



Museum of Motherhood - Strategic Plan

St, Petersburg, FL

A women's museum about mothers

[SEE ALSO EXECUTIVE SUMMARY](#) (on Canva)



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

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 women and 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. University partners have included USF, Manhattan College, and Columbia Teachers College to name a few. While corporate sponsors have included FloridaRAMA, Baycare, The Tampa Bay Rays and BayFirst Bank. Press in the Tampa Bay Times, PBS profiles and the Wall Street Journal, and have helped increase exposure to millions. Past grants include the Foundation for a Health St Pete, the St Petersburg Arts Alliance and a MAP Grant from the American Alliance of Museums. In person attendance in St. Petersburg has been in the thousands and social media followers exceeded 22,000.

Financials: The museum thus far has had moderate financial success while enjoying an abundance of human capital and volunteerism. 2024 offered exponential growth and recognition in the Tampa Bay community. MoM is poised for the next great leap.

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.

Precedence

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. *Our 'We Build Tampa Bay' creating culture beyond the bridges invites international collaborations and ongoing support.*



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

International galleries include Spilt Milk in Edinburgh, The Wellcome Collection, and Mother Art Prize (England). The Vagina Museum opened in England in 2019.

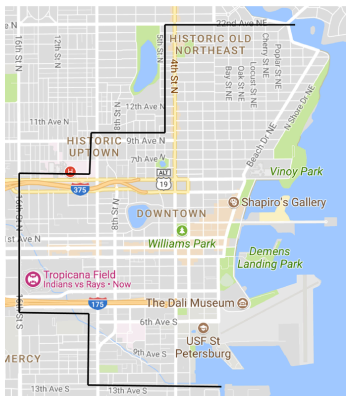


In the USA, the Mutter Museum, the Dittrick Museum recently mounted exhibits about mothers. The Bill and Melinda Gates Foundation's Discovery Center features the Designing Motherhood Exhibit and Ferris University has the Museum of Sexist Objects.

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, however MoM aims for a capital campaign in 2026 for a home of our own.

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 has been developing a sustainable business model with new sources of funding while supporting the ongoing programs over the course of the last three years. 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 has been actively establishing strategic partnerships with corporations, educational institutions, the philanthropic community, as well as other museums. These strategic partnerships position MoM by scaling up and strengthening our community-building capacity and programming infrastructure.



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. We are also actively recruiting new board members and volunteers.

Strategic Priorities

Build financial capacity and sustainability.

Activity #1

Build a 3-year budget supporting our 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 new sources of funding and/or partner sponsorships that will help pay for our existing location. This includes our own initiatives inviting donations, memberships, event sponsors/partners and longer-term 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. Ongoing board building and fundraising by the Executive Board.



Appendix A

MoM Founder, Board of Directors, Staff, and Volunteers



Martha Joy Rose, Founder & President

Martha Joy Rose, BFA, MALS with a Master's in Mother Studies. She is an award-winning artist and activist. 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. Locally, Joy was recently invited to present at Nerd Night, enjoyed a profile on WEDU PBS and a featured article in The Artisan.

Museum of Motherhood Non-Profit Board (short bios)

Courtney Kessel, President, is a mother, artist, academic, and arts administrator living and working in Athens, Ohio. She is currently the Assistant Director for Experiential Design at Ohio University and a PhD candidate in Interdisciplinary Arts. Courtney is one of the pioneers of the mother-made art movement.

Deanna Barcelona, Treasurer, (aka Dr. B) is a proud St. Petersburg local mama to two teenagers. Her Ph.D. is in Higher Education Administration with a cognate in Anthropology which she studied for both her undergraduate degree and Master of Arts. She currently works as a home loan specialist transferring her strengths and skills as an educator into the world of helping people build wealth through homeownership.

Barbara Lynch, Secretary, is a writer, artist, and St. Pete local. After performing with Ladies Rock St. Pete and learning to creatively express women's vision and voices, Barbara was inspired to continue to uplift the creative voices of m/others through joining MoM as Board

Member. Barbara has many years of professional marketing experience and supports MoM's budgeting and operational needs.

