



neighborhood

**NORTH**

MUSEUM OF PLAY

# Annual Report 2025

**From Imagination to Becoming**

Program Highlights & Narrative: Calendar Year 2025 (Jan–Dec 2025)  
Financial Report: Fiscal Year 2025 (July 2024– June 2025), Audited



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## MISSION, VISION, & VALUES

### Mission

Neighborhood North Museum of Play's mission is to co-create a world where children and families have a voice in shaping their lives and communities by expanding access to arts-based, playful learning that sparks curiosity, builds confidence, and fosters belonging.

### Vision

We envision a future where every child and their grown-up- regardless of race, income, or zip code- has access to inspiring spaces that nurture creativity, belonging, and possibility.



## Letter from the Executive Director

Dear Friends and Supporters,

As a new year begins, many of us pause to reflect on what we want more of for ourselves and our families. We set resolutions with the hope of healthier habits, stronger relationships, and greater well-being. But the most meaningful changes often begin not with grand goals, but with small, shared moments- moments of presence, connection, and play.



At Neighborhood North, we believe children and families need spaces where they can slow down, breathe, and be together- spaces that are neither home nor school, but something essential in between. These “third spaces” offer families a chance to step out of daily pressures and into shared play, creativity, and exploration that strengthens both learning and well-being.

This past year reminded us how important these spaces truly are. Families continue to navigate stress, instability, and constant change, and they need places where joy and belonging are not extras, but foundational. At the same time, Neighborhood North faced significant operational challenges of our own, including unexpected facility closures caused by water damage and mechanical failures. Yet through it all, families continued to show up, children continued to create, and our community reaffirmed why this work matters.

In 2025, Neighborhood North welcomed 9,661 visitors, reaching families from our own neighborhood as well as from more than 220 other zip codes. We served over 1,100 students through school field trips, supported 765 camp engagements through summer programming, and continued expanding hands-on creative learning through aquaponics, arts integration, making, and creative technology. We also strengthened Beaver County’s creative economy by providing paid opportunities and professional pathways for local artists through our Teaching Artist Apprenticeship Program.

Even during a challenging year, Neighborhood North remained what we strive to be: a trusted community anchor and welcoming third space where children can explore freely, caregivers can connect, and families can experience joy, belonging, and possibility. As a growing destination in downtown Beaver Falls, Neighborhood North also contributes to local revitalization by increasing foot traffic, strengthening small business activity, and helping build a vibrant cultural economy.

Looking ahead, we are preparing for the next chapter of growth. Redevelopment of the historic Tribune Building will provide a permanent home for play, learning, and cultural engagement in downtown Beaver Falls—expanding exhibits, strengthening long-term sustainability, and creating living-wage, mission-aligned jobs for educators and artists. With continued momentum in our capital campaign and growing public-private partnership support, we are building the foundation for a permanent institution that will serve Beaver County families for generations.

None of this happens without you. Your support fuels every program, every field trip, every teaching artist partnership, and every child and grown-up who experience joy and connection within our space. Thank you for believing in the power of play, and for helping turn imagination into lasting impact.

Looking forward,

*Christine Kroger*

Christine Kroger  
Executive Director

# THEORY OF CHANGE

## From Imagination to Becoming

When children and families have access to welcoming third spaces rooted in creativity, play, and belonging, curiosity and imagination are sparked- building confidence, expanding opportunity, and strengthening community resilience over time.



## 2025 AT A GLANCE

### From Imagination to Becoming

In 2025, Neighborhood North continued growing as a community-rooted space for arts and playful learning in Beaver County. Even during a year that included 52 full closure days, families returned again and again- demonstrating trust, loyalty, and a deep need for what this space provides.

#### Who We Reached in 2025

- **9,661 on-site visitors** (excludes off-site outreach)  
**8% increase over 2024**
- Families from **220+ zip codes**
- **1,100+ students** served through school field trips
- **765** summer camp engagements
- **223 days open\***
- **52 closure days due to facility issues\***

\*Operating days include public museum hours (Wed–Sat), Maker Mondays (Mondays), and scheduled school field trip days (Tuesdays). Closure days reflect full building closures when no onsite programming could occur.



