

GIRL MUSEUM INC.

annual report 2018



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 2018

FROM OUR FOUNDER & HEAD GIRL...

A roller coaster. That is really the only word I can use to describe 2018. We started out pretty strong, but our home, the Girl Museum website, was hacked in March. This had us literally starting from scratch in a year already packed full of projects and exhibitions. But we rebuilt and we are stronger and safer than ever. Preparing for our 10th anniversary year in 2019 was also a strange and wonderful experience, reminding me that almost a quarter of my life has been with Girl Museum in it. And I wouldn't want it any other way!

-Ashley



AT A GLANCE

**Over 54,000
visitors**

13 podcasts

**5 original
exhibitions and
projects**

**2 conference
presentations**

**17.4% 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, 2018 we have:

372 Newsletter subscribers
1831 Facebook followers
1846 Twitter followers
208 Pinterest followers
1096 Tumblr followers
21 YouTube followers
1040 Instagram followers

In 2018, we grew by:

2% for newsletter
18% on Facebook
20% on Twitter
3% on Pinterest
14% on Tumblr
11% on YouTube
47% on Instagram

Overall, we experienced a growth of 17%, totaling 6,419 followers across all channels. While we recognize some of these may subscribe to several of our social media channels, we vary our content by platform and consider each to be unique.

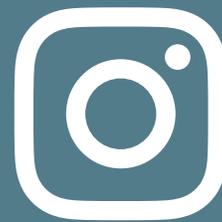
THE GOOD STUFF

953

New members

17%

Increase in followers across all channels



Instagram was our top performing channel, with 47% growth.



Twitter was our second top performer, with 18% growth.

governance

BOARD OF DIRECTORS

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



Tiffany Rhoades
PROGRAM
DEVELOPER



Katie Weidmann
EDITOR-IN-
CHIEF



Hillary Rose
EDUCATION
ADVISOR



Chloe Turner
VOLUNTEER &
INSTA MANAGER



Sage Daugherty
ASSOCIATE EDITOR



Scarlett Evans
MANAGER,
CONTEMPORARY ART



Claire Amundson
CURATOR



Michelle O'Brien
CONTRIBUTING
WRITER



Lexi Burrows
EDUCATION ASSISTANT

Katie Weidmann



Katie grew up with a voracious appetite for books and reading, art and museums of all forms, and listening to and playing music (and hippos, but that has yet to prove relevant to most things). As a child, she wanted to be a vet, then a music teacher. Halfway through her BA in Music Education, she had an epiphany, and switched to English Literature. Then, in the process of applying for grad school, she had another epiphany, and began applying to Museum Studies programs. Choosing to run away from home at the age of 25, Katie moved from the Pacific Northwest to attend the University of Leicester in Leicester, England. After a bout of unemployment in the USA, Katie moved back to England, this time to Yorkshire.

Whilst waiting for her visa, Katie came across an interesting looking job posting. Internet-based and available anywhere in the world, it had a feminist bent that appealed to her. Sure, it was unpaid, but given that she hadn't had paid work for more than eight weeks in the previous two years, the experience would look good and give her the chance to contribute something positive to the world. Plus, she could start right away, and continue to work with them after she moved.

In January of 2010, Katie officially started with Girl Museum's first group of Junior Girls. Nine years later, she serves as Editor-in-Chief, a role she relishes. Katie's been involved in exhibition creation, article writing, conference presentations, and most recently, editing anything and everything that comes across her (virtual) desk. The last is particularly satisfying, as she has finally found a worthwhile use for her pedantry and weird ability to spot extra spaces in sentences.

In 9 years, she's never looked back. Girl Museum gave Katie a purpose she didn't know she wanted, and an incredible variety of skills, experiences, and—most importantly—a group of amazing women she is proud to call friends. She hopes the next 10 years will be just as fulfilling as the last decade has been.

Libby Serra



I am a senior at Northern Michigan and majoring in Digital Cinema with a Native American Studies minor. I love all things art, I love drawing and making graphics as well as making documentaries and videos.

I've always loved the art world and being able to combine all my passions is a dream come true. I hope to work for a non-profit once I graduate and help communities and kids!

Growing up I've always had an intense love for all things creative, especially photography and filming which is why I chose to major in Digital Cinema at Northern Michigan University. Beyond that, I've always had a deep sense that I wanted to help people, animals, movements and anything else that spread goodness to those who needed it most.

