

Museum Of Motherhood

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MOM Art Annex

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January 5, 2021

Dear Esteemed Friend-

I am writing on behalf of the Museum of Motherhood (MOM). We are the first and only exhibition and education center devoted to elucidating the science, history, and art of mothers.

We are a “living museum”, organized and activated by students, scholars, artists, and volunteers invested in our mission and wellbeing, free to the public, and open to evolving, interdisciplinary perspectives of women and families on an ongoing basis. We do not discriminate and recognize diversity as a guiding premise.

We’d like to invite you to join our family and consider getting involved with one or more of our initiatives.

As 2021 approaches with new challenges and opportunities, MOM seeks to develop aspects of the MOM Art Annex in St. Petersburg, Florida by increasing acquisitions, developing our site footprint, growing teaching tools, supporting student internships, and continuing the Residency Programming (by application).

Please take a moment to read through the supporting literature included here, check out our website, and certainly, feel free to reach out to me directly to see how you might get involved in making fundamental changes to the way we live, love, and understand feminism and family in America.

With Great Warmth,

Joy

Martha Joy Rose, Director
18419 Seigler Rd. Salineville, Ohio 43945
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American Alliance of Museums



MUSEUM OF MOTHERHOOD: MOM ART ANNEX

538 28th St. North St. Petersburg, Florida 33713

Mission	The Museum of Motherhood is an exhibition center focused on the subject of mothers and families: past, present, and future. Our mission is to start great conversations, create thought-provoking exhibits and share information and education from diverse, inclusive, multicultural perspectives.
Early History and Significance	Conceived in 2003, trademarked with 501c3 non-profit status through Motherhood Foundation Inc. in 2005 with traveling exhibits, conferences and an online presence (2003-2010): First location, Dobbs Ferry, NY, then Seneca Falls, NY. First full-time exhibition space opened UES Manhattan (2011-2014) followed by Manhattan College Pop Up Exhibits (2015-2019). Annual Academic MOM Conferences began in 2005 continuing each year in partnership with multiple academic institutions. Relocation to St. Petersburg, Florida 2016 with inception of the MOM Art Annex 2017. USF Women and Gender Studies Founding Mothers Exhibit 2020. We are the first and only facility of its kind.
Reach	<ul style="list-style-type: none"> -Social Media reach through newsletter, FB, Twitter, Instagram, Pinterest: 11,133 -Feature chapter in the book Secret Tampa Bay (2000). Roadside America Destination. -Mother studies classes were developed and pioneered through Manhattan College coursework. - 40,000 in-person visitors at the 401 East 84th St. NYC location (29 months 2011-2014). -The Wall Street Journal, NY Post, and multiple media outlets highlighted the museum’s activities.
Goals	MOM aims to be world-class museum, library, and teaching facility. We are committed to being a strong community partner, empowering future generations by elucidating the art, science, and history of mothers. To achieve this, we envision developing our current MOM Art Annex property into a significantly larger-scale community space while pioneering ground-breaking activities.
Vision	Museum programs aim to shed light on the value of mothers while dismantling stereotypes and highlighting breakthrough research, mother made art, science, and activities. Facilities should be a student-empowered, organized by community volunteers, with a dynamic board of directors invested in MOM’s ongoing success.
Phased Application	<ul style="list-style-type: none"> -Additional fundraising is needed. Specific goals include building the collections, instituting online classes, fundraising, and acquiring next-stage facility. MOM received an anonymous donation \$4,000 in 2020. -SEWSA Conference Contributor, USF Reproductive Justice, and H.S. internships, in association with University of Southern Florida (Ongoing since 200). -Partnership with Tampa Bay Breastfeeding Coalition (2018). -Member and conference symposium presenter Florida Association of Museums (2019). -AEHK, Arts Alliance of St. Pete (2017-19) and Green House programs. -Awarded membership access to Materials for the Arts non-profit in NYC (2013-2016) and MAP grant from American Alliance of Museums (2012-2013).
Current Status	MOM Art Annex in St. Petersburg offers onsite visits and classes, as well as curated exhibits and residencies. Tours are by appointment only. Internships are active. Academic conferences take place annually. MOM Participates in AEHK artist tours (March). Art Residencies happen year-round via application. Online exhibits in partnership with Procreate Project (England) and MER (NYC) are posted monthly. The Art Annex secured incorporated in Florida (2019). <i>Founder and Director, Martha Joy Rose welcomes you.</i>

MUSEUM OF MOTHERHOOD: MOM ART ANNEX

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ABOUT THE MOM ART ANNEX: At MOM we collect, preserve, and disseminate articles, books, artifacts, images, and research on all aspects of motherhood and actively promote members of the community interested in the art of motherhood and Mother Studies. We do not discriminate, are open to all perspectives, and recognize diversity as a guiding premise. The Annex is located at 538 28th St. N. St. Petersburg, Florida 33713.

