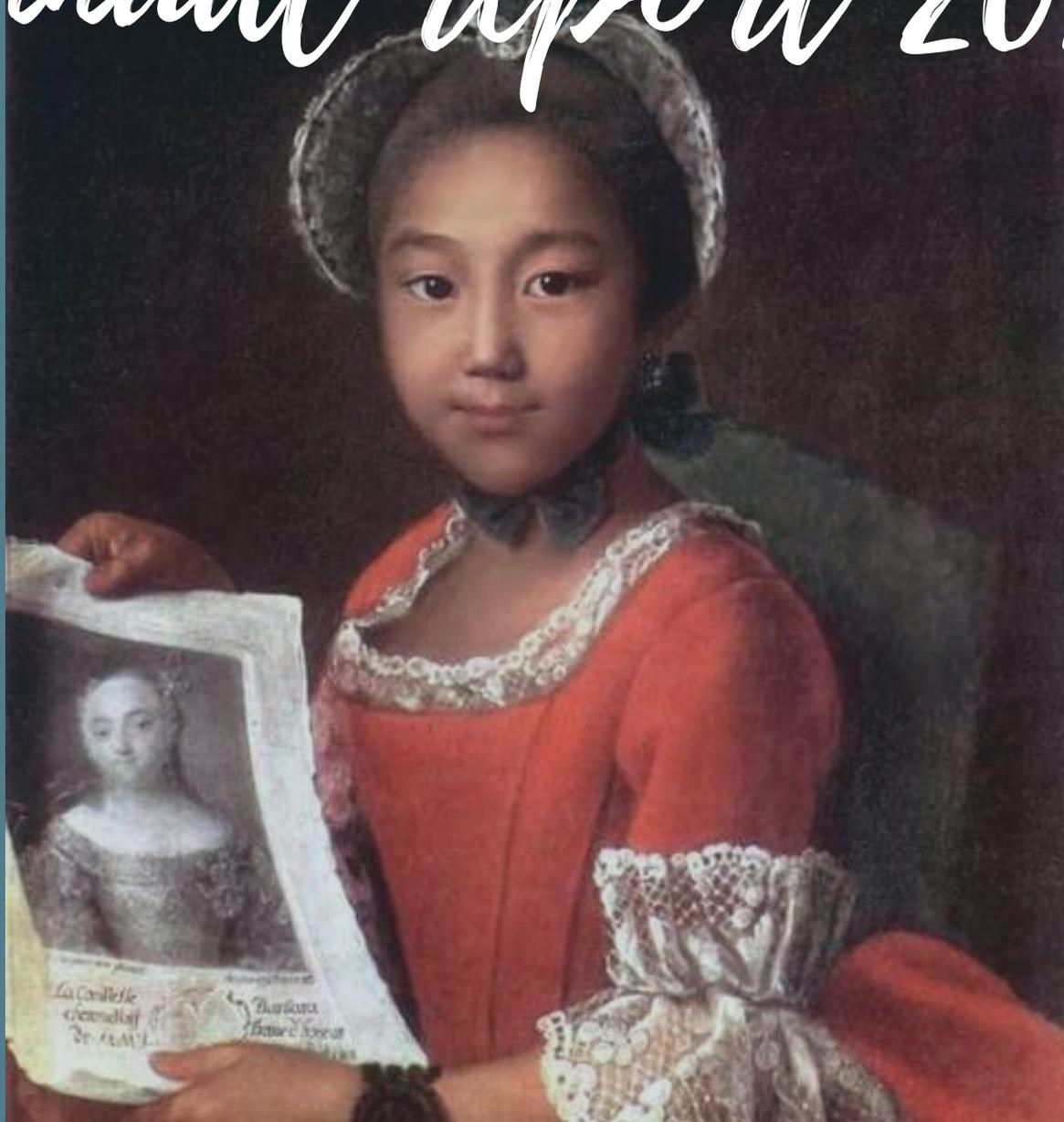


GIRL MUSEUM INC.

annual report 2017



501(C)3 REGISTERED
EDUCATIONAL NONPROFIT



celebrate girlhood

*Girl Museum
2017 annual report*

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Girl Museum is...

the first museum
in the world
dedicated to
girlhood

We are...