I knew from the second I found Girl Museum that it would be an amazing experience. I feel so lucky that I found such an amazing organization to teach me the ropes of a non-profit. The support and encouragement I found through this internship is like nothing I've experienced before. I was allowed to experiment and grow not only as an artist and student but as a person as well.

With graduation just a year away, the heavy question of "what now?" seems to loom over me, but this internship helped me find my passion in inspiring others and helping others tell their stories. I truly wish I had something as amazing as Girl Museum to look to when I was younger and fighting the insecurities and hardships so many young girls face.

This internship gave me a clear vision to what I wanted for myself and my future and I feel so lucky to have had an opportunity to grow, learn and gain confidence from this amazing experience and I'm so excited to take the next step in my life.



Brittany Wade

Raised as the youngest of three girls by a power-house of a mother, Brittany has never lacked the influence of strong women. Her maternal grandmother was a singer, actress, and world traveler who urged her to follow her passions no matter what the odds. This ultimately lead Brittany to study Classical antiquities as well as film studies, publishing a couple of papers on the subjects. She graduated with a Master's in Heritage Management from the University of Kent, where she got to spend years traveling and researching archaeology in Greece. She aspires to work for UNESCO to help protect cultural heritage and better educate the public on the world's many fascinating cultures and histories.

I used to think that treasure hunting and discovering lost history was only for Hollywood blockbuster movies. It wasn't until I took an archaeology class to fill a prerequisite in college that I fell head over heels for understanding and learning more about ancient cultures. My bachelor studies inspired me to carry on my intellectual aspirations, enrolling in a program that would help meld my love of history with my desire to engage the public with it! Since graduating in 2015 with a Master's in Heritage Management, I have continuously tried to keep my foot in the door of cultural institutions. I have had roles that vary from archivist, archaeological excavator, curator, interpretive guide, docent, and collections management that also vary geographically from the Aegean Sea to the Colorado Rockies.

But of all of my jobs in the cultural sector, none has been more rewarding than my time working with Girl Museum. This internship has enabled me to combine my passion for history with my desire to help empower women and girls while also giving me valuable educational and professional experience. Girl Museum allows me to put on many different hats to suit my interests, goals, and availability. Whether it's researching artifacts for an online exhibition or contributing to the bimonthly international newsletter, it is always stimulating and emotionally satisfying to participate in! I truly believe this platform is so important, and I am so grateful to be a part of it. History has always been written by men, but now it is our turn to tell our stories and inspire the next generation of girls to do the same.

doesn't actually make me feel better, well just a lit



PostHealing

Submit your artwork and get involved at:

<https://posthealing.tumblr.com>

posthealing@girlmuseum.org

#PostHealing

WHAT
WE DO

programs



exhibitions

We produced 2 unique exhibitions in 2019.

Better Together: Girl Groups explored how and why girl groups began, what activities girls participate in, and their purpose in the twenty-first century. Featuring first-hand accounts, material culture, academic literature, interviews, and case studies, we discovered the importance of girl-focused organizations such as Girl Guiding UK, Girl Scouts of the USA, Rainbow, and Camp Fire Girls. Notably, the exhibition included a look at the Girls Friendly Society in India by girl studies scholar Elizabeth Dillenburg; an interview with Janie Hampton, author of *How the Girl Guides Won the War*; and photographs, objects, and memories of the 34th Cardiff Brownies and Guides.



The Power of She explored female deities from around the world, showcasing how female gods have been a part of human culture for millennia. It may come as a surprise to many that 'She' is older with a longer continuity of importance than many male gods. These ancient stories help us to understand the value of females in narratives and social structures. The exhibition featured the work of Devon Allen, our former resident mythologist and curator, as well as our mythology-focused *GirlSpeak* podcasts.

podcasts

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

During 2018, our podcast series moved from Podbean to Anchor.fm, which enables us to distribute the podcast on more platforms and reach more listeners while producing content from anywhere in the world.

Between June and December 2018, we averaged 471 listeners per month.



Our experiences with our first sponsor, Audible.com, were not successful. We continue to look at methods of earning revenue to support our podcasting, and include our podcast as one of the areas supported by our Patreon Sisterhood.

2019 will feature episodes on previous exhibits, as well as interviews with girl studies scholars, special anniversary celebrations, and a conference report from the upcoming International Girl Studies Association Conference.

We are also planning a new, separate podcast series for 2020. Stay tuned!