Anna Leggi, is a Real Estate Broker Associate in Florida and Sales Associate in NJ & PA with eXp Realty. Specializing in Residential Real Estate and Relocation from NJ to Florida. She is "Your North to South Connection" which reflects the trajectory of MoM from New York to Florida. Anna is also experienced in Commercial Real Estate Acquisition/Disposition and Leasing who will guide us through our real estate and capital campaign adventures

Living Board 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.

Current Volunteer Hours

Volunteers	
Martha Joy Rose, Founder and Executive Director	40 hrs/week
Sierra Clark, Programming & Tours	16 hrs/week
Meagan Welch, JourMS	3 hrs/week
Brittany DeNucci, Conference	3 hrs/week
Batya Weinbaum, Docent & Committees	4 hrs/week
Allen Jackson	1 hr/week
Deborah Gelch, Strategic Advisor	1 hr week
Tracey Wiseman	1 hr week
4 Graduate & Undergrad Interns (3 months x 10 hrs = 900 hrs divided by 52 weeks = 17	17 hrs/week
3 - St. Pete High School Service Learning (10 months) 16 hrs/week (4 hrs/week x 4 students x 12 weeks) 192 divided by 52 weeks	4 hrs/week

Board Members	
Barbara Lynch	12 hrs/week
Courtney Kessel	1 hrs/week
Deanna Barcellona	1 hrs/week
Anna Leiggi	1 hrs/week
Outside Volunteers	
Odetta Xheka	1 hrs/week
Josh Namaan	1 hrs/week
Raisa Nosova	1 hrs/week
TOTAL: 108 hrs/week x 52 weeks= 5620 hrs x \$33.00 hrs	\$185,460

Projected 2025-26 *(include above and add Health, Wellness and Education Committee)*

Health, Wellness & Education Committee 2 hrs/week x 6 people	12 hrs/week
120 hrs/week x 52 = 6,240	\$205,920.00
4 additional Board Members x 2 hours per week 416 more hours x \$33= \$13,728	\$219,648.00

Contractors (paid)

- Mary Havlock, CFRE, Fundraising Consultant 15 hours/month
- Rohe Enterprises - construction On demand

Appendix B - Budget

	Actual	Actual	Actual	Budget
	FY2022	FY2023	FY2024	FY2025
Revenue				
General Donations	\$16,259	\$16,000	\$22,000	\$32,000
Corporate Donations		\$0	\$6,500	\$30,000

Founder Donations		\$37,000	\$13,000	
Memberships	\$1,500	\$837	\$1,700	\$3,000
Grants and contracts		\$0	\$11,000	\$50,000
Conference Fees & Art Auction	\$5,415	\$5,416	\$7,000	\$9,150
Sale of Goods	\$105	\$292	\$0	\$0
Investment Income	\$15	\$1	-	-
Other	\$1,430	\$0	\$2,180	\$0
Residual Bank		\$25,000	\$25,000	
Rental Income		\$1,050	-	
Total Revenue	\$24,724	\$85,596	\$88,380	\$124,150
Expenses				
Program	-	-	1,200	
Salaries + Benefits + Taxes		\$0	\$0	\$0
Rent		\$22,829	\$25,000	\$50,000
Utilities		\$0	\$2,400	
Insurance Indemnity		\$2,000	\$2,000	
Insurance (Museum Collection)		\$600	\$600	\$2,000
Building Maintenance		\$0	\$500	\$2,080
Artwork aquisition	\$1,465	\$20,943	\$2,000	\$1,500
Marketing	\$395	\$0	\$2,000	\$6,000
Fundraising		\$0	\$3,600	\$7,000
Board Compensation		\$0	\$0	\$0
Training	\$1,728	\$0	\$0	\$2,000
Entertainment Meals	\$51	\$0	\$150	\$750
Freelancers	\$2,388	\$8,499	\$9,000	\$3,599
Memberships & Subscriptions	\$488	\$0	\$7,971	\$3,000
Office Supplies	\$9	\$113	\$1,200	\$1,200
Art Supplies	\$429		\$1,500	
Software Subscriptions		\$0	\$1,700	\$1,700
Telecommunications	\$1,081	\$0	\$600	\$600
Payment Processor Fees	\$246	\$0	\$600	\$700