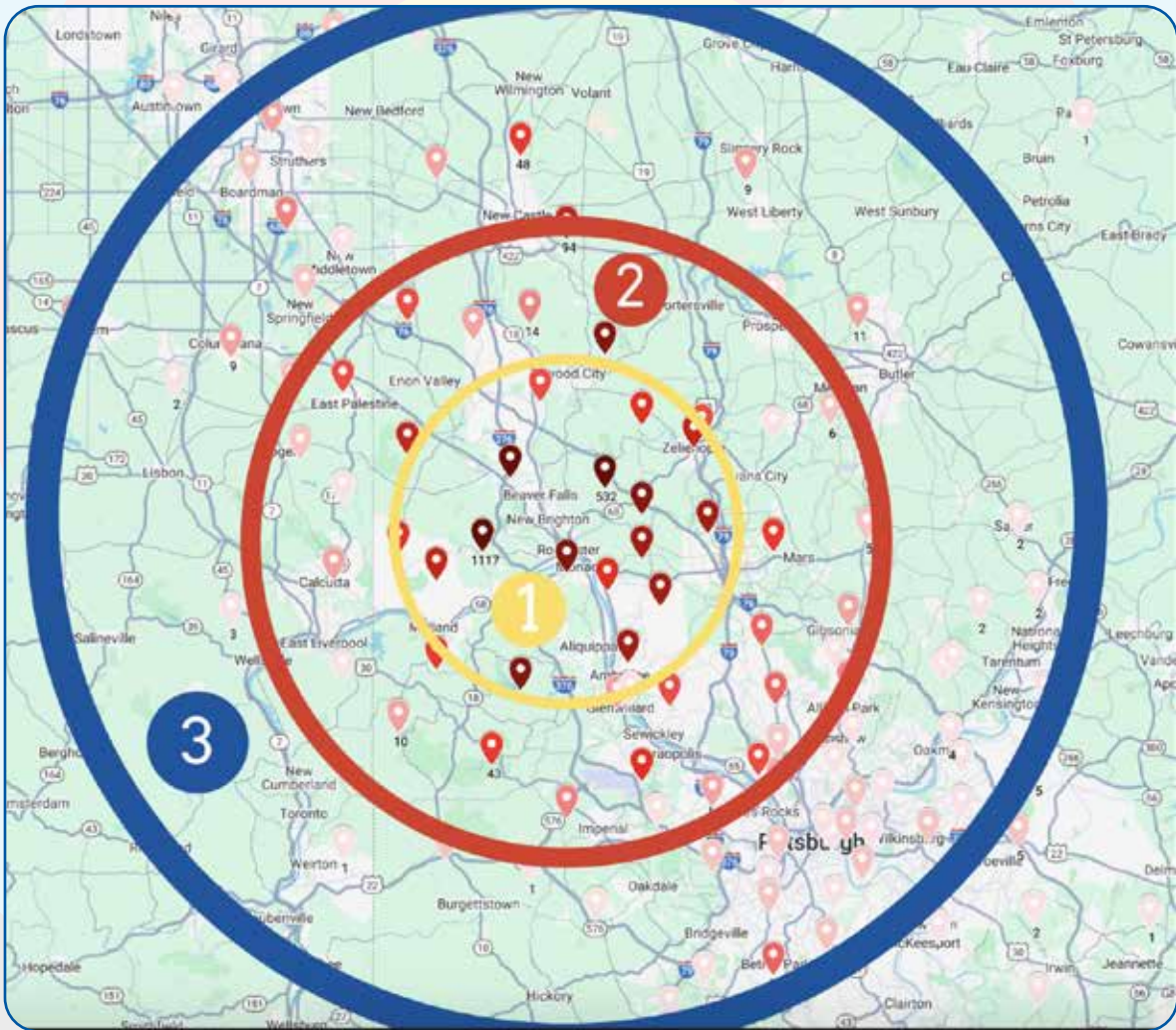
## REGIONAL REACH BY ZIP CODE

Neighborhood North serves families across a three-tier footprint, demonstrating strong local trust and growing regional demand:

**Zone 1 (Yellow):** Our core community—Beaver Falls and surrounding neighborhoods—where most of our families live and engage regularly. **41% of all visitors came from Beaver Falls** (3,787 visitors). Beaver, New Brighton, Aliquippa, and Monaca were among the other top five communities with the highest visitor rates.

**Zone 2 (Red):** Our extended service area across Beaver County and neighboring counties, reflecting steady regional participation.

**Zone 3 (Blue):** Our broader regional reach, including the greater Pittsburgh area, eastern Ohio, and northern West Virginia, demonstrating growing demand for our programs beyond our immediate community.



# HOW FAMILIES EXPERIENCED NEIGHBORHOOD NORTH

## 2025 Visitor Survey Highlights

- 40% repeat guests
- 25% first-time visitors
- 65% discovered Neighborhood North through word of mouth
- 95% likely to visit again
- 97% would recommend to others

Forty percent of visitors were repeat guests, and 95% reported they are likely to return. Families consistently describe Neighborhood North as welcoming and worth returning to.

\*Operating days include public museum hours (Wed–Sat), Maker Mondays (Mondays), and scheduled school field trip days (Tuesdays). Closure days reflect full building closures when no onsite programming could occur.

