the past seven years. None of our work would be possible without their generosity and goodwill for our institution.

- Teri Abstein
- Mercedes Albert
- Mary Case
- captainizzy14
- Linda Coleman
- Krista Comer
- Kris Coppieters
- Wouter Coppieters
- Ross Corbett
- Rachel Devlin
- Jacob Fleming
- Dr. Miriam Forman-Brunell
- Elaine Heumann Gurian
- Barbara Hanel
- Hillary Hanel
- Lauren Hill
- Marie Celeste Kearney
- Valerie Kemme-Smith

- Jan Knauer
- Eline Lipkin
- Maria Mortati
- 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

Merchandising

The new Girl Museum Boutique at Zazzle premiered in 2016, featuring a range of products and artworks by Junior Girls and volunteers.

As of December 17, 2016, we have earned \$3.84 through royalties on products.

In 2017, we plan to expand our Zazzle offerings with products specifically tied to new exhibitions as well as new, original designs created by volunteers and interns. We have recently brought on new graphic design interns and volunteers to aid in this effort. It is our belief that increasing the originality and variety of designs available will help to increase our sales.



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 more interactive, engaging programs
- To produce pop-up exhibitions and events around the world
- To invest in the growth of our team



Fundraising

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 and hosting, upgraded security, and hiring of a contract web developer to help resolve issues on our site and create new interactive elements.

We also seek funds for the Head Girl’s salary 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.

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 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.



Financials

This table shows our income and expenses from 2014-2016

Support and Revenue	2016	2015	2014
Cash Donations	\$1,521.79	\$1,301.33	\$811.22
Loans	\$0.00	\$500.00	\$0.00
Grants	\$0.00	\$0.00	\$0.00
Reimbursement	\$0.00	\$0.00	\$0.00
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
Total	\$1,521.79	\$1,801.33	\$811.22
Expenses			
Web Domain & Hosting & Security	\$567.11	\$254.79	\$150.91
Office Administration	\$0.00	\$0.00	\$0.00
Marketing	\$55.00	\$29.30	\$0.00
Professional Memberships	\$75.00	\$75.00	\$25.00
PayPal/Bank Fees	\$4.15	\$0.00	\$17.00
Business Development	\$0.00	\$0.00	\$0.00
Taxes/Annual Return	\$61.25	\$61.25	\$61.25
Technology	\$0.00	\$0.00	\$0.00
Travel	\$256.78	\$225.00	\$28.74
Conferences	\$100.00	\$250.00	\$61.79
Project/Exhibition Costs	\$135.00	\$0.00	\$78.00
Equipment (Depreciation)	\$159.00	\$0.00	\$421.99
Total	\$1,413.29	\$895.34	\$844.68
Net Revenue Less Expenses	\$108.30	\$905.99	\$33.46

Balance Sheet

Balances as of December 31 2016

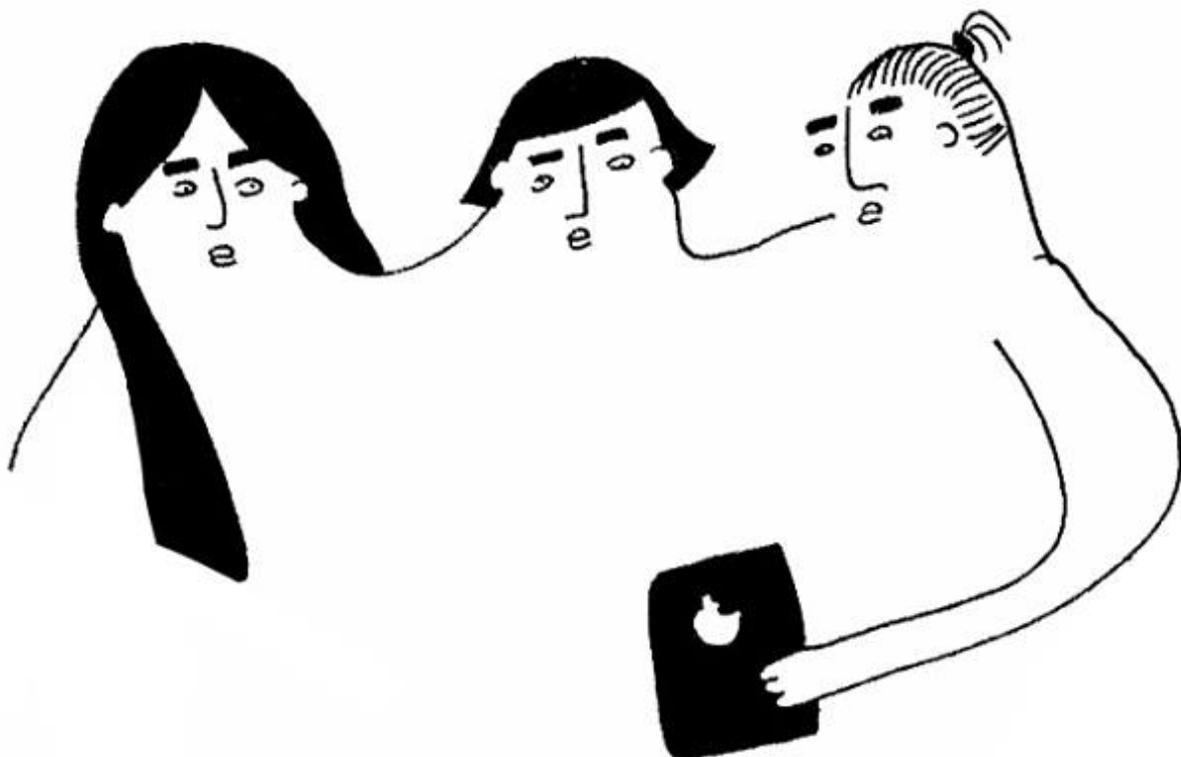
Assets			
Cash		\$3,891.73	
Checking		\$0.00	
Savings		\$0.00	
Inventories		\$0.00	
Investments		\$0.00	
Technology		\$159.00	
Land & Buildings		\$0.00	
Total		\$4,050.73	
Liabilities			
Accounts Payable		\$0.00	
Loans from Officers & Directors		\$13,885.40	
Total			
Net Assets		\$4,050.73	

Bonfire Campaign Story

In late 2016, we held our first-ever t-shirt fundraiser using the Bonfire platform. This fundraiser was heavily promoted via e-mail and social media to our networks, and featured an original design created using Bonfire's image gallery and our own slogans. The design was sold on a range of shirts in adults and children's sizes.

In total, we sold 54 shirts for a profit of \$408.72.

However, despite these earnings, we did not reach our goal. We also experienced customer service issues with some orders and administration of our campaign. Due to these issues, we have elected to investigate alternative platforms for future t-shirt or similar fundraisers. An intern in Spring 2017 will be assisting our Head Girl with research and identification of new platforms, and we have a volunteer who has offered to donate a new t-shirt design for a future fundraiser.



Contact Details

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