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

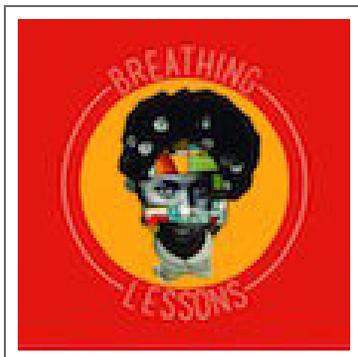
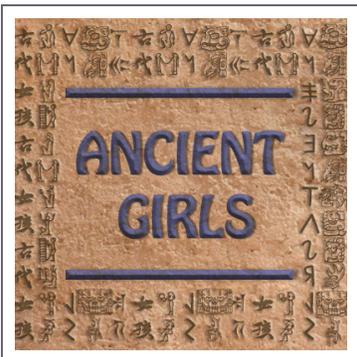
To preserve, protect and advance girl culture from around the world and throughout time.

To support healthy, creative minds, safe bodies and peaceful communities for girls into the future.

all about 2017

FROM OUR FOUNDER & HEAD GIRL...

2017 was a challenging year for the everyone, especially those who advocate for a better future for girls, women, people of color and every other marginalized demographic. However, we met the fear head on, and grew bigger and bolder. With new programs, such as Girl News International, and excellent exhibitions, like *52* and *Ancient Girls*, we had another banner year. As is the duty and glory of girls, we will carry this momentum into 2018 and beyond!



AT A GLANCE

**Almost 100,000
visitors**

17 podcasts

**4 original
exhibitions,
including one with
artist darlene
anita scott**

**6 new Senior Staff
members**

**37% growth
in social media**



WHO WE
ARE

community

by the numbers



Our community hails from around the world, using our website and social media to stay connected.

As of December 30, 2017 we have:

- 366 Newsletter subscribers
- 1,557 Facebook followers
- 1,534 Twitter followers
- 117 G+ followers
- 203 Pinterest followers
- 963 Tumblr followers
- 19 YouTube followers
- 707 Instagram followers

In 2017, we grew by:

- 14% for newsletter
- 22% on Facebook
- 39% on Twitter
- 36% on Google+
- 11% on Pinterest
- 51% on Tumblr
- 19% on YouTube
- 93% on Instagram

Overall, we experienced a growth of 37%, gaining 1,474 new followers across all channels.

While we recognize some of these maybe followers who subscribe to several of our social media accounts, we vary our content by platform and consider each to be unique.

THE GOOD STUFF

1474

New members

37%

Increase in followers across all channels



Instagram was our top performing channel, with 94% growth.



Tumblr was our second top performer, with 51% growth.

governance

BOARD OF DIRECTORS

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.

Ashley E. Remer, Founder & Head Girl
Mercedes Pino, J.D., Treasurer
Dr. Teri R. Abstein, 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



our senior team



CURATOR

Devon Allen



CURATOR

Claire Amundson



ASSOCIATE EDITOR

Sage Daugherty



MANAGER,
CONTEMPORARY ART

Scarlett Evans



EDUCATION
ADVISOR

Hillary Hanel



CONTRIBUTING
WRITER

Michelle O'Brien



PROGRAM
DEVELOPER

Tiffany Rhoades



VOLUNTEER &
INSTA MANAGER

Chloe Turner



EDITOR-IN-
CHIEF

Katie Weidmann

Hillary Hanel Rose

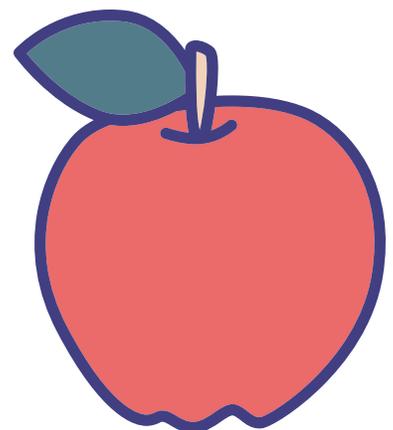
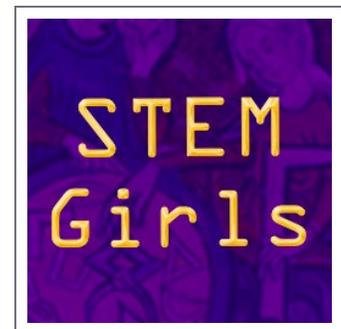


Hillary Hanel Rose is passionate about history, science, museums, and education. Her interests drive her to travel - learning about history and culture along the way. After visiting all of the museums in her college town, she traveled through the internet to find a new one to explore, stumbling upon Girl Museum.