PLATFORMS

Anchor.fm
Apple Podcasts
Google Podcasts
Spotify
Breaker
Castbox
Overcast
Pocket Casts
RadioPublic
Stitcher



education

Girl Museum continued producing curriculum-aligned educational materials in 2018, including:

- ~Coloring Pages
- ~US & UK Curriculum-aligned guides to exhibits
- ~Heroines Concertina Book



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.

Second, we continued publication of Coloring Pages for our exhibits. Produced by Education Assistant Alex "Lexi" Burrows, we published an additional set of coloring pages.

We also produced the Heroines ABC Concertina Book, designed by Annamaria Nizi, as a way to engage audiences with our Heroines 2018 quilt.

In the future, we plan on increasing our educational programs to include contemporary art activities, publishing of our Teacher's Guide, and aligning our guides with Australian curriculum.

projects

With the redesign of our website, we decided to group all contribution-focused and community-produced programs into our "GirlSpeak Projects" series. In 2018, we produced three new projects:

Heroines Quilt V: From Dark to Light, which explored heroines of the medieval and Renaissance.

Kiwi Chicks: New Zealand Girl History | Ngā Kōhine Kiwi: He Hītori Taitamāhine o Aotearoa was revived for the 125th Anniversary of suffrage in New Zealand.

PostHealing, a Tumblr-based revival of PostViolence focused encouraging survivors of sexual, child, and domestic violence to heal through making and sharing art.



BLOGS

In 2018, we had several guests posts and columns on girl culture, and even a piece on being a girl in the film industry penned by rising star, Thomasin Mackenzie. Late in the year, we cut back our publishing to three times per week, in order to focus on more opinion, thought, and quality pieces.

The success of Sage Daugherty's "No Time for Fear - Politicking Girls" column continued, and we also saw greater interest in interviews, museum reviews, and guest blogs on girls' work and voices around the world.

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 published 24 issues in 2018, on the 15th and 30th of each month.

Unfortunately, GNI did not experience growth. If no growth is experienced in 2019, the project will be reconsidered.

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
34th Cardiff Girl Guides
69th Hull Girl Guides
Janie Hampton

CONFERENCE REPORT

2018

Traditional Arts and Ethnology Centre, Laos



In November 2018, Head Girl Ashley E. Remer gave a talk at the Traditional Arts and Ethnology Centre in Luang Prabang, Laos, on Girl Museum, stories from our past ten years, and her experience trying to produce an exhibition in Laos.



Museum Computer Network Conference, Colorado, USA

Education Advisor Hillary Hanel received a scholarship to attend the Museum Computer Network's annual conference in Denver, Colorado. Reflecting on the experience, she stated, "I chose to give a lightning talk about my work with Girl Museum. Virtual museums are a new idea, so the overall concept of this was the basis for my presentation. I shared the benefits (free for visitors, open 24/7, etc.) and implications (time zones, marketing, funding, etc.) of being a virtual museum. I also highlighted our *52 Objects* exhibit to show how digitized collections can be used to curate in new ways. There was a lot to fit in a time limit of 5 minutes! Luckily, I was able to chat with many other MCN attendees throughout the week to discuss Girl Museum more in-depth."



press & publications

Girl Museum took a brief hiatus from publications in 2018, to focus on conference attendance and research for future publications.

However, we were featured in a number of articles on topics related to girlhood and museums.

In March, Head Girl Ashley E. Remer was interviewed by Catherine Wagley for the GOOD article, "When #MeToo Comes for Picasso: Museums struggle with how to share uncomfortable truths about art history." Additionally, members of our senior team shared their thoughts on the #MeToo movement and its effect on art history on our blog.

In the fall, our podcast series GirlSpeak was mentioned in Hannah Hethmon's *Your Museum Needs a Podcast* as an excellent example of how to name a podcast series.

Finally, in June, the *American Perceptualism* blog featured us in their "Four Fabulous Blogs about Women and American Museums."



"We tend to think of artists sexually preying on young girls/models as just how it was, which does not make it any more acceptable than now. [...] Wanting to 'just enjoy the art' has led to a huge misconception about what art is and how it influences us."
- Ashley E. Remer,





HOW
YOU
HELP

support

fundraising

ART AUCTION

In March 2018, we celebrated #5WomenArtists by holding our first art auction. Hosted by Jumblebee, the auction featured female-produced artwork from our exhibitions and donated by emerging female artists.

In total, we raised \$785 to support our contemporary art exhibition series, which will feature exhibitions of female-produced contemporary art that reflects on girls and girlhood.

