Dear Esteemed Friend –

The Museum of Motherhood (MOM) is the first and only exhibition and education center devoted to elucidating the science, history, and art of womyn, m/others and families. We focus on exploring reproductive identities and the social, psychological, and economic realities embedded in these experiences. The 501c3 non-profit MOM Art Annex in St. Petersburg, Florida currently serves as the incubator project charged with increasing the footprint and impact of MOM. We share teaching tools, support student activities and internships, and host ongoing residencies (by application).

Starting two-hundred years ago, with the first wave of feminist history, American mothers pushed back at the boundaries of gendered performance by creating a sociology made by women. Then, through medical advances, legal maneuverings, activism, and the evolution of family, women enjoyed freedoms herto unknown. More recently, gender, sexuality, matrescence, m/otherhood, fatherhood, and family have become dynamic topics of investigation. Despite a wide range of circumstances and lived experiences, these subjects offer opportunities for all kinds of exploration; artistic, academic, and social. We believe engagement with these subjects increases awe, offers healing, incites illumination, and develops tolerance. Together, in a safe space for inquiry, we dismantle stereotypes, offer hope, and transform lives.

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 perspectives 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.

The MOM Art Annex in St. Petersburg, Florida, serves as an incubator project to increase the footprint and impact of the museum, as well as grow our acquisitions and collections, share teaching tools, support student activities and internships, and continue to host ongoing residencies (by application).

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

With Great Warmth,

Martha Joy Rose, Director
MUSEUM OF MOTHERHOOD: MOM ART ANNEX

**Mission**
The Museum of Motherhood is the first and only exhibition and education center devoted to elucidating the art, science, and herstory of womyn, m/other(s), and families: past, present, and future. Our mission is to offer resources for people to engage in activities centered around identity and culture in a safe and inclusive environment free of judgement and discrimination. We welcome people of all ages and stages of reproductive experience including men, and those living through pregnancy, adoption, menses, loss, justice, illness, and disability as well as those who are childless by choice.

**Early History and Significance**

**Reach**
- Social Media reach through newsletter, FB, Twitter, Instagram, Pinterest: 11,133
- Mother studies classes were developed and pioneered through Manhattan College.
- 40,000 in-person visitors at the 401 East 84th St. NYC location (2011-2014).
- The Wall Street Journal, NY Post, Tampa Bay Times, and multiple media outlets.

**Goals**
MOM aims to be a world-class museum, library, and teaching facility. We are committed to being a strong community partner, empowering future generations. To achieve this, we envision developing our current project into a significantly larger space while pioneering ground-breaking programming and creating thought-provoking exhibits locally, serving as an international destination.

**Vision**
Museum programs aim to shed light on the value of care work and the experiences of family while dismantling stereotypes. We are a dynamic space, inclusive of all, with a goal of highlighting breakthrough research, m/other-made art, science and activities. Facilities should be student-empowered, organized by community volunteers, and shaped by a dynamic living board invested in MOM’s success.

**Phased Application**
- Additional fundraising is needed. Specific goals include building the collections, instituting online classes, and acquiring next-stage facilities. A search for community partners and an executive fundraising board are ongoing.
- St. Pete Arts Alliance grant, plus AEHK awarded to Martha Joy Rose, founder (2021).
- USF Reproductive Justice and Founding Mothers Exhibit with USF (2020-2021).
- Member and conference symposium presenter Florida Association of Museums (2019).
- Partnership with Tampa Bay Breastfeeding Coalition (2018).
- 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)
- MAP grant from American Alliance of Museums (2012-2013).

**Current Status**
MOM Art Annex in St. Petersburg offers curated exhibits, remote internships and residencies as well as academic conferences since 2015 at affiliated universities. MoM participates in AEHK artist tours (March), Winter in the Wood (Oct) & Localtopia. Residencies happen year-round via application. Director, Martha Joy Rose welcomes you.
MUSEUM OF MOTHERHOOD: MOM ART ANNEX (2022-2025)

ABOUT THE MOM ART ANNEX: The MOM Art Annex 501c3 is a registered Florida nonprofit responsible for the ongoing development of the Museum of Motherhood (MOM) in St. Petersburg, Florida. At MOM we collect, preserve, and disseminate articles, books, artifacts, images, and research on all aspects of women, m/others, and those exploring reproductive identities. We actively promote members of the community featuring local guest artists and encouraging community connections. We do not discriminate, are open to all perspectives, and recognize diversity as a guiding premise. The Annex is located in Historic Kenwood at 538 28th St. N. St. Petersburg, Florida 33713.

ACTIVITIES: The Annual Academic and Arts Conference has been ongoing since 2005 with a short pause during the pandemic, while the Journal of Mother Studies has maintained academic output since its inception in 2015. In 2021, MOM founder Martha Joy Rose received a grant from the St. Pete Arts Alliance to edit a book about the Museum, which is still in process. In February 2019 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 womyn’s right to vote. That exhibit, titled The Founding Mothers, remained onsite at USF thru 2021. The exhibit 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 with branding during the summer of 2022, a store was added, and multiple new team members including a web manager, strategic advisor, and local group facilitator. In 2023, we moved to The Factory in the Warehouse District of St. Pete.

