Museum of Motherhood
St, Petersburg, FL

A women’s museum about mothers

Strategic Plan 2022 - 2026
The Museum of Motherhood is empowering women and mothers to take their rightful place in the museum world.

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Executive Summary

Martha Joy Rose

Who We Are: The Museum of Motherhood (MoM) is the first and only exhibition and education center devoted to the art, science and history of women, mothers and families inclusive of all reproductive identities. MOM is organized and activated by our community. We support evolving, interdisciplinary perspectives within the field of mother studies while working with partners around the world. The MOM Art Annex 501c3 non-profit serves as the incubator for increasing the footprint and impact of MoM in St. Petersburg, Florida. We celebrate the complexities and joys women and mothers as they take their rightful place in the museum world.

Problem: Society is fractured. People are increasingly out of touch with their humanity. Mothers are overwhelmed with economic and social pressures suffering from a sense of isolation. Our classrooms, museums, and history books do not encourage an active connection to a shared legacy of American families and women’s empowerment. This is reflected across social, civic and environmental issues.

Solution: By highlighting the many roles of women throughout history and in contemporary culture we promote education, start conversations, and feature thought-provoking exhibits that inspire conversation, foster community, and deepen our understanding of the profound impact that motherhood has on individuals, families, and society as a whole. Together, we dismantle stereotypes, offer hope, and transform lives.

A track record of success: MoM has created relationships with corporations, park systems, and private institutions that have resulted in an unbroken line of exhibits and education since 2010. Sponsors have included Gymboree, New York Parks Dept., and Gannett News. Relationships with universities have included Manhattan College, CUNY, The Graduate Center, and USF to name a few. Press in the Wall Street Journal, New York Post, and Tampa Bay Times have helped increase exposure to millions. Past grants include a MAP Grant from the American Alliance of Museums. In person attendance locally in St. Petersburg in 2022 was in the thousands and social media followers exceeded 15,000.

Financials: The museum thus far has had moderate financial success while enjoying an abundance of human capital and volunteerism. Maximum funding has never exceeded approximately $3,000 per month, though volunteer time has consistently exceeded 146 hours per week with input from students, community members, and experts in their field. The founder funded MoM through the move from New York to St. Pete and through COVID.
Vision

Our vision is to inspire conversation, foster community, and deepen understanding of the profound impact that mothers have on individuals, families, and society as a whole.
Mission

The Museum of Motherhood empowers women and mothers to take their rightful place in the museum world.
Values

We are devoted to educating the world about the contributions and experience of American mothers both historically and in contemporary culture. We intend to fill a longstanding void by focusing on the many roles of women and mothers through our exhibits, events, resource center, scholarship, and educational partnerships.

Education

Educate the public about women’s evolving histories, identities, and roles in the home and in society.

Inclusivity

Engage with people of all ages in an inclusive, supportive, and enriching environment.

Community

Celebrate and empower communities through our shared human heritage: We all have a reproductive identity.

Advocacy

Examine policy and advocacy around parenting while exploring the science of pregnancy, birth, menses, conception, and matresence.

Empowerment

Elevate the artistic endeavors of m/others, procreators, dreamers, childfree by choice, those experiencing fertility issues, and those who have suffered loss.
Next steps. We aspire to be the preeminent source for collections, resources, and scholarship about mothers, mothering, and motherhood while establishing a world class women’s museum. In order to do this, we seek major donors and partners looking to invest in this legacy production. Together we will put motherhood on the map.

Images from London where Mother Art and the stories of women are enjoying visibility. We must not let America fall behind in this capacity!


In the USA, the Mutter Museum, the Dittrick Museum recently mounted exhibits about mothers. The Bill and Melinda Gate Foundation’s Discover Center features the Designing Motherhood Exhibit and Ferris University has the Museum of Sexist Objects.
Strategic Priorities
At a Glance

The Museum of Motherhood identifies four strategic planning priorities that support its mission and vision.

