Annual Report
22 February 2014

From the Director

It has been another rollercoaster year for ScienceGrrl. As the pages of our 2013 calendar were turned, we have seen our network grow in number and influence. Our presence on social media has increased dramatically but our real-life connections have also been multiplying. I've been particularly encouraged by the multiplication of chapters, hubs springing up all over the UK to support and celebrate women in science, and by the recognition from policy makers that we can and do have something to say about the issues affecting these women.

I've carried the title 'Director' throughout this but there is no way I could do it on my own. My heartfelt thanks go to everyone who has jumped on board with what ScienceGrrl is about, with both feet, particularly the 15 chapter leads, Ian Anderson Gray (web designer), Sara Williams (web manager), Liz Britland (merchandise wizard), Liz Chilvers (membership secretary) and Prof Brian Cox (whose fundraising lecture and book raffle did our finances the world of good). An especially huge THANK YOU goes to Anna Zecharia and Ellie Cosgrave, my partners at ScienceGrrl, who have worked consistently hard to keep driving us forward. They are as much 'Director' as I am.

Here's to the next year - let's go change the world.

Heather

Our vision, mission and values

Our vision remains unchanged. We are still looking towards -

A world where access to a fulfilling STEM career is decoupled from gender

However, in the last year, we have reflected on how our mission should guide us towards this vision. This will help us decide what we say 'yes' and 'no' to as we move forward. We have refined our mission to that outlined to the right.

Our values also remain unchanged. We believe our way of working and communicating is one of our greatest strengths, and we still seek to be an organisation that is inclusive and positive, that listens and collaborates.

A network celebrating and supporting women in science and engineering by:

- Providing a national voice, shaping cultural perceptions and career accessibility through engaging with policy makers and the media.
- Promoting women as role models by providing opportunities for them to engage creatively with a wide audience, grow in confidence and improve in communication skills.
- Providing local connections, peer support and outreach opportunities through a growing network of chapters.
- Developing and strengthening collaborative relationships with like-minded organisations and fostering stronger connections.

Key achievements of 2013/14

So much awesome has happened this year. Here's a selection.

Come and join us

We now have 314 people signed up as ScienceGrrl members (as of 15/2/2014) and 15 regional chapters all over the UK, with more on the way. Many chapters have already hosted successful socials, public lectures, and training opportunities, and our members and chapters have either assisted with or initiated a range of outreach events showcasing female scientist and engineer role models. In particular, 'I'm a Scientist - Talk to Me' has been used at MOSI, The Science Museum, and Lancashire Science Festival, and was used alongside 'Who is SHE?' at Winchester Science Festival and Live from Jodrell Bank.

Getting louder on social media

We now have 8414 followers on Twitter and our facebook page has 975 likes (as of 15/2/2014).

New shiny website

We now have an easy-to-navigate website that works on all kinds of devices, with background information, news feed, events listing and shop. The website has had over 32000 visits since it was launched on 2nd July representing 100 visits per day.

Opportunities for young people

We sent a team of 6 (4 girls, 2 boys) from Oaklands School in Tower Hamlets to Mission Discovery summer school, and they had a blast. We've also continued to fund PEACH science club for girls in Brixton, and contributed towards the award-winning Science Weeks at The Market Bosworth School and a ground-breaking Girl Guiding Science Camp.

In business

ScienceGrrl was established as an unincorporated association, with a community bank account. It is now a not-for-profit private company limited by guarantee, company number 08602951.

Media representation

ScienceGrrls have spoken to magazines, newspapers, podcasts, radio and TV programmes about women in science and the issues they face. Perhaps most notable are Anna Zecharia's interviews with BBC 5 Live, Sky News and BBC Newsnight in response to the findings of the Commons Business Innovation and Skills enquiry into women in STEM careers - all on the same day!

Sound Science

In collaboration with now>press>play, we secured funding for four science audio adventures, to be delivered to 1500 students in schools in deprived areas of London. We have applied for more funding to extend the range of adventures and take them beyond London.