ABOUT THE FOUNDER: Martha Joy Rose, BFA, MALS is a professor, musician, community organizer, and museum founder. Her projects have been featured on Good Morning America, Wall Street Journal, and the New York Times to name a few. She founded the Museum of Motherhood (MOM) in 2003, created the Motherhood Foundation Inc. 501c3 non-profit in 2005. Rose saw MOM flourish in NYC from 2011-2014, then pop up at several academic institutions before relocating to the Tampa Bay area. The MOM Art Annex opened in Kenwood St. Petersburg in 2017. She is the NOW-NYC recipient of the Susan B. Anthony Award, her Mamapalooza Festival Series has been recognized as "Best in Girl-Power Events" in New York, and the Museum was featured in *Secret Tampa Bay*, a book by Josh Ginsberg in 2020. She teaches Sociology of Family and Mother Studies at Manhattan College and has appeared as a guest speaker at events around the country. Publications include numerous academic articles, blogs, and creative collections, including the *Mom Egg Review* (2018), the *Encyclopedia of Motherhood* (2011), and the *Music of Motherhood* (2018), Demeter Press, *The Routledge Companion to Motherhood Studies* (Chapter 2020).



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MOM ANNUAL REPORT 2020 & OBJECTIVES 2021

The **Motherhood Foundation Inc.** (MFI) funds ongoing activities and exhibitions at the **Museum of Motherhood** (MOM). We are grateful for the financial support we received this year. Funds received help support acquisitions, education, arts residencies, and scholarship. MOM has not allowed visitors onsite at the **MOM Art Annex** since the COVID-19 pandemic began however activities continue.

In February we built and installed a **Women's History Exhibit** at USF (University of Southern Florida) in Tampa at the Women and Gender Studies Center celebrating the centennial of American women's right to vote. That exhibit, titled **The Founding Mothers**, was archived and is currently available for viewing online at our website. As part of that initiative, one of our students recorded highlights of the feminist waves so that visually impaired visitors could access the information via audio. The website was also redesigned and rebuilt over the course of 2019.

Our internship program mentored eight student interns including three international students who were guided to create content on a wide-ranging series of topics including film and feminist perspectives, literature reviews from our library focused on historical perspectives as they pertain to women, and gendered labor to name a few. Some of these students came from Reproductive Justice classes at USF and some discovered us through Google search as they sought out opportunities for remote internships in a museum setting.

Online exhibits are ongoing in partnership with **Procreate Project** and the **Mom Egg Review** (England & USA). MOM also assisted with the promotion and launch of **Maternal Arts Magazine** (England), 2020.

PROGRAMMING: As 2021 approaches with new challenges and opportunities, MOM seeks to reactivate our ongoing Residency Program (by application) onsite at the MOM Art Annex in St. Petersburg, Florida. This program encourages scholars, artists, and activists to apply for the Residency Program onsite for a two-week opportunity for personal and professional development within the interdisciplinary subject of mother studies. (This project is currently funded by volunteer labor).

DEVELOPMENT: MOM is an art, science, and history center. Goals for the MOM Art Annex in St. Pete include purchasing an additional out-building, creating a foundation pad for the building onsite, and outfitting the building for arts activities and art storage (\$20,000). In addition to adding an out-building, an existing shed needs attention. Goals include outfitting the shed with AC, finishing the interior walls, moving historical items that are currently inside the main house to this exterior location and installing a clear barrier so that visitors can safely access the exhibit without jeopardizing any of the curated materials on display (\$18,000). Finally, we aim to create a dozen outdoor waterproof plexiglass posters to be installed along the fence perimeter of the Annex (\$3,000).

ACQUISITIONS: The MOM Art Annex aims to acquire a life-size birthing simulator mannequin (\$4,295) an antique incubator, (prices vary), exterior sculptures for the sculpture garden (prices vary according to individual artists), as well as funds to hire an app developer for MOM.