Library	\$137			
Other	\$2			
Repairs and Maintenance		\$0	\$400	\$500
Accounting/Professional Services		3,374	1,200	
Total Expenses	\$8,419	58,358	62,421	82,629
In-Kind	2023	2024	2025	2026
Volunteer Hours		185,460	\$205,920	\$219,648.00
Art Auction / Acquisition Collections		\$4,000	\$57,100	

Appendix C - Programming & Events

Museum Tours and Talks

Impact: 15,000 visitors in CY2024

Outcome: Direct engagement opportunities furthering 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.
- Generated volunteers and provided.

MoM Art Auction

Impact: 75 individuals attended in 2025

Outcome: Raised the visibility of m/other artists in Tampa Bay. Acquired 25 pieces of artwork valuing approximately \$25,000 for the permanent collection of MoM and to auction off to support the Museum's mission.

- Secured a partnership with OXH Gallery to underwrite the cost of the event.
- Hosted the event inside Tampa Bay's private women's only club, founded by women.
- Auction six original artworks to raise funds for the Museum.

Mamapalooza Family Festival

Impact: 400 individuals attending in 2025.

Outcome: Raise visibility of the Museum's programming within the local community. Build partnerships with women owned/mother owned small businesses, and raise funds for MoM through corporate sponsorships.

- Acquired 10 new corporate sponsors over the course of the St. Pete based festival.
- Welcomed new visitors into MoM's space.
- Partnered with Girls Rock St. Pete to uplift mothers, girls, and others in the music space.

Annual Academic Conference & Journal of Mother Studies

Impact: 65 attended 2024/ 80 individuals attended in 2025

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.
- Secured a partnership with USF St. Pete in 2025, won \$10,000 in grant funding.

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 (Not currently active)**Impact:** 3 individuals 2023 (8 in 2022) (2 in 2024)**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

- Laura Bissel, 2024 Scotland
- 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 in 2025 to-date**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

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

- USF St Pete & Tampa Campus, ongoing conferences & exhibits
- FloridaRAMA, partnership for We Build Tampa Bay and Mamapalooza
- Girls Rock St. Pete partnership for empowerment for women and girls
- OXH Gallery with international artists as part of We Build Tampa Bay initiative
- The Fairgrounds/Factory, St Pete membership drive partnership
- Heiress Gallery partnership for fine arts exhibitions and panels

- 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

Multiple Meet and Greet Events

Impact: 75 individuals attended across Hypatia Collective, Tampa Bay Business Meetup and Womb of My Own Art Event

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

***MoM's permanent exhibit collection is referenced separately in the MoM tour booklet.**

Museum of Motherhood (MoM) 2025-2026 Schedule of Events & Workshops, Rotating Exhibitions, & Special Projects

[SEE PRINTED ADDENDUM OF A YEAR'S WORTH OF EVENTS 2024-25](#)

***MoM's permanent exhibit collection is referenced separately in the [MoM tour booklet](#).**

Month	Installations, Events & Workshops and Fundraisers (Gallery Row Building #7)	Permanent Exhibits (Gallery Row Building #7)	Special Projects (virtual & in-person ongoing)
January 2025	<p>Ribbon Cutting of MoM's Escape Womb Adventure sponsored by the St. Pete Chamber of Commerce (Jan 17)</p> <p>Guiding Hands: Mentorship for Mothers and Families with Jim Oliver, highlighting the power of shared experiences and community connections to navigate the challenges of parenting (Jan 21)</p>	<p>Step through the magic doorway to MoM's Escape Womb Experience for a fun and informative trip through conception, gestation, and birth</p>	<p>The Mother, The Vote, and The Costume by Aspen Culbertson - how suffragists created an identity through fashion</p>