During the final semester of her Bachelor of Science in Education degree, Hillary became a Junior Girl with Girl Museum. While working as the Education Advisor, she earned an M.A. in Museum Studies from the University of Leicester. She has also worked as a high school teacher, college professor, and with 8 different museums.

With Girl Museum, Hillary has enjoyed opportunities to co-curate exhibits, including *STEM Girls* and *STEAM Girls*, and manage the creation of education guides for new exhibits. She believes that Girl Museum is a great way to travel through time and space, through the stories of girls.

Hillary is excited about upcoming exhibits and their connections to her own girlhood experiences. She is looking forward to Girl Museum's growth as she nears her 6th anniversary with the organization.



Kristina Kraemer

Kristina grew up as a true daddy's girl with a good mix of Barbie dolls, monster truck toys and a room full of bookshelves. After spending many years abroad, she never really got used to the idea of settling down, so her M.A. degree in Cultural Heritage is taking her across borders and cultures searching for the perfect career mix of journalism and museum work. While Kristina completely outgrew Barbies and monster trucks, she will always be a hardcore book worm. And of course daddy's girl.



The moment I first heard of Girl Museum, I was intrigued and amazed by the idea of virtually collecting and exhibiting the lives and histories of girls worldwide. During a conference in Istanbul, Ashley asked me if I would like to come on board for an exciting new project: Girl News. At the time, I had just completed my Master's in Cultural Heritage and was on the lookout for a new challenge. Of course I said yes, and it has been a pleasure and a wonderful experience to help develop and curate Girl News for exactly a year now – can't believe it's already been so long! My work for Girl Museum includes researching news and deciding on which articles we'll be showcasing in one of the two monthly issues we publish, taking turns with Megan Sormus. According to the main themes in the issue, I then write up the Letter from the Editor and a Commentary to go with the lead article.

Being in touch so closely with what is happening in girls' lives across the planet has greatly influenced my professional career. After a position as a research assistant, I transferred to a City Museum in the industrial belt of Germany. Child labor, social history and the changing concepts of society play a major role in the new permanent exhibition we are currently developing, and my research has expanded to the equitable representation of women and girls in technical museums. Contributing to Girl Museum has brought many new aspects into my life and work, for which I am tremendously grateful. Not only is it fun to be part of a wonderfully dedicated team, but every issue we publish hopefully helps to draw attention to the needs and fates of girls, thus making this world a little better – step-by-step.