Engaging with policy makers

We've been representing our mission and members in policy discussions with Government, which included two visits to No.10 Downing Street and appearing at 'Inspiring the Future's "Inspiring Women" launch event and careers fair, and the Parliamentary Links Day on 'Science and Diversity'.

We've contributed evidence to two select committee reports (Women in the Workplace and Women in STEM Careers), to Chi Onwurah MP in preparation for a debate on gendered toy marketing, and have been commissioned by Sir Peter Luff MP, supported by industrial sponsors, to prepare a report highlighting the issues affecting girls' access to STEM careers.

ScienceGrrl Treasurer's Report February 2013- 2014

Owing to the success of the ScienceGrrl 2013 calendar, we started the 2013-14 financial year with a credit balance of £6383.68. The finances discussed in this report are correct as of the 31/1/2014.

Summary of finances 2013-2014

	Balance
Balance carried forward from 2012-13	£6383.68 CR
Income 2013-2014	£13,342.24
Expenditure 2013-2014	£15,013.90
Balance standing February 2014	£4712.02 CR

Our largest source of income this year was the inaugural *'Science is for Everyone'* lecture with Professor Brian Cox. We are pleased to announce net proceeds of £7,719.12 that will be divided between ScienceGrrl and Widening Participation Programme (WPP) at the University of Manchester as outlined below. We were also pleased to sponsor Mission Discovery (£1950) and PEACH Science Club for girls (£200). Our expenditure exceeded our income in 2013-2014. As the figures below detail, this was largely due to a decision to invest upfront in our website, promotional materials and merchandising (£8005.68) to see ScienceGrrl through the upcoming financial year.

Income

We have had five main sources of income to date: sales of the remaining copies of the ScienceGrrl Calendar 2013 and our merchandise range, sales of tickets to our inaugural "Science is for Everyone" lecture given by Professor Brian Cox in October 2013, membership fees, a Christmas raffle to win signed Brian Cox books, and ticket sales from other events including a public speaking workshop given by Gia Milinovich.

The majority of the income for the smaller events was paid out again in order to cover the costs of the events. However, owing to the generosity of the Ogden Trust in purchasing a 48 VIP tickets and 100 schools tickets and covering venue hire costs, we were able to raise funds on the Brian Cox lecture. In addition to the online ticket sales and those purchased by the Ogden Trust, we are currently awaiting receipt of £500 from the Women in Physics Group at the IoP as payment for a further 50 tickets for school pupils to attend the Brian Cox lecture. Once this has been received total income for the lecture will be £10,201.61. Expenses associated with the lecture include the provision of goodie bags to the VIP ticket holders, the production of promotional materials and the development of the website to handle ticket sales. These figures are included in those outlined below, but specifically the total expenses for the event were £2,482.49. This leaves a profit of £7,719.12 to be divided equally between ScienceGrrl and the Widening Participation Programme (WPP) at the University of Manchester, minus £200 of tickets provided to WPP students, making the ScienceGrrl proceeds for the event £4,059.56. A further £332.58 was raised by raffling books signed by Brian in our Christmas Prize Draw.