**February
2025**

Heart Beats for Wellness: Health & Love Fest with Tresalynn Morris, including wellness screenings, fitness classes, and workshops on building healthy relationships (Feb 4)

Bridging Our Stories: Black History & Resilience with Angela Bridges, honoring the resilience and achievements of Black individuals and families through storytelling, historical panels, and wellness workshops that focus on community strength (Feb 25)

Escape Womb Experience

Second Saturday Art Walk

Big Human Family provides online interactive activities that will inspire individuals and connect communities. We assert that humans have more in common with each other than they have differences. By focusing on our connections, we counter narratives that seek to separate and divide us.

March 2025

Legacy & Lift: Elevating Women's Wellness Across Generations with Daisy Swinton, owner of Lakeview Market, focusing on generational connections, sharing wellness practices and honoring the women who have paid the way for a healthy future. (March 4)

MoM's 20th Anniversary International Academic and Arts Conference in partnership with USF (March 14 - 16)

Mommy & Crew Meet-Up with Amanda Bartles of Lactation Loop, breastfeeding education and lactation support (March 2, 16, 30)

Escape Womb Experience

Second Saturday Art Walk

Monthly Guided Playgroups for young families - free at MoM

MoM International Art Show & Auction as part of 'We Build Tampa Bay'. Open and Free to all with Registration

April 2025

Financial Literacy with Sheena Qualles, a budgeting workshop that frames financial literacy as a game plan for future success (April 8)

Black Maternal Health Week, in partnership with The Florida Black Maternal Health Initiative, an evening of light food fare, DJ, and information sharing (April 10)

Skills and Drills, with Rainbow Midwife for birth workers and the people who love them (April 18)

We love to PLAY with Mary: Hosts, play and crafting with infants and toddlers (April 25)

Escape Womb Experience

Second Saturday Art Walk

Raisa Nosova
'Woman in the Light' live mural painting of her appreciation for MoM's work in the world and in the community (April 14-18)

May 2025

Mamapalooza: A Celebration of Mom! music, bands, vendors, food, health services, and more (May 4)

Highlighting the Importance of Family and Dynamics of Support Systems with Sister Nayyirah Tivica Muhammad (May 27)

Escape Womb Experience

Second Saturday Art Walk :
Julienne Doko performs W.O.M.B – Worth of My Body and an artist talk exploring the lived, embodied experience of motherhood across cultures (May 10)

Lactation Support Groups
Bi-Monthly with Amanda Bartles

June 2025	<p>MoM Board Building and Community Volunteer Night with the entire MoM Team</p> <p>Summer Student Internships with local and remote HS Students as part of Summer Pays program</p>	<p>Escape Womb Experience</p> <p>Second Saturday Art Walk</p>	<p>International Student Intern Project - The Story of MoM; 30 pg book with original art.</p>
July 2025	<p>Summer Student Internships with local and remote HS Students as part of Summer Pays program</p> <p>Summer Camp Launch for Girls - This is Me - Whole Girl; A Body Education Program for Learning, Growing, and Thriving From the Inside Out</p>	<p>Escape Womb Experience</p> <p>Second Saturday Art Walk</p>	<p>Maternal Lens Movie Night - Join MoM for a cool evening on a hot night of film screenings from our private collection of educational films (Ask for donations)</p>
August 2025	<p>Black Breastfeeding Week: The week is dedicated to raising awareness about the importance of breastfeeding, highlighting disparities in breastfeeding rates among Black women, and addressing challenges unique to the Black community. It also aims to empower Black mothers to embrace breastfeeding as a vital health practice.</p> <p>“Reignite: Your Confident Comeback to a Meaningful Career”: A 60-minute workshop to rebuild confidence, clarity, and career direction for returning moms</p>	<p>Escape Womb Experience</p> <p>Second Saturday Art Walk</p>	

**September
2025**

Special Exhibit: Wedding Dresses and the History of the White Wedding with an original display of gowns sources from community members and student research on cultural customs around the world.