A Home for the MoM: Museum Location
The Museum of Motherhood is located at The Factory in the Warehouse District of St. Pete. This location is part of the vibrant arts community and showcases the MoM exhibits and supports opportunities for engagement with the general public. Quarterly curated art exhibits are punctuated with a permanent science installation, and a thrilling storefront. The Factory space supports community action, builds memberships, facilitates fiscal growth, and exposes MoM to an embedded audience.

Build financial capacity and sustainability.
The Board and volunteer staff recognize that for the Museum of Motherhood to take their rightful place in the museum world they must commit to transitioning from boot-strap to self-sustaining organization. MoM will develop a sustainable business model with new sources of funding while supporting the ongoing programs and a home for the museum outside of the MoM Art Annex. During the term of this plan, MoM will prioritize financial and human resources toward building financial capacity and sustainability.

Establish strategic partnerships.
Since the founding of the Museum of Motherhood in 2003, the organization has leveraged partnerships in New York to amplify its mission and values. Now in St. Petersburg, FL, the organization is actively seeking to establish strategic partnerships with corporations, educational institutions, the philanthropic community, and other museums. These strategic partnerships will position the museum by scaling up and strengthening our programs.
Strengthen organizational infrastructure.

The Museum of Motherhood Board recognizes that building sustainability requires a sound operational and organizational structure. The organization is focused on strengthening administrative infrastructure, governance, fundraising, reporting, and technology systems. This focus will result in the staff and an engaged board with reports and dashboard “in-hand” to make data driven decisions.
Strategic Priorities

Build financial capacity and sustainability.

Activity #1
Build a 3-year budget supporting the strategic goals and initiatives.

Fund the development of a 3-year Fundraising Plan that encompasses: individual giving, corporate giving through partnerships and grant support to capacity building and programs of service.

Activity #2
Establish a source of funding and/or partner sponsorships to pay for the new location that can include donations, subleasing, selling merchandise, membership, sponsors/partner and capacity funding.

Establish strategic partnerships.

Activity #1
Identify and engage with key cultural institutions and community non-profits for collaborative events and initiatives to raise visibility and participation in museum activities. Fee-based events will be incorporated into the plan.

Strengthen organizational effectiveness.

Activity #1
Improve Quickbooks accounting so as to produce monthly, quarterly reports, and annual reports (income statement and balance sheet) for the staff and Board.

Activity #2
Salesforce and Constant Contact have been in use for the past year and ... Via Salesforce, develop reports and dashboard: activity vs. KPI

Activity #3
Board governance: review and update Board bylaws. Produce annual reports for the board and donors. Email quarterly reports.
Appendix A
MoM Founder, Board of Directors, Staff, and Volunteers

Martha Joy Rose, Founder & President
Martha Joy Rose, BFA, MAL with a Master’s in Mother Studies. She is an award-winning artist and activist. Joy was diagnosed with SLE at 37 after the birth of her fourth child and received a kidney transplant. After Illness changed her life, she became passionate about women’s issues. Her pursuits have included academia, large-scale community gatherings, music, and museums. 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” and her music has appeared on the Billboard Top 100 Dance Charts. She founded the Museum of Motherhood in 2003, initiated 501c3 non-profit status in 2005, saw it flourish in NYC from 2011-2014, and then pop up at several academic institutions.

She has been organizing international conferences, hosting interns from global institutions, and has continued to nurture the ongoing evolution of a modern mother’s movement with an emphasis on visibility, family studies, and inclusion. She launched the Journal of Mother Studies, MER, and MaMaZina Magazine. Her writing has been featured in academic and literary journals.

MOM Art Annex Non-Profit Board (short bios)

Connie Burgess, Vice President
Connie has worked in banking, the music business and at Omega Institute. She brings an ethos focused on well-being. Along with our team, she has the fortitude to confront contemporary world issues, supporting those in economic need while encouraging diversity. She role models our culture of inclusion as we aim to create safe spaces for all.
Zena Marpet, Secretary

MSN, RN, works PT as an emergency room nurse and serves as the Marketing Director at an online mental health service for healthcare providers. She has a Masters from USF in public health policy. Her undergraduate work at Eckerd College earned her a BS of psychology and human development in 2016.