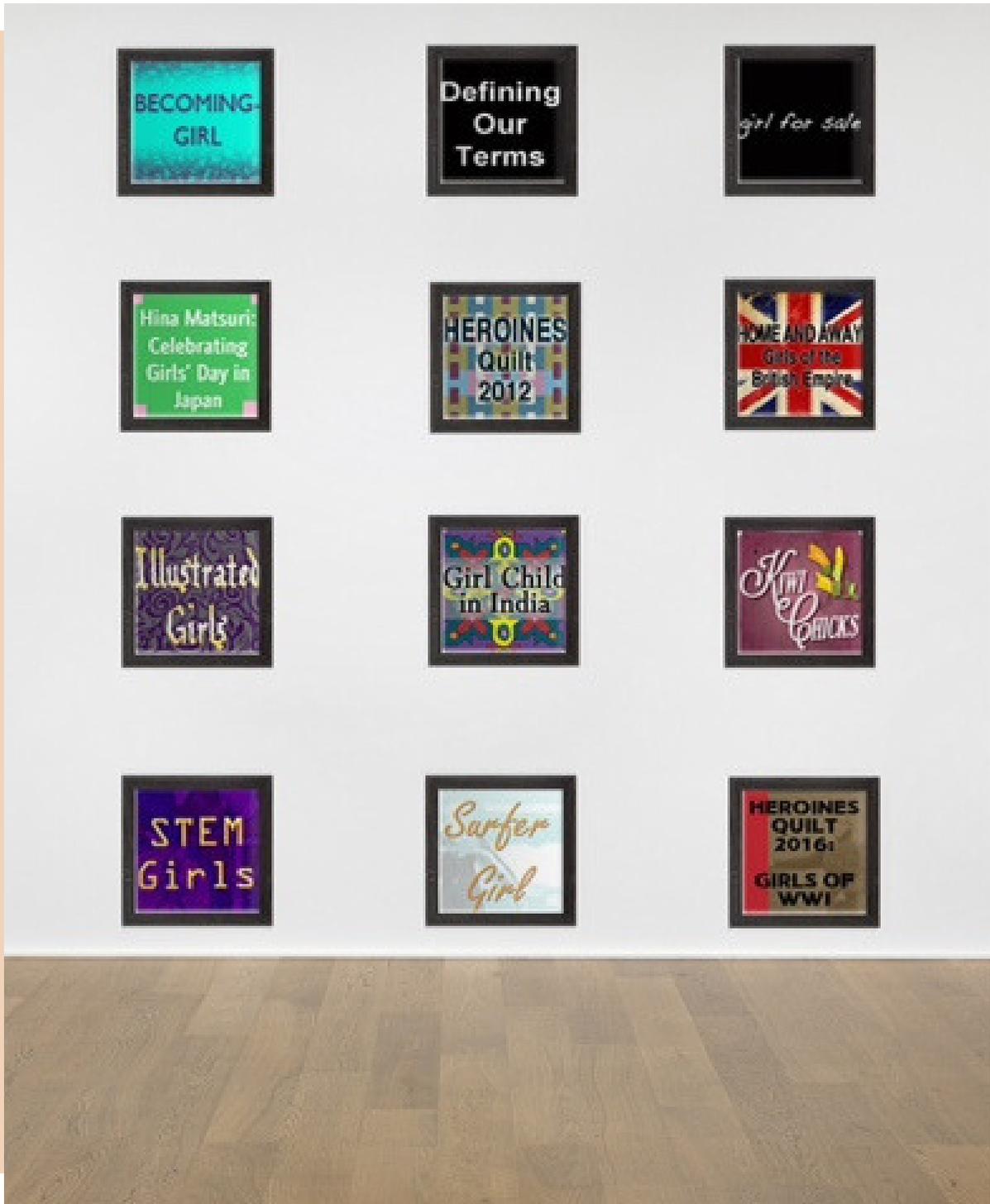
Tia Shah

Growing up in England, the land of castles, stately homes and the National Trust, I spent my childhood visiting captivating historic sites with my mum. From dreaming of epic battles, ornate courts, love and deception, history has always been one of my greatest passions. After studying History and Geography as an undergraduate at Durham University, I was so in love with the gorgeous medieval city and my subjects, that I stayed to do a Masters in Early Modern History. During these four years I became endlessly fascinated with human exhibition, doing not one but two dissertations on the subject!

I recently graduated from Durham University after earning a Master's in Early Modern History, focusing on human exhibition and 'exotic' visitors to Britain in the 18th century. I'm currently an intern at Waddesdon Manor, the Vale and Downland Museum, and Girl Museum! All my internships are very different and it's great to be able to switch from WWI school visits, to paper mache-ing Easter eggs, to researching and writing for the *Girl Child of India* exhibition -- all in the same week. I'm loving my time with Girl Museum, especially the freedom and support I get to research and write about exactly what interests me. I've just started a new column, featuring an inspirational girl from each century, and I've got plans for a podcast later this year, so there is lots of exciting stuff in the pipeline.

These internships are hopefully just the start of my career in the heritage industry, where I hope to be involved with education and outreach. I really want to use education to prove that history is interesting and relevant to everyone. I also want to promote more creative ways of interacting with the past, proving that everyone can and should be a historian.

Outside of work, I love going for long walks with my dog and favorite humans, reading, and food – both the cooking and the eating!



WHAT
WE DO

programs

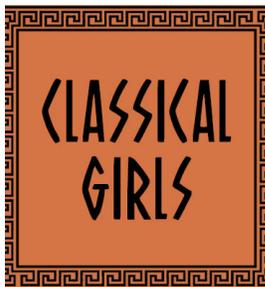
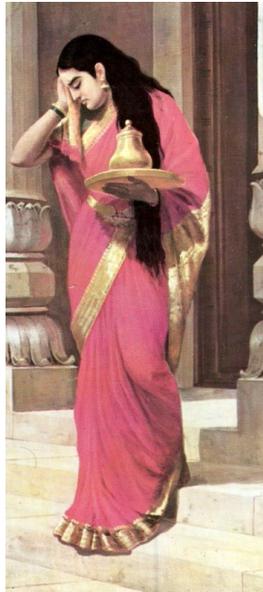


exhibitions

We produced 4 unique exhibitions in 2017.

