



Girl Museum Inc.

501(c)3 registered educational nonprofit

Annual Report 2013



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

Girl Museum is:

- a. a virtual museum for exhibiting, education and awareness raising;
- b. 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

Quick Look at 2013:

- Over 74,000 new visitors, more than double for the previous year
- Re-brand
- Launched redesigned website
- Produced first event at National museum
- Started 2 new projects- Heirloom and PostViolence
- Re-launched Girls Book Club
- 3 new interns

Activities and Accomplishments

Previous years have been aimed at producing exhibition and building our networks. This year was heavily focused on re-organizing and rebranding the organization to match our growing needs. This included a redesign and build of our website, all completed in-house. Besides being time consuming, it was a way to examine who we are and where we want to go.

Exhibitions

2013 was focused on alternative projects rather than straightforward exhibitions. We launched our Heirloom project in partnership with Chick History and our PostViolence Tumblr campaign to raise awareness about domestic violence in conjunction with V-Day Rise on February 14th.

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 we added over 100 objects to our database, focusing on representations of girlhood in the fine arts.

Education

The Girl Museum blog serves as a forum for discussion and analyses of exhibitions, current affairs and issues important to our community. In October, our blog became integrated into the new website and it had still had 6,500 visits overall for the year. We had over 200 entries from 20 contributors, including Junior Girls and guest writers.

Early in the year we re-launched our Girls Book Club in partnership with In This Together, a US-based publishing company that focuses on publishing books with strong girl characters.

Social Media

Our social media presence has been growing slowly, but steadily on all platforms. With Facebook likes increasing by 36% and Twitter followers increasing by 22% in the second half of the year. We established our Tumblr feed and our Pinterest follows are steady.

Volunteers/Junior Girls

Everyone at Girl Museum is a volunteer. This year we had 3 interns join the Junior Girl Internship program in the areas of curatorial, pictorial, and education. They contributed to various aspects of our work, from doing onsite research, writing essays, blogs and reviews. Two of these interns received university credit, one in Australia and one in the USA.

Messages from our Junior Girls

Katie Weidmann, USA/UK

I joined Girl Museum in January of 2010, looking for a flexible, virtual internship to help round out my CV. I've always considered myself a feminist, but hadn't really thought about the field of girl studies. The idea intrigued me, and the intersection of girl studies and museums seemed like it would be a good fit, so I applied to become a Junior Girl in Development, part of the original pool of Junior Girls.

Four years later, I'm still excited about the work we do at Girl Museum. It's frustrating at times, feeling like we're always on the brink—but not quite—of breaking into something huge, but it's also exciting to play in the largely unexplored territory that virtual museums inhabit. I've extended my internship past its original one year commitment because I've become so passionate about advocating for girls as well as virtual museums. Both are largely overlooked, and are often considered "second rate" (sadly, that applies equally to girls). I can't even count the number of times that I've had to explain to people that museums are about more than just physical objects, and that virtual museums can have the same rigorous curatorial standards as a brick-and-mortar museum.

It's rare that I find something that I remain passionate about for so long, but I'm honestly thankful to have something that allows me to flex my activist muscles on a regular basis.

Magda Repouskou, Greece

This report happily coincides with my two-year internship with Girl Museum. I must confess that I embarked on this program quite timidly, mainly due to the lack of previous experience within a museum environment -let alone a virtual one. But this challenge is what intrigued me to compose the application and send it to the Head Girl, Ashley.

Even from the very start I felt more than welcomed in Girl Museum. Although the Board team and the interns are literally spread all over the world (just like our visitors!), it is fascinating how our communication and collaboration is direct beyond belief. My placement as an intern is at the curatorial department but the weekly tasks, as well as the monthly projects, unveiled more fields for me to develop. Up to this day, I have learnt a great number of essential skills that helped me further in multiple ways. Girl Museum is an amazing family that embraces in practice more ages than that of girlhood. It is truly committed to offer marvelous experiences to young and older girls within a democratic and multivocal spirit.

My life moved on radically during the last year. In order to pursue research interests, I changed my location, my focus, my whole way of life actually. Girl Museum was on my side and has a lot to do with reaching this goal. The internship itself revealed my passion for the museum world and digital heritage in general. My involvement maybe lessened because of the many responsibilities, but the eagerness to contribute remains alert.

Tiffany Rhoades, USA

My experience with Girl Museum has been incredible, far exceeding my expectations. Originally, I wanted to gain experience in virtual exhibits and museum development, thinking that the internship would only last until I graduated. Now, I'm still working for Girl Museum and have so many opportunities to use my education and talents for a great cause. I've learned social media marketing, developing virtual exhibits, grant research, and how to coordinate with an international team. I've also been able to refine my writing abilities and been introduced to some amazing people with whom we collaborate.

The best part has been finding a cause to which I can wholly dedicate my talents and myself. I truly feel that the work we do is meaningful and has an impact, from notes from my friends who now share our resources with their networks to academics and other non-profits who are becoming involved in the fight for girls' rights. To date, I haven't met a single person who doesn't support our cause! I could not imagine a better place to work, too, as the flexibility and the use of emerging digital technologies is great for my other responsibilities and really helps me learn valuable 21st-century skills. It is my hope that our efforts will really help girls, whether on an individual level by inspiring them to be themselves, or by influencing policy and advocacy efforts around the world. I look forward to continue working with Girl Museum – hopefully for the rest of my life!