Carl Hovey, Treasurer

Carl has been involved with the Museum of Motherhood since its pop-up in New York City at East 84th Street in 2011. Carl is a U.S. Navy veteran, father, and ecologically minded farmer who is invested in seeing to the ongoing success of MOM and all its endeavors.

Taylor Marpet, Community Liaison

is a loving and devoted mom of two. She understands first-hand the relevant issues mothers face, from balancing the demands of motherhood to navigating a career. With a blend of sales acumen and community engagement expertise, Taylor is poised to make a significant impact in fostering meaningful connections and driving positive change within MoM and the community we serve.

Legacy Team

MOM aspires to be organized and activated by students, scholars, artists, and community members invested in its mission and wellbeing. The “living museum” status means that new directions, goals, and implementation of projects will be collaboratively planned and executed by a rotating group of community members who agree to invest in MOM’s ongoing success.

Volunteers

- Martha Joy Rose, Founder and Executive Director 40 hrs/week
- Connie Burgess, Admin 20 hrs/week
- Brittany DeNucci, Memberships 2 hrs/week
- Deborah Gelch, Strategic Advisor 3 hrs/week
- Tracey Wiseman, Strategic Advisor 1 hr/week
- Donika Vlada, Events 6 hrs/week
• Maura Langdon, Docent 3 hrs/week
• Sierra Clark, Programming & Tours 8 hrs/week
• 9 Graduate & Undergrad Interns (3 months x 10 hrs pp) week = 90 x 24 wks = 2,160 hrs divided 52 wks = 41)
• 4 - St. Pete High School Service Learning (10 months) 16 hrs/week (4 hrs/week x 4 students x 12 weeks)
• 11 Art Residencies (6 weeks) 4 hrs/day
• Liam, Technology 2 hrs/week

146 hr per wk

Contractors (paid)
• Margot Pomery, Social Media 4 hours/week
• Journal Editor - Batya Weinbaum, 2023 (stipend)
## Appendix B
### FY2023-25 Budget

### Museum of Motherhood

<table>
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<tr>
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**Assets Acquisitions**

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**Overage/Surplus**

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**In-Kind Donations from Founder**

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Appendix C
FY2023 Programs

Program of Service

Museum Tours and Talks
Impact: 175 visitors
Outcome: Direct engagement opportunities furthing MoM’s mission
  ● Inspired conversation, foster community, and deepen understanding of the profound impact that motherhood has on individuals, families, and society as a whole.
  ● $3,000 in individual donations and artwork.
  ● Generated volunteers and provided.

MoM Resource Library
Collection: 700+ books including 160 books in the lending library
Outcome: Archival and Interactive
  ● Books are borrowed regularly by team members and interns.
  ● Library is available to conference attendees.

Residencies
Impact: 3 individuals 2023 (8 in 2022)
Outcome: Direct and meaningful interactive opportunities with MoM and staff
  ● Amy Wolf, 2023-24 (USA) renowned local artist, winner of multiple awards and grants, Amy will be creating a body of work that includes fabric art, painting and sculpture
  ● Batya Weinbaum, 2023 (USA) created an onsite ceramic mural for the 538 Annex property
  ● Christina Doonan, 2023 (Canada) worked on a book about motherhood and cancer
  ● Estelle Phillips, 2023 (England) solicited responses for a play she put together about motherhood and marriage

Remote Internships
Impact: 10 individuals
Outcome: Content creation for MoM & Mentorship of youth in education
  ● Tori Wright completed a breastfeeding exhibit online and completed her thesis project
with MoM
  - Laura Gabrielle facilitated online course creation for the Founding Mothers which will be implemented at MoM in 2023-24
  - Megan Hsu, grant writing
  - More examples on our website

**Student Volunteers**
**Impact:** 4 individuals
**Outcome:** Content creation for MoM & Mentorship of youth in education
  - Recurring invitations to the local high school to lecture and create workshops about women in history and other educational content
  - Youth mentorship and opportunities for student development and associated work skills

**Annual Academic Conference & Journal of Mother Studies**
**Impact:** 42 individuals attended
**Outcome:** Direct and meaningful interactive opportunities with MoM and an international community
  - Raise awareness of the Museum of Motherhood and mission in academic circles.
  - Inspired conversation, foster community, and deepen understanding of the profound impact that motherhood has on individuals, families, and society as a whole.
  - Conference fees (net) contributed $6,000 to the revenue of the organization.
  - Raised over $700 in additional contributions.