52 Objects in the History of Girlhood told world history from a girl's perspective, featuring objects and stories about girls' experiences from prehistory to today. With a new object added each week, this exhibition featured collaborations with Global Fund for Women, the British Schools Museum, and Women's Museum Meran.

Classical Girls explored girls' daily lives in Classical Greece and Rome. Told through journals, objects, art, and archaeology, we explored how girls are found in sources from the period, as well as the remarkably complex lives they led.



Ancient Girls also explored girls' daily lives, this time in the ancient societies of Babylon, China, Egypt, Greece, the Indus Valley, and Central America. Despite their mysteries, these civilizations left tantalizing evidence that may have you questioning everything you've been taught about ancient life.

Breathing Lessons: Art And Poetry from darlene anita scott is the first show in our Contemporary Art Series. Scott's work uses collage art and poetry to examine of the experience of colored girls in society.

podcasts

GirlsSpeak explores art, history, and culture from a girl's eye view.

During 2017, our podcast series **quadrupled** our number of subscribers, growing from an average 5,017 per month to 21,807.

This growth is incredible, especially since we cut our podcast to one new episode per month. Our most popular podcasts remain those related to exhibitions, and we plan to continue producing audio content for all exhibitions. Additionally, we will produce podcasts for older exhibitions, providing new perspectives and life to these important narratives of girlhood and girl culture.

In 2017, we also developed a marketing plan for our podcasts, which is now underway. We also plan to produce more behind-the-scenes content, giving our listeners a look at how girl history is researched and presented.

In December 2017, we featured our first-ever sponsor, Audible.com. This new partnership enables us to earn revenue and begin making our podcast self-sustainable.

2018 will feature episodes on girls in the slave trade, mythology, suffrage movements, and more. Additionally, we will produce our 100th episode and a special Halloween episode on Young Witches.



MOST DOWNLOADED PODCASTS

- Young Girl Artists
- Greek Mythology
- Girls in the Russian Revolution
- Egyptian Mythology
- Classical Girls' Bodies
- Girls in Museums



education

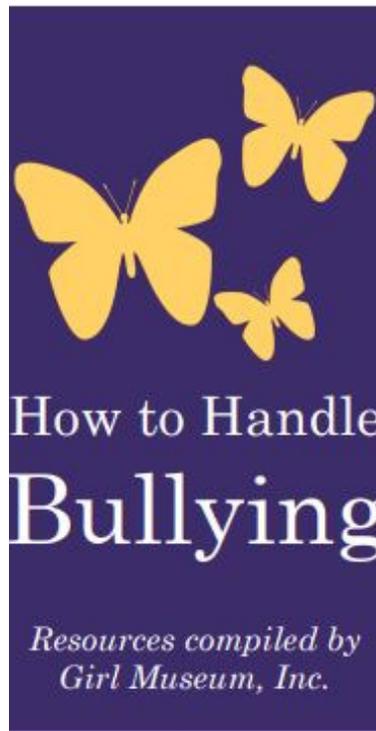
Girl Museum completed several tasks during 2017 in regards to our educational programs.

First, we continued 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 Rose is hard at work finalizing this guide, with the goal of publishing it during Summer of 2018.

Second, we began publication of Coloring Pages for our exhibits. Produced by Junior Girl Alex "Lexi" Burrows, we have published five sets of coloring pages related to some of our most recent exhibitions.

