

MUSEUM OF MOTHERHOOD

MOMmuseum.org

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The idea for the Museum of Motherhood was conceived by Martha Joy Rose in 2003. The first exhibits were located in the Mommy Girl Go-Go Store at 82 Main Street in Dobbs Ferry, NY and comprised a small library, some ephemera, and music made by mom bands. The idea was trademarked in 2005 and followed by the creation of the Motherhood Foundation Inc (MFI), a 501c3 non-profit with the aid of a team of local volunteers. The MaMaPaLooZa Festival series promoted MFI, which worked closely with the Westchester Office of Women and New York Parks Department to create women-empowered and mom-branded events that were educational and performance-oriented. Traveling exhibits, arts and academic conferences, and an online presence were part of the MaMaPaLooZa presentations in twenty-five cities and four countries over the span of ten years. The festival reached millions. In 2010, a MOMS ROCK exhibit was organized on Fall Street in Seneca Falls, NY, prior to the first full-time exhibition space opening at 401 E. 84th Street in the UES Manhattan.

The MoM space in NYC was donated by Gymboree franchise owners Deb Whitefield and Barry Hanson. This first semi-permanent location comprised approximately 2,500 square feet. Within that were a variety of stations (exhibits) that featured science, art, and history; The *Womb Room* with *RealCare™ Babies*, and *Pregnancy Simulator Vests*; The *Suffragette Sitting Room*, featuring a large “*Write Out Loud*” wall, encouraging people to share *Grief-itti* and their stories while raising their voices, The *Seneca Falls Room*, *Moms of Rock*, *Global Perspectives*, *Caregiving perspectives*, a stage, a play area, a rotating gallery, a reading area (for children), and an adult library.

Travelers from Angola, Mexico, and the Netherlands, Germany, Spain, England, Scotland, Italy, Israel (to name a few) made the museum a destination. Interns from local colleges and high schools constituted approximately 60 volunteer and research participants per annum with a total of 40,000 visitors over 29 months (2011-2014). An active board oversaw many of MoM’s initiatives including acquisitions, the Motherhood Hall of Fame, art auctions, social outreach, and a multitude of programming activities.

After the initial experiment on the Upper East Side completed its tenure, university exhibits were launched. Martha Joy Rose earned her Master’s at CUNY, The Graduate Center in Mother Studies and began teaching in the Sociology Department at Manhattan College. Successive rotating presentations were forthcoming on behalf of MoM at the O’Malley Library on campus (2015 & 2019). The Annual Academic MoM Conference continued its activities with the launch of the Journal of Mother Studies (JourMS) in 2015, and the help of the Academic Advisory Board each year in partnership with multiple institutions including the Women’s Media Center, MSU, Mankato, Marymount Manhattan College, Manhattan College, and USF to name a few.

Relocation to St. Petersburg, Florida in 2016 saw the inception of the MoM Art Annex in the Historic District of Kenwood. Tours with the Artist Enclave of St. Pete launched in 2017, along with remote Artist Residencies and internships. The MoM Art Annex 501c3 Florida non-profit was formed in 2019. As of 2022, the MoM Art Annex Project, which serves as an incubator for

the expansion of the Museum of Motherhood, has been registered with the State of Florida as DBA the Museum of Motherhood. The Motherhood Foundation Inc. business entity in New York is in the process of being dissolved. Local team-building efforts in Florida and internationally have ensued with rotating online exhibits, a vibrant internship program and the inclusion of new staff and board members.

The MoM Art Annex is made possible by Martha Joy Rose and is her personal live/work space. Rose is an AEHK (Artist Enclave of Historic Kenwood) member and devotes her time as well as the annex space to serve as the incubator for championing the growth of MoM in Florida.

ABOUT THE MOM ART ANNEX:

We collect, preserve, and disseminate artifacts, articles, books, ephemera, images, and research on all aspects of the art, science, and history of women, mothers and families, and actively promote our initiatives and our members within the broader community.

Programming currently includes remote internship programs and residencies (by application), monthly events and annual conferences at designated spaces locally in St. Pete, the AEHK Studio Tour (each March), online classes, and community opportunities. We do not discriminate, are open to all perspectives, and recognize diversity as a guiding premise.

Our mission is to start great conversations, create thought-provoking exhibits, and share information and education from diverse, inclusive, multicultural perspectives in perpetuity. Specifically, we aim to maximize the Museum of Motherhood footprint through our fundraising initiatives and community board development 2022-2025.

MoM is 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 subject matter within our circle of expertise. We’d like to invite you to join our family and consider getting involved with one or more of our initiatives. Together we can make fundamental changes to the way we live, love, and understand feminism, reproductive identities, and families in America.

MoM’s GOALS: goals are to expand our footprint within the St. Petersburg, Florida area over the course of the next three years (2022-2025).

Phase I: Goals for the MoM Art Annex in St. Pete include fundraising activities online and in person throughout the 2022-23 season. These activities include building out online community activities, cultivating memberships, launching self-managed course work, reviewing our infrastructure and CRM, as well as invitation-only fundraising initiatives aimed at soliciting Fundraising Committee members. We also aim to purchase the Mother Tree sculpture, by artist Helen Hiebert.

Phase II: Our focus over the next three years is the successful solicitation of 5 million dollars for a next stage location for the Museum.

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Museum of Motherhood Logic Model

Mission: The Museum of Motherhood promotes education, starts conversations, and features thought-provoking exhibits as it pertains to women, mothers, and families. We believe a more comprehensive understanding of pregnancy, birth and the value of mother-work will lead to healthier and happier homes, more productive workplaces and better social policies.

