



MUSEUM OF MOTHERHOOD CAPITAL CAMPAIGN

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<p>Early History and Significance</p>	<p>Conceived in 2003. Trademarked and Application for 501c3 Non-Profit Status through Motherhood Foundation Inc., 2005. Traveling exhibits & Conferences and Online Presence 2006-2010. First full-time exhibition space opened UES Manhattan 2011. We are the first and only facility of its kind.</p>
<p>Mission</p>	<p>The Museum of Motherhood is a science, art, and history center that explores the subject of motherhood, fatherhood, and family - past, present, and future. Our mission is to start great conversations, create thought-provoking exhibits and share information and education from diverse, inclusive, multicultural perspectives.</p>
<p>Reach</p>	<p>The museum had approximately 20,000 visitors between September 2011-April, 2014 at its 401 East 84th St. location. Gymboree franchise owners Deb Whitefield and Barry Hanson donated 2,500 square foot location. Annual academic conferences gathered yearly and featured international panels of presenters including participants from Russia, Israel, Brazil, England and Australia, as well as representatives from a wide variety of American universities.</p> <p>Travelers from Angola, Mexico and the Netherlands (to name a few) made the museum a destination. Interns from local colleges and high schools make up approximately 60 volunteer and research participants each year.</p> <p>The museum served the community offering support, classes, and a play space.</p>
<p>Building Needs</p>	<p>Goals include permanent facility.</p>
<p>Vision</p>	<p>The museum programs aim to shed light on caregiving, global family traditions, new technologies, fathers, the art of motherhood and women in society, thus supporting families and educating future generations.</p>
<p>Phased Application</p>	<p>The museum was able to leverage community volunteers, and interns, plus a small staff to implement it's programming, website and mission, but needs a real estate donation and robust executive board for further development. Business took in approximately \$4,500 per month plus corporate donations: tours, party rentals and daily play space usage. M.O.M. received a MAP grant from American Alliance of Museums 2012-2013.</p>
<p>Current Status</p>	<p>Pop-Up exhibit on display at Manhattan College Aug-Dec. 2014. MOM Conference and Hall of Fame planned, May 2015. Book fair is planned with Barnes and Noble May 6-10th to raise funds for M.O.M. Advisory Board is active. Director is online, blogging with social media, and has three interns and active community volunteers.</p> <p>Please contact founder M. Joy Rose about our current goals.</p>