Monthly and Bi-Monthly Workshops at MoM begin again with the community espousing the values of inclusiveness, access to resources and information/education. Topics TBD with Sierra Clark, Amanda Bartles, Courtney West and others hosting: including Lactation Groups, Doula Nights, Community Sponsors, Women's Business Groups and Black Maternal Health Circles. Exact Schedule TBD

**Escape Womb
Experience**

**Second Saturday
Art Walk**

**Sept 22 - Day
of the Goddess:** lecture, interactive exhibits, music & art featuring the harvest Goddesses around the world. (Fundraiser \$15 entry fee)

October 2025

Health, Wellness and Education Committee: Walk Like a Mother - Family Fun Stroller Hike through the neighborhood promoting access, services and local resources for maternal mental health. (*Membership drive at MoM*)

**Escape Womb
Experience**

**Second Saturday
Art Walk**

Introducing MoM's Maternal Health Passport as part of We Build Tampa Bay with a printable map of cultural activities that are open to the public. Get your passport stamped for special free access to key exhibits around St Pete and Tampa Bay.

**November
2025**

Invisible Hands- The Labor of Love: Highlighting the everyday care-work performed in the home—cooking, cleaning, emotional labor, elder care, child-rearing & the often undervalued workload particularly by women and marginalized caregivers, by students, new mothers and others at MoM

**Escape Womb
Experience**

**Second Saturday
Art Walk**

**December
2025**

Year End Campaign

**Escape Womb
Experience**

**Second Saturday
Art Walk**

January 2026	<p>Exhibit: The Science of Reproduction From early midwifery to modern IVF – tools, technology, and the changing science of conception. “Lab for a Night” Interactive Escape Room – Ticketed puzzle-solving experience.</p>	<p>Escape Womb Experience</p> <p>Second Saturday Art Walk</p>	<p>Monthly Guided Playgroups for young families - free at MoM</p>
February 2026	<p>Bridging Our Stories: Black History & Resilience hosted by the Health, Wellness and Education Committee: honoring the resilience and achievements of Black individuals and families through storytelling, historical panels, and wellness workshops that focus on community strength.</p> <p>Fundraiser: Voices of Motherhood The MoM Executive Board hosts: Narratives and First-person stories, interviews, of local women sharing their stories about birth, love, and family in the context of their professional lives– A storytelling night with tickets, drinks, and donation tiers for featured storytellers.</p>	<p>Escape Womb Experience</p> <p>Second Saturday Art Walk</p>	<p>Big Human Family provides online interactive activities that will inspire individuals and connect communities. We assert that humans have more in common with each other than they have differences. By focusing on our connections, we counter narratives that seek to separate and divide us. <i>(Invitation to local schools to visit MoM)</i> Monthly Guided Playgroups for young families - free at MoM</p>
March 2026	<p>Solicit Audio Wall Sponsorship – Supporters sponsor a story station with their name/logo</p> <p>Unveiling of the Audio Wall and Women in Herstory featuring local stories of the Women who Built Tampa Bay: multimedia reflecting diverse experiences of the Women Who Build Tampa Bay.</p> <p>MoM’s International Academic and Arts Conference in partnership with USF</p>	<p>Escape Womb Experience</p> <p>Second Saturday Art Walk</p> <p>Escape Womb</p>	