**Motherhood Poem & Short Story Competition**
**Impact:** 20 submissions ‘About My Mother’
**Outcome:** Content creation and making motherhood visible
  - Raised awareness for the Museum of Motherhood’s mission.
  - Provided content for the website and social media.

**Social Media, Newsletter, and Blog**
**Impact:** 22,000+ social media subscribers and 5,000 newsletter
**Outcome:** Relevant and meaningful dissemination of information, education, and timely news
  - Through content, deepen understanding of the profound impact that motherhood has on individuals, families, and society as a whole.
  - Provides community and engagement to subscribers.

**Community Partnerships**
**Impact:** 100s
**Outcome:** Solidified MoM’s place as a responsible and supportive community organization
  - Girls Rock St. Pete partnership for empowerment for women and girls
  - The Fairgrounds, St Pete membership drive partnership
  - Heiress Gallery partnership for fine arts exhibitions and panels
  - EverMom Collective partnership for collaborative event coordination
  - YesChefVillage Suppers opened MoM to a wider community of individuals seeking access to education and healthy food choices
  - Poetry Readings with former MoM Resident Gloria Munuz at public events in St. Pete facilitated our presence in multiple external community sites

**Outreach & Fundraising**
Local Events (Localtopia, AEHK Studio Tour, SpaceCraft, and Winter in the Woods)
Impact: 40K+direct consumer engagement opportunities
Outcome: Partnership and support of MoM in the local community
  • Raised awareness in the St. Petersburg community with those who might not otherwise hear about MoM
  • Generated interest in museum tours and programming

Meet and Greet Event
Impact: 18 individuals attended
Outcome: Fundraising and awareness
  • Inspired conversation, foster community in St. Petersburg, and deepened an understanding of the profound impact the Museum of Motherhood has on the community.
  • Raised $5,000 from an individual contributor and corporate giving match

New Programs in FY24

New Exhibitions and Installations at The Factory
Impact: Thousands
Outcome: Situates MoM as a vital tourist destination and valued community institution
  • MoM moves from the home-museum environment 2019-2022 and into a public facing facility with built-in audience
  • Interactions, partnerships, and visibility increase exponentially

School of Museum of Motherhood
Proposed Impact: 100 people
Outcome: Educational
  • The Founding Mothers / Mothers Founding three part self-paced course will raise awareness of the Museum of Motherhood and mission in academic circles
  • Through courses we will deepen the understanding of the profound impact that motherhood has on individuals, families, and society as a whole.
Executive Summary

The Museum of Motherhood (MoM) is an international museum and teaching facility located in St. Petersburg, FL. We are devoted to the art, science, and history of women, mothers and families inclusive of all reproductive identities.

Motherhood problem

Art, science, and history are not always kind to mothers.

Dominant narratives have sidelined women’s voices. Impossible standards have little connection to reality. The struggles and stories of those invested in birth, care-work, family, and women’s own relationship to themselves have been misunderstood and kept invisible. Rightful legacies have been denied. Whether it’s the frequency with which mothers are relegated to supporting roles, or neglected within social safety nets, women have suffered as much as they have celebrated. They continue to be an afterthought to progress and potential, even in today’s society.

MoM’s solution

The Museum of Motherhood redefines how we talk about motherhood -- from the perspective of mothers.