Sarah Jackson, UK

This January marks my two-year anniversary with Girl Museum, and I can only hope that Girl Museum has gained as much as I have from my work in that time! I work as a Marketing and Social Media Intern, mainly keeping an eye on our Twitter account. I keep an eye out for girl-related news - things such as child marriage, sex trafficking, as well as more positive stories about girl empowerment - and tweet about them, as well as of course tweeting about our own news and projects. I'm happy to say that we have recently gained over 500 Twitter followers, which is generally considered to be a "magic" number after which follower interaction increases.

I also contribute blog posts and update Pinterest with our blog posts, and occasionally help out with the Facebook feed.

Working with Girl Museum has irrevocably changed my life. I have become so much more aware of the issues and problems that girls and women face in today's world. I have also, thankfully, become more aware of the incredible work that individuals and organisations are doing to make this a better and more just world for everyone. I count myself lucky to be part of an organisation that is a part of that work. Working with Girl Museum has also inspired me to take the plunge and begin working on my writing career, something that I've always dreamed of doing but never had the confidence to do.

I'm so glad to be part of Girl Museum and I'm very excited to see what 2014 will bring for us all!

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 organizations have collaborated on or supported one of our exhibitions or research projects this year.

American Poetry Museum

Apne Aap

Global Girl Media

National Services Te Paerangi, Te Papa Tongarewa

In This Together Media

Chick History

Donor List

We would like to acknowledge the brave and kind individuals who have supported Girl Museum in its first three years. None of our work would be possible without their generosity and good will for our institution.

Mary Case

Krista Comer

Rachel Devlin

Dr. Miriam Forman-Brunell

Elaine Heumann Gurian

Jan Knauer

Dr. Ilana Nash

Mercedes Pino

Ashley Remer

Dave & Carol Remer

Sioux Remer

Megan Smolenyak

Jennifer Storer

Chad Townsend

Linda Tyler

Kathleen Weidmann

Susan and Wayne Weidmann

Louise Wood

Financials

This table shows our income and expenses from incorporation in March 2009 to the end of December 2011.

Income	2013	2012	2011
Cash Donations	\$1452.93	\$1034.81	\$470.09
Grants	\$0.00	\$0.00	\$0.00
Reimbursement	\$69.00	\$0.00	\$0.00
Sponsorship	\$0.00	\$0.00	\$0.00
In-kind/Non-cash Donations	\$0.00	\$0.00	\$800.00
Shop income	\$0.00	\$0.00	\$0.00
Total	1521.93	\$1034.81	\$1,270.09
Expenses			
Business Incorporation	\$0.00	\$0.00	\$0.00
Web Domain & Hosting	\$112.12	\$122.77	\$73.40
Office Administration	\$367.23	\$68.49	\$105.68
Prof. Memberships	\$25.00	\$25.00	\$100.00
PayPal/Bank Fees	\$17.00	\$18.80	\$17.00
Business Development	\$0.00	\$0.00	\$406.50
Taxes/Annual Return	\$61.25	\$61.25	\$61.30
Technology	\$0.00	\$0.00	\$0.00
Travel	\$0.00	\$2200.70	\$765.62
Conferences	\$0.00	\$1038.52	\$934.90
Exhibition Costs	\$350.00	\$477.34	\$1,610.18
Equipment (Depreciation)	\$429.00	\$429.00	\$429.00
Total	\$1361.60	\$4441.87	\$4,503.58
Net Revenue Less Expenses	\$160.33	-\$3,407.06	-\$3,233.49

Notes

As usual, all of our income came from private individuals this year. We attended one conference this year to share about our Kiwi Chicks exhibition, but our registration was sponsored. While the finances continue at an overall deficit, we did make a small profit this year.

Current Financial Position	
Assets, Liabilities & Fund Balance	As of December 31, 2013
ASSETS	
Checking/Savings	\$2,818.15
Equipment	\$605.00
Less Depreciation	-\$429.00
TOTAL ASSETS	\$2,994.15
LIABILITIES & EQUITY	
Liabilities	
Loan from Officer	\$13,385.40
TOTAL LIABILITIES	-\$13,385.40

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.

Fundraising

Our efforts for our first three years were focused on building great programs and exhibitions, not fundraising. However, in the final quarter of 2012, we launched a modest campaign to raise funds to build a new website. This was advertised through our eNewsletter, Twitter and Facebook primarily. While we did not reach our goal of \$5000 we raised \$800, which is enough to begin a scaled-down web redevelopment project.

With the launch of the new site in 2013, we will begin seeking funds necessary to build our museum into a world-class online institution with the following objectives:

- To invest in our team
- To expand our services to better reach and serve the public

- To increase donations and sponsorship
- To self-generate revenue

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 continue to seek funds for the Head Girl's salary. Creating paid positions for fundraiser and program assistant are a high priority, in addition to being able to hire a contract web developer and graphic designer to assist in our ongoing growth.

Infrastructure

As Girl Museum exists only online, we need to push the boundaries of presentation techniques. To accompany our new website, we also need hard and software, such as computers, digital cameras, Adobe Creative Suite and back up drives to continue our research and exhibition development.

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 image research and permissions.

Membership Program

In 2012, we launched a Membership Program to test the marketability and viability of membership to a completely virtual museum. We tested the membership program from October 2012-October 2013 and decided that it was not viable, so it is no longer offered. The tangible rewards were not incentive enough for our virtual reach.

Girl Museum Inc.

161 Forest Road

Havana, FL

32333-6550

850.443.0216

girlmuseum.org

facebook.com/GirlMuseum

twitter.com/girlmuseum

pinterest.com/girlmuseum/

youtube.com/GirlMuseum1

girl-museum.tumblr.com

cafepress.com/girlmuseum

astore.amazon.com/girmusinc-20