INTERNSHIPS: Our internship program has mentored hundreds of student interns since 2011. These students have included international advanced degree candidates, undergraduates, and high school students. Topics have included film-making and feminist perspectives, literature reviews from our library focused on historical perspectives as they pertain to womyn, research in gender studies, archival organization, and grant writing to name a few. Students have been awarded Fulbright scholarships and received mentoring, resume recommendations, and valuable experience.

RESIDENCIES: All approved Residencies can be conducted remotely with some onsite exceptions. Residents are mentored through projects, given an opportunity to expand their knowledge-base, offered increased exposure to multiple public forums, and as part of their residency are expected to contribute to social media posts, online or on-site art projects, and to get involved our community.

PROGRAMMING: MoM hosts the Academic and Arts Conference annually in-person and on Zoom. We offer rotating materials and traveling exhibits. MoM aims to create podcasts in the future based on informational content and interviews. Blogs and special features offer opportunities for exposure to information on the subjects presented at MOM. During the fall of 2022, MoM collaborated with YesChef Village to bring healthy community dinners to St. Pete and launched the Mothers’ Club with online and in-person memberships.
ONLINE EXHIBITS: Exhibits are ongoing in partnership with Procreate Project and the Mom Egg Review (England & USA).

DEVELOPMENT: Goals for the MOM Art Annex in St. Pete include cultivating relationships with local educational institutions and the development of both a Community Team and an Executive Fundraising Board. We see community as the key to our success. We installed an interior clear barrier vestibule so that visitors could safely access exhibits during COVID and beyond without jeopardizing any of the curated materials on display. Finally, we aim to create stronger community relationships, specifically with a focus on academic organizations, arts organizations, and alliances within the Kenwood Neighborhood. An additional outdoor studio space has recently been installed (2022).

ACQUISITIONS: In 2023, the MOM Art Annex raised funds to purchase the Mother Tree statue from artist Helen Hiebert for our permanent collection. The handmade paper and silk statue is onsite. Purchase price is $25,000. Additional goal: life-size birthing simulator mannequin ($4,295) an antique incubator, (prices vary), exterior sculptures for the sculpture garden (prices vary according to individual artists). One original Jo Spence photograph (England) has recently been acquired for our collection (2022). We are very excited about these developments.

Social Media: FB (2,258), Instagram (2,190), Twitter (2,243), Pinterest (442) Newsletter: 4,000
Press 2021: ABC Tampa Local News, Secret Tampa Bay by Joshua Ginsburg

WE WELCOME ALL VOLUNTEERS! M/OTHERHOOD IS OTHERHOOD! JOIN US!
**LIVING MUSEUM BOARD: MOM ART ANNEX**
MOMmuseum.org / E: info@MOMmuseum.org / P: 877.711.6667/ 207.504.3001

**LIVING MUSEUM BOARD:** MOM aspires to be organized and activated by students, scholars, artists, and community members invested in its mission and wellbeing. MOM’s ongoing mission is to be accessible to the public and open to evolving, interdisciplinary perspectives of womyn, families, and those exploring reproductive identities on an ongoing basis in perpetuity. The “living museum” 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 ongoing success.

**Annual Board Members:** Each year, the museum seeks new board members on a volunteer basis. Planning sessions, discussions, general management, residencies, conferences, and organization of the Journal of Mother Studies should take place. Ideally, the board should be composed of a minimum of 3-4 members at any given time. President, Residency Director, and JourMS Editor at a minimum, with job specifics spelled out below. Board members should agree to one year of service and can be extended if volunteers are willing. Board members must be willing to meet monthly per 12-month period via conference call or in-person as circumstances allow.

**BOARD PRESIDENT:** Duties include overseeing meeting reminders, website updates with forward-thinking planning initiatives and general management of MoM. This includes one blog per month, social media postings (one per week), and calendar commitments including notifying Community Directors (see below) of their responsibilities and assisting with the fulfillment of their activities while strategizing about MoM’s direction in the community and beyond. Board presidents can expect to learn WordPress website skills, have access to social media sites, and practice organizational and leadership skills with an agreement to spend the final weeks of their directorship mentoring the next Board President about their duties.

**JourMS (Journal of Mother Studies) EDITOR:** Assist with the creation of annual CFP as well as the circulation of CFP. March is the annual MOM Conference. The editor will help collate, communicate with, and organize the editing team of volunteers from inception to completion of publication, working closely with the previous editor and/or Museum Director. Publication date online is Sept. 1 annually. The rest of the JourMS guidelines are online at the JourMS website. CFP for the next conference and JourMS should go out for general circulation beginning in October with a follow-up in November.

**INTERNSHIP/RESIDENCY DIRECTOR:** The Internship/Residency Director manages communication between interns and residency applicants, projects, the community calendar, and organization of use of the facility. Other tasks include interfacing with the museum director and participants, seeing to the distribution of expectations, contracts, and issues as they arise with follow-up post-activity. This position includes the opportunity to take advantage of one onsite residency per year.

**EMPOWERMENT FACILITATOR, SOCIAL MEDIA, MARKETING COORDINATOR AND PRODUCT DEVELOPMENT, as well as EXECUTIVE FUNDRAISING BOARD & COMMUNITY ALLIES & PARTNERS NEEDED:** MOM is currently seeking new board members and community partners in order to activate strategic plans for a new expanded physical structure in St. Pete. More information can be found on our website as well as the day-to-day management of MoM.
Rendering of Museum of Motherhood in St. Pete, Florida 2022