WEBSITE FUND

In March 2018, our website was hacked and severely damaged. Following investigation, Girl Museum switched service providers and hosted fundraisers on JustGiving and Facebook in order to cover the unexpected costs. Through support from people like you, we raised \$582 to support our site's migration, redesign, and increased security.



PATREON

We also launched our new membership program: the Girl Museum Sisterhood on Patreon. This monthly giving program empowers us to have sustainable funding, reach key goals to our ongoing operations, and deliver engaging and exclusive behind-the-scenes content. In its first year, our Patreon has gained us 5 monthly supporters for a total of \$35 per month in revenue. Learn more at patreon.com/girlmuseum



patrons

Grandmother Gaia (\$1,000+)

Rachel Devlin
Dave Remer

Mama Mnemosyne (\$500+)

Mercedes Pino
Ashley Remer

Big Sister (\$250+)

Miriam Forman-Brunell
Chad Townsend
Mary Case
Megan Smolenyak
Ross Corbet
Susan Remer
Paola Gianturco

Girl News Advocates (\$100+)

Elaine Gurian
Sioux Remer
Teri Abstein
Katie Weidmann
Teri Yoo
Cody Carter
Angela Turnbull
Krista Comer
Linda Tyler
Lisa Wade
Susan Weidmann
tyoo376573



GirlSpeak Podcast Sponsors (\$50+)

Cathy Rhoades
Mary Celeste Kearney
Tiffany Isselhardt
Sara Morsey
Alisdair Corbet
Darrell Perry
Jennifer Storer
Jerry Troy
Victorian Esson
Ethan Angelica
Marcy Troescher
Jacob Fleming
Amanda Ptolomey

Thank you to all our donors. Your support is the foundation of our work and the inspiration for us to keep going.

We look forward to celebrating our 10th anniversary with you in 2019!

profit & loss statement

Support and Revenue		2018	2017	2016
Direct Public Support (Cash Donations)		\$1,272.19	\$3,553.85	\$1,521.79
Grants		\$0.00	\$0.00	\$0.00
In-kind/Non-cash Donations		\$0.00	\$0.00	\$0.00
Indirect Public Support		\$82.12		
Interest		\$0.00	\$0.00	\$0.00
Loans		\$0.00	\$0.00	\$0.00
Reimbursement		\$0.00	\$102.47	\$0.00
Sales (Shop income)		\$795.00	\$8.35	\$0.00
Sponsorship		\$0.00	\$0.00	\$0.00
	<i>Total</i>	\$2,149.31	\$3,664.67	\$1,521.79
Cost of Goods Sold				
Purchases - Auctions		\$84.63	\$0.00	\$0.00
Gross Revenue				
		2,064.68	3,664.67	1,521.79
Expenses				
Category	Expense	2018	2017	2016
Development	Business Development	\$0.00	\$0.00	0.00
Development	Marketing	\$225.92	\$49.89	55.00
Development	Professional Memberships	\$149.95	\$75.00	75.00
Operations	Business Incorporation	\$0.00	\$0.00	0.00
Operations	Web Domain, Hosting, & Security	\$19.17	\$177.17	567.11
Operations	Office Administration	\$121.16	\$0.00	0.00
Operations	PayPal / Bank Fees	\$23.75	\$0.00	4.15
Operations	Taxes / Annual Return	\$0.00	\$61.25	61.25
Operations	Technology	\$1,338.71	\$0.00	0.00
Operations	Equipment (Depreciation)	\$0.00	\$0.00	159.00
Operations	Loan Payments	\$0.00	\$0.00	0.00
Programs	Travel	\$0.00	\$0.00	256.78
Programs	Conferences	\$0.00	\$200.00	100.00
Programs	Exhibition Costs	\$135.00	\$99.00	135.00
Programs	Legal Fees	\$750.00	\$0.00	0.00
Gross Expenses		\$2,763.66	\$662.31	\$1,413.29
Net Revenue				
		-698.98	3,002.36	108.50

balance sheet

GIRL MUSEUM INC.	
EIN # 26-4507189	
Balance Sheet	
Balances as of December 31, 2018	
<u>Assets</u>	
Cash & Bank	\$4,710.68
Savings	\$0.00
Accounts Receivable	
Property	\$0.00
Investments	\$0.00
Total	\$4,710.68
<u>Liabilities</u>	
Accounts Payable	\$0.00
Loans from Officers & Directors	\$13,885.40
Total	\$13,885.40
<u>Net Assets</u>	<u>-\$9,174.72</u>



GIRL MUSEUM INC.

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