



MUSEUM OF MOTHERHOOD: MOM ART ANNEX

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

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| Mission | The Museum of Motherhood is an exhibition and education center elucidating the art, science, and history of women, mothers, and families. Our mission is to start great conversations, create thought-provoking exhibits, and share information and education from diverse, inclusive, multicultural perspectives in perpetuity. |
| 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 in partnership with multiple academic institutions. Relocation to St. Petersburg, Florida 2016 with inception of the MOM Art Annex 2017. MOM Art Annex non-profit designation in 2019. |
| Reach | <ul style="list-style-type: none"> -Social Media reach through newsletter, FB, Twitter, Instagram, Pinterest: 11,133 -The Wall Street Journal, NY Post, local TV in Tampa Bay Times (multiple publications). -USF Women and Gender Studies exhibit on campus: The Founding Mothers 2020. -Feature chapter in the book Secret Tampa Bay (2000). Roadside America Destination. -Member and conference symposium presenter Florida Association of Museums (2019). -AEHK, Arts Alliance of St. Pete (2017-19) and Green House programs. -Mother studies classes developed and pioneered through Manhattan College coursework. - 40,000 in-person visitors at the 401 East 84th St. NYC location (29 months 2011-2014). -Awarded membership access to Materials for the Arts non-profit in NYC (2013-2016) and MAP grant from American Alliance of Museums (2012-2013). |
| Goals | MOM aims to be world-class museum and teaching facility. We are committed to being a strong community partner, empowering future generations by elucidating the art, science, and history of mothers. The MOM Art Annex in St. Pete, Florida facilitates residency programs, tours, and exhibits. Fundraising for the next-stage exhibition location is ongoing. |
| Vision | Our programs aim to shed light on the value and experiences 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 | Additional fundraising is needed. Specific goals include: building the collections, instituting online classes, and acquiring next-stage facility. Currently, MOM's focus is on building out support within the community. In order to do this we are focused on developing an Executive Fundraising Board and continuing grant-writing initiatives. |
| 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. MOM receives moderate support from museum participants and small grants. A Living Museum Board was formed in 2021 securing MOM's daily operations. |