

THE MORE UP CAMPUS

3 PROJECTS



ANARCHA, LUCY + BETSEY: MOTHERS OF GYNECOLOGY MONUMENT

Anarcha, Lucy, and Betsey were enslaved women from plantations in and around Montgomery, Alabama. With neither consent nor anesthesia, they were experimented on by Dr. J. Marion Sims in the 1840s. After publishing the results of his "success," Sims moved to New York to seek fame and fortune. Within a decade, he became known as the Father of Gynecology. By contrast, Anarcha, Betsey, and Lucy fell into history. They changed the world, only to be forgotten by it. A 15-foot public monument will honor these women, tell their story, and shine a light on ongoing racial disparities in the healthcare industry today.



THE CREATIVE CHANGEMAKERS MUSEUM

The Creative Changemakers Museum will provide an innovative experience of art and history. History will be brought to life through art, music and conversation, inspiring travelers of all ages and backgrounds to become Creative Changemakers.



MORE UP TRAVEL CENTER

A mission-built destination, the More Up Travel Center will accommodate (32-beds) and educate travelers and activists visiting the Montgomery area through an established curriculum of art, true historical exploration, and critical thinking -- inspiring participants to engage in social justice activism when returning to their own communities.

MICHELLE BROWDER



It started with a painting. Thirty years ago, artist, activist, and visionary Michelle Browder glimpsed Robert Thom's rendition of the infamous Alabama fistula experiments of the so-called "Father of Gynecology," Dr. J. Marion Sims. Thom's interpretation of the young, enslaved women known as Anarcha, Betsey, and Lucy—experimented on without consent, and without anesthesia—instantly fixed themselves in Ms. Browder's mind as a symbol of the tortuous crimes that have been committed against African Americans. These injustices would repeat in the Tuskegee syphilis experiments, the forced sterilizations of African American women, and are all too present today in a society plagued by systemic racism.

While the heroism of the women subjected to Sims's torturous experiments resulted in models of care that even now inspire and cure women around the world, America today continues to suffer from a maternal health crisis. Authorities estimate that Black and Indigenous women die at three times the rate of white mothers. Deadly disparities in the quality and availability of medical resources afflict not only African Americans, but women in Africa as well—in staggering numbers.

After attending the Art Institute of Atlanta, where she honed skills that led commissions from Tyler Perry and Denzel Washington (and work featured at the Rosa Parks Museum), Ms. Browder moved to Montgomery. Here, she founded a touring company, I AM MORE THAN TOURS, offering guided trips detailing Alabama's complicated and troubling past.

On each tour, she stopped beside the statue of Dr. J. Marion Sims on the capitol lawn. Here, Ms. Browder told the story of Anarcha.

In 1845, Anarcha was impregnated at sixteen. Sims performed a clumsy forceps delivery of her obstructed labor and stillborn baby. Anarcha soon presented with the horrific symptoms of fistula, and was then subjected to years of torturous, unrelenting surgical experiments. She was experimented on upwards of thirty times, without anesthesia. Her "cure," in 1849, stands today as the creation story of modern gynecology.

I AM MORE THAN TOURS was hugely successful. Ms. Browder's art and her work with her company have earned her recognition on The Today Show, the PBS News Hours, and in numerous publications, including the New York Times and the Washington Post.

Today, Ms. Browder envisions something even more impactful: The More Up Campus. At its heart will stand a 15-foot tall monument to the "Mothers of Gynecology," Anarcha, Betsey, and Lucy—a symbol of suffering, sisterhood, and salvation. The Campus will feature the Creative Changemakers Museum, which will walk visitors from the past through the present day fight for reproductive rights and justice for Black women in America. It will also feature a 32-bed More Up Travel Center.

Ms. Browder's More Up Campus will correct the past and design a brighter future. It will act as a rallying point for activists and teachers, and as an educational institution to provide a counter-narrative to the false history of slavery that permeates our culture.



From Robert Thom's "The History of Medicine" - an illustration of James Marion Sims, and associates examining Anarcha.

CAMPUS BUDGET SUMMARY FOR 3 PROJECTS

ANARCHA, LUCY + BETSEY:

\$470,000

MOTHERS OF GYNECOLOGY MONUMENT

GROUNDBREAKING: MAY, 2021

Project Management	\$75,000
Art Design and Development	\$15,000
Fabrication and Materials	\$150,000
Installation	\$65,000
Insurance	\$20,000
Travel	\$15,000
Professional Consultant Fees	\$48,000
Contingency	\$40,000
Documentation of Artwork	\$2,000
Warehouse Rental	\$15,000
Signage, Gallery Exhibit, Programs	\$25,000

THE CREATIVE CHANGEMAKERS MUSEUM

\$438,607

Construction	\$328,607
(2) Museum Assistants	\$40,000
Utilities, Insurance, Taxes	\$20,000
Marketing and Advertising	\$50,000

EST. COMPLETION: MAR., 2022

MORE UP TRAVEL CENTER

\$1,586,752

Construction	\$882,752
Director	\$75,000
Chef	\$25,000
2 Cooks	\$44,000
2 Housekeepers (Campus)	\$40,000
Assistant	\$20,000
Maintenance (Campus)	\$15,000
Landscaping (Campus)	\$75,000
Signage (Campus)	\$30,000
Furnishings/Appliances (Campus)	\$250,000
Utilities, Insurance, Taxes	\$60,000
Marketing + Advertising	\$50,000
Other	\$20,000

EST. COMPLETION: DEC., 2021

TOTAL PROJECT:

\$2,495,359

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