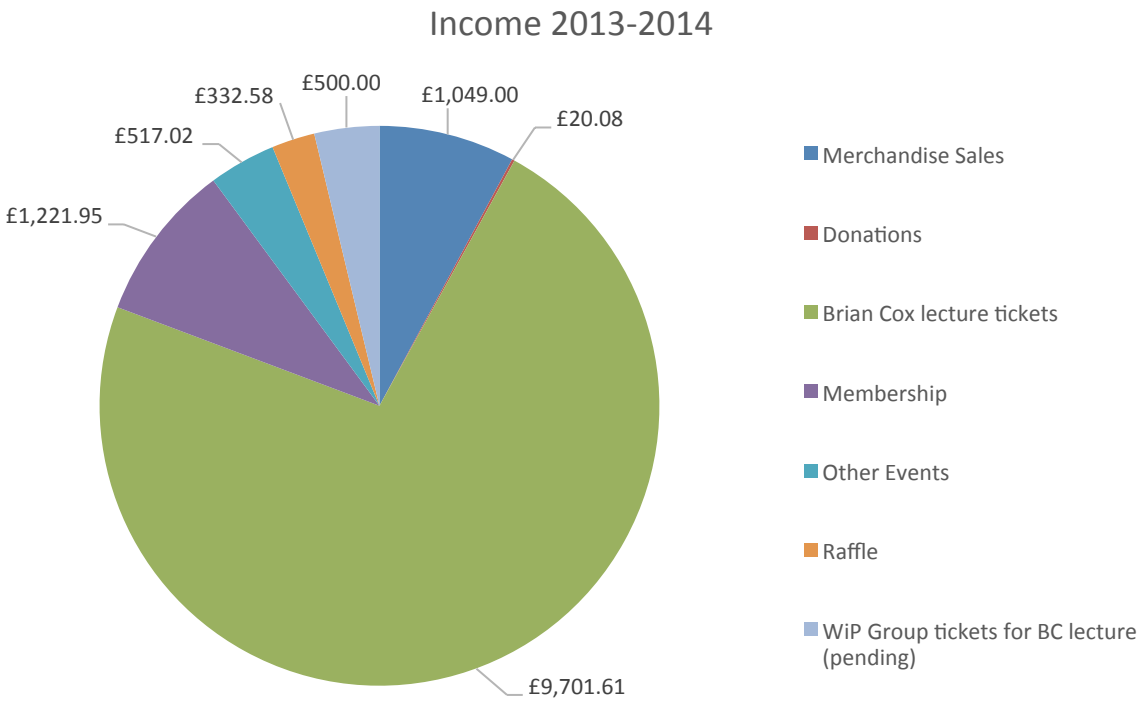


Figure 1: Total income to date (£13,342.24).

Expenditure

To date the main expenses have been incurred in purchasing merchandise and promotional materials such as business cards, postcards and roller banners, in the holding of events such as Gia Milinovich workshop, and in the payment of third party professional fees. These include the development of the new website with ticketing facility for large events, production of promotional artwork, and the fees incurred in setting up ScienceGrrl as a company. We are also due to pay £3659.56 to the Widening Participation Programme (WPP) at the University of Manchester from the funds raised by the Brian Cox lecture.

Additionally this year we have been able to support two projects. Firstly we made a grant of £200 to the PEACH Science Club in Brixton which will enable them to purchase materials and resources. Secondly we paid £1950 to fund 6 students from Oaklands School, Tower Hamlets, London to attend the Mission Discovery Summer School.