Through exhibitions and education, we tackle the ubiquitous nature of reproductive identity, birth, and parenting by examining the social, psychological, and economic realities embedded in these experiences and by turning the lens squarely on the people at the center of these endeavors. We highlight research in this area and share mother-made art through exhibitions online and in person offering opportunities for dissemination that have not previously existed. We challenge limiting ideologies and encourage more compassionate connections by drawing attention to individual stories, empowering women’s articulations, and by confronting isolation through our creative and inclusive community. Through this lens women take their rightful place in history and the whole human family benefits.
**History of MoM**

The idea for the Museum of Motherhood was conceived by Martha Joy Rose in 2003. Exhibits were located in a storefront in Westchester NY and expanded into university classes and exhibitions. An invitation to Seneca Falls, NY - home of the Suffragists - resulted in the key to the city being presented to Rose. In 2011, she opened a 3-year pop-up museum in Manhattan, working with key sponsors and supporters. During this time 40,000 people visited and attended events. MoM is organized and activated by students, scholars, artists, and volunteers who are invested in interdisciplinary perspectives.

Subsequent pop-ups have included multiple universities consecutively. Over the last twenty years, the field of mother studies has grown exponentially. MoM has consistently championed this growth, organizing traveling exhibits, arts exchanges, cooperative curatorial activities, while presenting academic conferences, in collaboration with the MaMaPaLooZa Festival reaching millions. In 2019 MoM moved to St. Petersburg, Florida, establishing the MOM Art Annex nonprofit 501c3 with a mission to build a permanent facility for the museum.

**Why MoM, why now?**

MoM is a legacy production with a mission to put motherhood on the map in perpetuity.

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, matricence, motherhood, 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.
Global
Top of the world - Global rooftop gatherings-envisioning a better, brighter world. Our focus on women, mothers, and families results in equity, support, positive health outcomes, and empowerment for marginalized mothers. We gather to learn and grow at these media, music, and culture inspired events with speaker presentations and international visitors.

Herstory
Fourth-floor Herstory emulates the four waves of women's progress in America. With marble museums, mustard museums, and car museums, MoM's exclusive focus on the domestic sphere and the growth and impact of feminism, industry, and policy lends itself to a more complete understanding of women's evolution in the home and workplace. Exhibits focus on the last 250 years of hearth and home with kitchen, cleaning, fashion, and childcare examples demonstrated through displays and interactive exhibits.

Science
Third-floor pregnancy, birth, and reproductive identity, shape our past and our future. How have women reproduced throughout the ages, and how has medicine and technology affected outcomes in contemporary society. With surrogacy, uterus transplants, birthing humans, and bio-pods are humans evolving? Exhibits include a birthing mannequin, antique incubators forceps, birthing stool, reproductive models, nursing information, examples of hospital and non-medicated deliveries with displays, interactive exhibits and up to date population and maternal morbidity statistics.

Art
The art of motherhood and mothers making art about their experiences has increased exponentially over the last fifty years. From the feminist art movements of the nineteen seventies through the two-thousands--hundreds of books, pieces of art, theater, music, and other mediums, have expanded to include the perspectives of women and mothers. MoM works with artists from around the world to exhibit contemporary works, while sharing art from our permanent collection.

Retail
MoM’s vital marketplace of original art, clothing, textiles, prints, jewelry, and other fair trade objects raises funds for our ongoing exhibitions while promoting the work of American (and other artists) as we serve to increase the visibility of women in the arts and mother-made fine art, objects, and performing arts.

Phone
877-711-MOMS (6667)

Email
INFO@MOMmuseum.org

Address
The Factory 2822 Fairfield Ave. S.
Petersburg, FL 33712
A museum about women, here in St. Pete! Join our team as we see our dream for a permanent home for MoM realized in Pinellas County. Please contact Deborah Gelch, Strategic Advisor, Tracey Wiseman, Special Consultant, Connie Burgess, Community Liaison, or Martha Joy Rose, Director today.

First, Local, Herstoric

Our Team of artists, curators, volunteers, and community community ensure our ongoing success as we work with a global team of friends who believe in putting motherhood on the map.

A Legacy Production

Our vision includes immediate unprecedented growth serving our local community while acting as an international global destination. The MOM Art Annex 501c3 non-profit is tasked with the ongoing development of the Museum of Motherhood in St. Petersburg.

Serving the public as a free and open resource
Community commitments and development
Focused on individual activation & personal empowerment
Meaningful education & exhibitions
We are focused on fiscal solvency for this legacy production:
• Endowments
• Grants
• Donations
• Partnerships
• Collaborations
• Naming rights

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