In the future, we plan on increasing our educational programs to include more quizzes, revising the guides for our Heroines Quilts, marketing to teachers, and investigating new platforms for educational engagement.



more projects

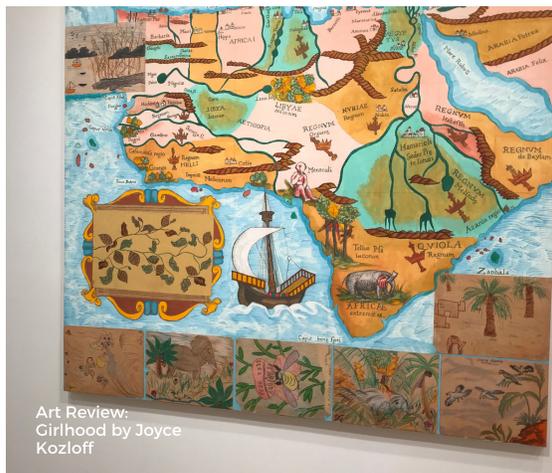
GIRL NEWS INTERNATIONAL

Curated by Girl Museum

Girl News International is a platform for girls' stories and voices created on paper.li, the newspaper site. We have an editorial team working on news gathering and commentary about girl related news stories from around the world. We published 24 issues in 2017, on the 15th and 30th of each month.

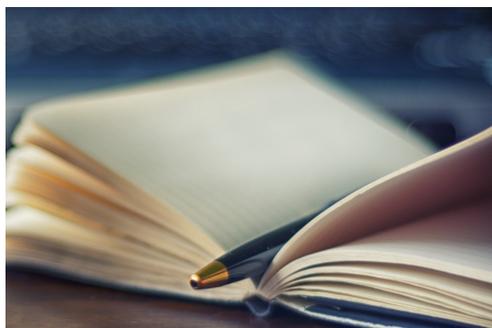
REVIEWS

Our Junior Girls substantially expanded our "Girls Book Club" (reviews of books appropriate for young girls) and our "Girl Reviews" (film, television, music, and museum exhibits) projects in 2017. We also featured contributions in both projects from guest contributors.



BLOGS

Our blog columns continued and expanded in 2017, including a special guest column by Amelie Andreas of THINK Global School, which documents her adventures in a high school that travels the world.



We also had incredible success with Sage Daugherty's "No Time for Fear - Politicking Girls" column, which will continue in 2018.

program 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
- Global Fund for Women
- British Schools Museum
- Women's Museum Meran
- darlene anita scott

CONFERENCE REPORT

2017



Society for the History of Children and Youth (SHCY) @ Rutgers-Camden

In late June, Head Girl Ashley E Remer attended the Society for the History of Children and Youth (SHCY) 2017 biennial conference held at Rutgers University – Camden, New Jersey campus. The conference theme was ‘Transition, Transaction, and Transgression’.

Ashley presented a paper on our Kiwi Chicks: New Zealand Girl History project as a showcase of girl history as well as how to create a successful public history project. It was an excellent conference, with many new connections made as well as meeting some online colleagues for the first time.

Besides acquiring a new intern for our team, Ashley was asked to co-chair the new Girls’ History and Culture Network (GHCN), which she was pleased to accept.



press & publications

We started the year strong, with the publication of Katie Weidmann's "Here Come the Girls" piece in *Standard Issue* magazine. Asking why headlines about girls are always bad, Katie stated, "Would you know the name Malala Yousafzai if she hadn't been shot? Probably not. She would be just another girl in a long line of those who are ignored, dismissed, or forgotten. Yousafzai is celebrated because she had the misfortune of being shot."

Early in the year, we were also selected as one of the Top 50 Museum Blogs by a FeedSpot panelist.

We were also featured in the March/April issue of *New Moon Girls*, as Willa from Maine interviewed our Founder, Ashley Remer, for "Girls Make History: Meet Girl Museum founder Ashley." Willa also shared her top picks from our site, including our *Girlhood in Art* series and *Kindertransport*.

Finally, in December 2017, a two-part anthology, *Feminism and Museums*, was published by MuseumsEtc. Press. Ashley and Tiffany contributed an extended case study, 'Girl Museum: using Digital to Showcase Feminism in Cultural Heritage', for the book. It is a great honor to be included in this book along with many other world-renowned museums, curators, and artists.



"Girl Museum is fascinating, sweet, sad, amazing, and makes you wonder and think. THANK YOU to Ashley and everyone there for making this!"
- Willa
New Moon Girls





HOW
YOU
HELP

support

fundraising

GIVEAWAY

In 2017, we ran our first giveaway, "Inspire a Future Feminist," with the goal of increasing our newsletter subscribers and social reach. The giveaway featured a prize pack of feminist-inspired books and a puzzle.

In total, **25 people** entered our giveaway by subscribing to our newsletter and sharing on social media. This helped us grow and test out a new method of marketing that we may use in the future.