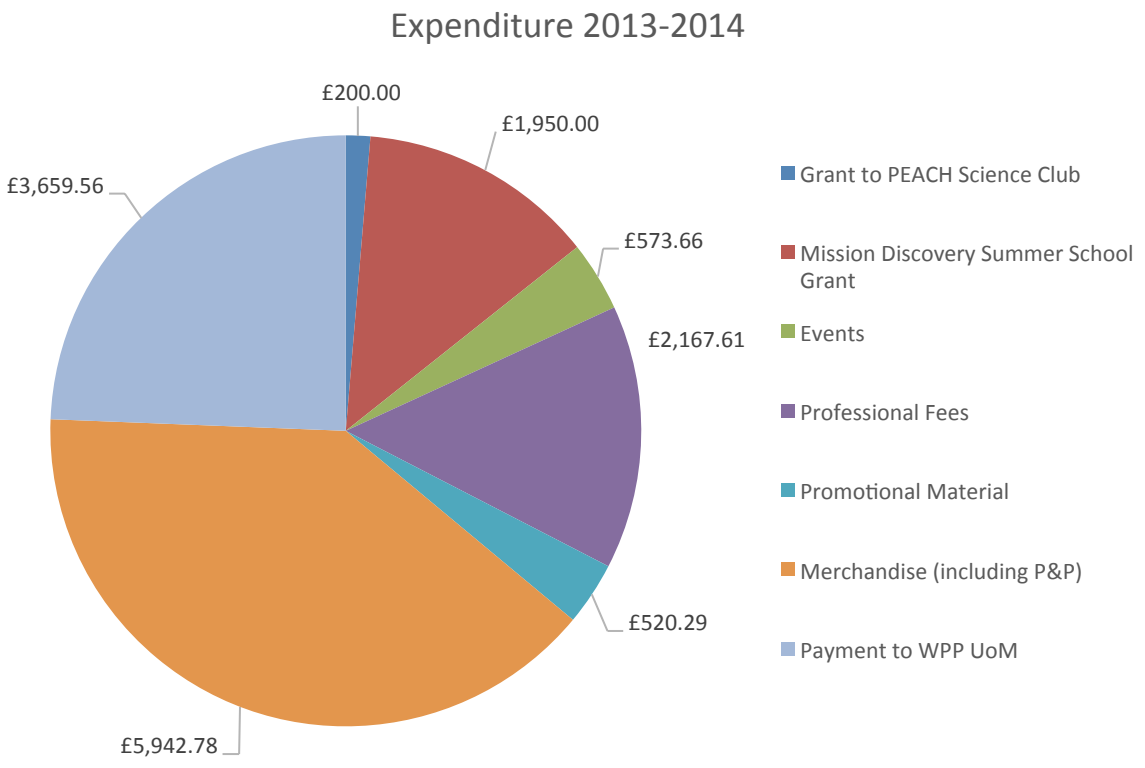
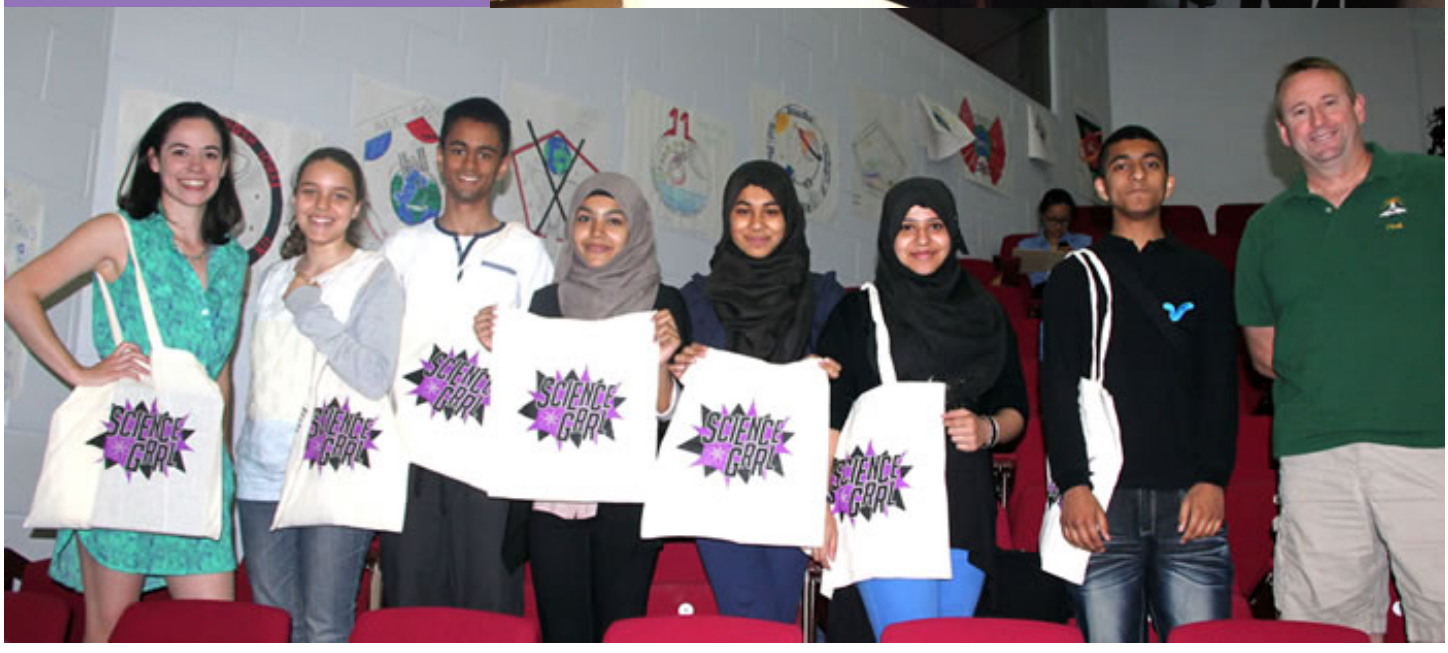


