

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.

In February 2020 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.

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 online searches as they sought out opportunities for remote internships.

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: MOM continues to grow our 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 Residencies on location for opportunities for personal and professional development.

DEVELOPMENT: MOM is an art, science, and history center. Goals for the MOM Art Annex in St. Pete include fundraising activities online and in person throughout the 2021-22 season. These activities include nine-month long, invitation-only events hosted at the MOM Art Annex aimed at soliciting 4-6 Executive Fundraising Board members for the 2022 season. The Mother Tree sculpture, by artist Helen Hiebert, will be at the heart of these invitations. The goal over the next four years is the successful solicitation of 5 million dollars for a next stage location for the Museum. Other shorter-term goals 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 this, an existing shed needs attention. Goals include outfitting the shed with AC, finishing the interior walls, as additional space (\$12,000), and the enclosure of the front porch (\$20,000) for additional exhibition space. 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 the Mother Tree sculpture from Helen Hiebert (\$25,000), 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 and online store manager for MOM.