FACEBOOK

Social media has increasingly become a mean of soliciting donations and supporting causes. Girl Museum implemented Facebook Donations upon its release, and we spent 2017 testing out ways of raising funds on Facebook. These methods include: (1) a "Donate" button on our page and/or posts, and (2) encouraging the use of Facebook fundraisers by our followers.

Through Facebook, we raised \$110 from 5 donors to support our work.



CAPITAL CAMPAIGN

In October of 2017, we ran our 2017 Capital Campaign to raise funds for our upcoming exhibitions and programs. Using Generosity, a platform for nonprofits by Indiegogo, **we were able to raise \$1,711 to support our 2018 programs.**

As with the giveaway, this enabled us to test Generosity and learn more about crowdfunding in preparation for our 10th anniversary campaign in 2019.



patrons

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

Exhibition Benefactors (\$1,000+)

Rachel Devlin

Projects Patrons (\$500+)

Rachel Devlin

Website Champions (\$250+)

Dave and Carol Remer

Girl News Advocates (\$100+)

Teri Abstein

Ross Corbett

Dr. Miriam Forman-Brunell

Chad Townsend

Lisa Wade

GirlSpeak Podcast Sponsors (\$50+)

Alisdair Corbett

Victoria Esson

Tiffany Rhoades Isselhardt

Mary Celeste Kearney

Katie Weidmann

Friends & Education Supports

Mercedes Albert

Angela Andreas

Ethan Angelica

Jessica Bailey

Mary Case

Linda Coleman

Krista Comer

Kris Coppieters

Wouter Coppieters

Tristan Derringer

Jacob Fleming

Ric Franks

Sarah Goring

Tara Gujadhur

Elaine Heumann Gurian

Sarah Guthrie

Barbara Hanel

Hillary Hanel Rose

Andrew Head

Lauren Hill

Michael Isselhardt

Valerine Kemme-Smith

Jan Knauer

Elline Lipkin

Maria Mortati

Sara Morsey

Dr. Ilana Nash

Victoria Patterson

Mercedes Pino

refused155

Sioux Remer

Cathy Rhoades

Sioux Remer

Hillary Rose

Megan Smolenyak

Jennifer Storer

tristan

Marcy Troescher

Lynda & Gerald Troy

Linda Tyler

Sue & Wayne Weidmann

J.R. Welker

Louis Wood

Financials

Our Revenue and Expenses for 2015, 2016, and 2017.

<u>Support and Revenue</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>
Cash Donations	\$3,553.85	\$1,521.79	\$1,301.33
Loans	\$0.00	\$0.00	\$500.00
Grants	\$0.00	\$0.00	\$0.00
Reimbursement	\$102.47	\$0.00	\$0.00
Sponsorship	\$0.00	\$0.00	\$0.00
In-kind/Non-cash Donations	\$0.00	\$0.00	\$0.00
Shop income	\$8.35	\$0.00	\$0.00
Interest	\$0.00	\$0.00	\$0.00
	Total	\$3,664.67	\$1,801.33
<u>Expenses</u>			
Web Domain & Hosting & Security	\$177.17	\$567.11	\$254.79
Office Administration	\$0.00	\$0.00	\$0.00
Marketing	\$49.89	\$55.00	\$29.30
Professional Memberships	\$75.00	\$75.00	\$75.00
PayPal/Bank Fees	\$0.00	\$4.15	\$0.00
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	\$0.00	\$256.78	\$225.00
Conferences	\$200.00	\$100.00	\$250.00
Project/Exhibition Costs	\$99.00	\$135.00	\$0.00
Equipment (Depreciation)	\$0.00	\$159.00	\$0.00
	Total	\$662.31	\$895.34
Net Revenue Less Expenses	\$3,002.36	\$108.30	\$905.99

GIRL MUSEUM INC.
EIN # 26-4507189
Balance Sheet
Balances as of December 31 2017

Assets

Cash	\$6,263.29
Checking	\$0.00
Savings	\$0.00
Inventories	\$0.00
Investments	\$0.00
Technology	\$0.00
Land & Buildings	\$0.00
Total	\$6,263.29

Liabilities

Accounts Payable	\$0.00
Loans from Officers & Directors	\$13,885.40
Total	

Net Assets

\$6,263.29



GIRL MUSEUM INC.

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