Figure 2: Total expenditure to date (£15,013.90)

It is important to emphasise that, although our expenditure has exceeded our income for this financial year to date, some of this expenditure was already earmarked at the end of the previous financial year (Mission Discovery Space Camp) and the remaining expenditure has been a necessary investment for the future. Moving forward we are looking to develop a more sustainable strategy for funding our activities beyond the calendar.



Proposals for 2014/2015

We're always open to suggestions, ideas and surprises, but these are the things that we'd really like to get done this year, which we'll be discussing and voting on at the AGM.

- Directorship
- Finances
- Charity
- Chapters
- Communication

Formalise finances

We intend to formalise our financial planning and accounting, including voting in Liz Chilvers as Treasurer in addition to her membership duties. This system will support us in ensuring that resources are effectively invested to meet our organisational aspirations and that fundraising needs are appropriately articulated. We will then be in a better position to identify and pursue funding streams going forwards- suggestions welcome!

Not one Director, but three Directors

We started out with quite a large core team headed up by Heather Williams. In practice, most of the strategic decisions within ScienceGrrl have been taken by Heather Williams, Anna Zecharia and Ellie Cosgrave. We propose restructuring the core team to reflect this, appointing Anna and Ellie as Directors alongside Heather. The Directors will take primary responsibility for leadership of ScienceGrrl, working closely with and assisted by other members of the core team and the chapter leads. ScienceGrrl's constitution will be modified to reflect this.

Charity begins at ScienceGrrl

We will work towards achieving charitable status and during this process will establish clearly-defined lines of accountability and structures for oversight and guidance. We hope this will open up more funding opportunities, and reassure our members that decisions within ScienceGrrl are being made responsibly. ScienceGrrl's constitution will be modified to reflect this.

Chapter growth and expansion

We want to develop chapters as interconnected but semi-autonomous groups which share common aims but respond to local need. We will discuss how this will be achieved at the chapter leads' meeting immediately before the AGM, and present a summary at the AGM.

Receiving you loud and clear

We acknowledge that communication with our members has been patchy. We aim to improve this through monthly e-mail bulletins and developing a members forum and resources area on the website.

In collaboration with….

We like making friends. We like doing cool stuff with our friends. These are the collaborators we are working with most closely at the moment. Expect to hear more about our joint endeavours in 2014/2015.

Women in Science and Engineering (WISE)
STEMNET
British Science Association (BSA)
Engineering UK
NUS
now>press>play
The Market Bosworth School
Science Museum
MOSI
The Girls Network
Jump Magazine
Lionel: the Spaceship of our Imagination
Girl Guiding
PEACH Science
Women of the World (WOW) festival at the Southbank Centre
Technopop
University of Arts, London
Mission Discovery
The University of Manchester
Manchester Girl Geeks
Threshold Festival, Liverpool