April 2026	Black Maternal Health Week , in partnership with The Florida Black Maternal Health Initiative, an evening of light food fare, exhibits and information sharing	Experience Second Saturday Art Walk	
May 2026	<p>Mamapalooza: A Celebration of Moms and the people who love them! Free family festival with music, bands, vendors, food, health services, and more in partnership with Girls Rock! (Fundraiser for annual corporate partnerships)</p> <p>Legacy & Lift: Elevating Women's Wellness Across Generations with Sierra Clark, focusing on generational connections, sharing wellness practices and honoring the women who have paved the way for a healthy future.</p>	Escape Womb Experience Second Saturday Art Walk	MoM International Art Show & Auction as part of 'We Build Tampa Bay' in partnership with OXH Gallery. Open and Free to all with Registration.
June 2026	<p>Board Building and Community Volunteer Night – Raise awareness and raise funds together so that MoM can initiate a <i>capital campaign for a building of our own!</i></p> <p>Special Exhibit TBD</p> <p>Training: Student Summer Internships.</p>	Escape Womb Experience Second Saturday Art Walk	
July 2026	<p>Summer High School Interns begin</p> <p>Summer Camp for Girls - This is Me - Whole Girl; A Body Education Program for Learning, Growing, and Thriving From the Inside Out.</p>	Escape Womb Experience Second Saturday Art Walk	Maternal Lens Movie Night - Join MoM for a cool evening on a hot night of film screenings from our private collection of educational films (suggested donation)
August 2026	<p>Summer Camp for Girls - This is Me - Whole Girl; A Body Education Program for Learning, Growing, and Thriving From the Inside Out.</p>	Escape Womb Experience Second Saturday Art Walk	

Black Breastfeeding Week The week is dedicated to raising awareness about the importance of breastfeeding, highlighting disparities in breastfeeding rates among Black women, and addressing challenges unique to the Black community. It also aims to empower Black mothers to embrace breastfeeding as a vital health practice.

**September
2026**

Special Exhibit -The American Motherhood Journey from the Personal to the Political: Sparking Pain, Igniting Joy. This exhibit invites visitors to explore the diverse, complex, and evolving experience of motherhood in America. Through personal stories, artifacts, multimedia, and participatory installations, the exhibit reveals how motherhood has sparked both pain and joy across different eras, cultures, and identities — from enslavement to suffrage, from war-time mothering to reproductive freedom, from domestic labor to public advocacy

**Escape Womb
Experience**

**Second Saturday
Art Walk**

Day of the Goddess: lecture, interactive exhibits, music & art featuring the harvest Goddesses around the world and matriarchal culture (\$15 entry fee) with Robyn Crosa

October 2026

Monthly and Bi-Monthly Workshops at MoM begin again with the community espousing the values of inclusiveness, access to resources and information/ education. Topics TBD with Sierra Clark, Amanda Bartles, Courtney West and others hosting: including Lactation Groups, Doula Nights, Community Sponsors, Women's Business Groups and Black Maternal Health Circles. Exact Schedule (TBD- 2027)

Health, Wellness and Education Committee: Walk Like a Mother -

**Escape Womb
Experience**

**Second Saturday
Art Walk**

Follow up with eval on MoM's Maternal Health Passport as part of We Build Tampa Bay with a printable map of cultural activities that are open to the public. Get your passport stamped for special free

Family Fun Stroller Hike through the neighborhood promoting access, services and local resources for maternal mental health. (*Membership drive at MoM*)

access to key exhibits around St Pete and Tampa Bay.

November 2026

Special Exhibit -The American Motherhood Journey from the Personal to the Political: Sparking Pain, Igniting Joy. This exhibit invites visitors to explore the diverse, complex, and evolving experience of motherhood in America. Through personal stories, artifacts, multimedia, and participatory installations, the exhibit reveals how motherhood has sparked both pain and joy across different eras, cultures, and identities — from enslavement to suffrage, from war-time mothering to reproductive freedom, from domestic labor to public advocacy.

Escape Womb Experience

Second Saturday Art Walk

Annual Exhibit: Invisible Hands-The Labor of Love: Highlighting the everyday care-work performed in the home—cooking, cleaning, emotional labor, elder care, child-rearing & the often undervalued workload particularly by women and marginalized caregivers, by students, new mothers and others at MoM

Escape Womb Experience

Second Saturday Art Walk

December 2026

Year End Campaign



