

Museum Of Motherhood

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MOM Art Annex

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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 our world faces new challenges and opportunities, the MOM Art Annex continues to evolve and strive towards positive outcomes. Our activities include ongoing exhibits, a robust Residency Program (by application), student internships (onsite and remote), and involvement in the Alliance of American Museums, the Florida Association of Museums, and the Artist Enclave of Historic Kenwood.

Our goals include expanding the Museum’s footprint in St. Petersburg, Florida. We will do that by first focusing on developing an Executive Fundraising Board, soliciting funds for acquisitions, and finally by launching a new fundraising campaign. We will commence with this campaign during the nine-month period of September 2021 to June 2022.

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 women, mothers, and family in America.

With Great Warmth,

Joy

Martha Joy Rose, Director

FB, Twitter, Instagram Museum of Motherhood

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MUSEUM OF MOTHERHOOD: MOM ART ANNEX

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

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.

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ACADEMIC BOARD & LIVING BOARD MEMBERS assist in the organizing of activities, exhibits, conferences, and social media. The Museum welcomes participation by scholars, artists, students, and volunteers invested in its wellbeing. MOM has an ongoing mission of being accessible to the public, and open to evolving, interdisciplinary perspectives of women and families on an ongoing basis in perpetuity. The “living space” status means that new directions, goals, and implementation of projects will be collaboratively planned and executed by a rotating group of individuals who agree to invest in MOM’s operational success, while applying their individual assets to reach a broader audience. We welcome community members to our Living Museum Board annually.

ABOUT THE FOUNDER: Martha Joy Rose, BFA, MALS is an artist, 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 taught Sociology of Family and Mother Studies at Manhattan College and has appeared as a guest speaker at events around the country. Recent grants include Individual Artist Grant, City of St. Pete (2021). Publications include numerous academic articles, blogs, and creative collections, including the *Mom Egg Review*, 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.

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.

MOTHER TREE EXHIBIT 2021 Fundraiser – Phased Application

MONTHLY INITIATIVES	ACTION	GOALS
September 15	Mother Tree Installation on site Complete MOM Renderings Circulate information on Sept 6 Invitations to participate Sept 1 & 13th Set up online fundraiser (and build out website & store) Sept 15 Photograph installation onsite	First online circle (remote 5-6:30) Sept18
October		Second online circle with Helen Hiebert onsite (remote 5-6:30) Oct 23
November		Online or onsite circle (depending) Nov 20
December		Online or onsite circle (depending) Dec 18
January		Online or onsite circle (depending) Jan 22
February		Online or onsite circle (depending) Feb 19
March		Online or onsite circle (depending) March 19
April		Online or onsite circle (depending) April 16
May		Online or onsite circle (depending) May 21
June		Online or onsite circle (depending) June 18
		\$25,000 to purchase the Mother Tree 4-6 committee executive fundraising board members

ABOUT THE MOM ART ANNEX: MOM Art Annex in St. Petersburg offers onsite visits and classes, as well as curated exhibits and residencies. Tours are by appointment. Internships are active. Residencies are by application. We collect, preserve, and disseminate articles, books, artifacts, ephemera, images, and research on all aspects of the art, science, and history of women, mothers and families and actively promote members within our community. Goals include expanding the Museum of Motherhood footprint through our Executive Board Fundraising Initiative and resulting activities 2021-2025. We do not discriminate, are open to all perspectives, and recognize diversity as a guiding premise. The MOM Art Annex is a registered non-profit 501c3 in St. Petersburg, Florida, located at 538 28th St. N. St. Petersburg, Florida 33713.

MOM Vision – 5 Million Dollars to Launch Build Project 2024-2025



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