*“Neighborhood North feels like belonging.  
It’s not just something to do- it’s part of our week.”  
– Family Member*

## PARTICIPATION HIGHLIGHTS

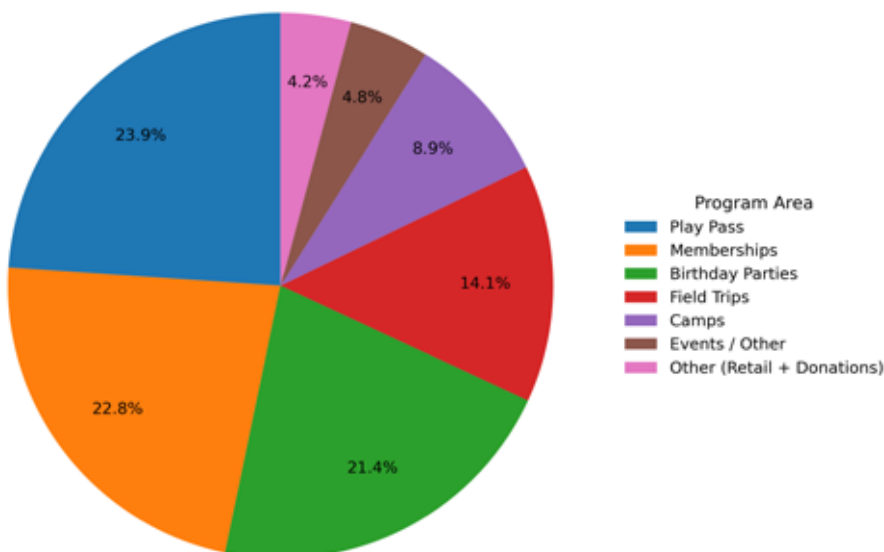
Neighborhood North served children and families through multiple entry points- open play, memberships, camps, school partnerships, afterschool learning, celebrations, and community events, ensuring families could return again and again for joyful learning experiences.

### Participation Snapshot

- 5,779 Open Play visits
- 206 memberships
- 1,620 afterschool & enrichment engagements
- 705 birthday party guests served
- 1,100+ field trip students served
- 765 summer camp engagements
- 55 community outreach events hosted

### Program Participation & Earned Revenue

Gross Earned Revenue by Program Area



## MAKER LEARNING & INNOVATION

- Maker Space strengthened to support creative fabrication, design challenges, and coding
- Five aquaponics systems installed in partner schools
- Pollinator Garden continued as an outdoor learning classroom
- Mobile Maker Lab advanced toward a Spring 2026 launch

## TEACHING ARTISTS & WORKFORCE DEVELOPMENT

- **15 teaching artists trained** in the pilot cohort
- **7 artists gained paid residency experience**
- **86% pursued careers in arts education** after completion
- **11 artists confirmed** for the 2026 cohort

## FINANCIAL SNAPSHOT

- **\$1,382,994 total income**
- **\$525,798 total expenses**
- Revenue anchored by grants and philanthropy, with growing earned revenue through admissions, memberships, camps, and programs



## MAKING PLAY ACCESSIBLE TO ALL

At Neighborhood North, access is central to our mission. In Beaver County, approximately **40% of households live below the ALICE threshold** (Asset Limited, Income Constrained, Employed), meaning many families struggle to afford basic necessities despite working. In this context, affordable opportunities for joyful learning and enrichment are essential.

In 2025, **11% of all Open Play visits** (644 of 5,779) were offered at a discounted rate, including **310 Access Tickets** for families utilizing SNAP/WIC benefits and **334 reduced admissions** for seniors and veterans.



Access extends beyond daily admission. **Through the Lulu K. Reeves Scholarship, 16 of our 206 memberships (7.8%)** were provided free of charge, ensuring year-round play remains within reach for more families.

Access at Neighborhood North also extends beyond admission cost. Through partnerships with Title I districts, Head Start programs, and community-based organizations, we bring maker learning directly into schools and neighborhoods, reducing transportation and scheduling barriers for families.

As we grow, we are committed to deepening equity alongside reach. Our goal is to increase scholarship-supported and discounted participation to **20% of total visits by 2027**, aligning our growth with the economic realities facing families across Beaver County.

With 206 membership households and strong repeat visitation, Neighborhood North continues to grow as a trusted third space- a place where families return not only for play, but for connection, creativity, and belonging.

## SIGNATURE PROGRAMS: PLAY AS PLACEMAKING

Neighborhood North’s programs are designed to spark curiosity and strengthen connection. Whether through open play, camps, or community days, each experience supports children’s growth while reinforcing downtown Beaver Falls as a vibrant place for families to gather.

Program	Audience	Schedule	Focus	Cost
Open Play	Ages 10 months–10 years + caregivers	Wed–Sat, 10:00 AM–2:00 PM	Self-directed play and exploration through interactive exhibits	\$3–\$5 / Included with membership
Crafternoons	Grades K–5	2nd–4th Tuesdays, 3:30–5:30 PM	Afterschool artmaking, sculpture, and creative building	\$3 / Included with membership
Maker Mondays	Middle School	Mondays, 3:30–5:00 PM	Robotics, circuitry, coding, and design challenges	Free
TinkerTime	All Ages	Monthly (3rd Saturdays), 10:00 AM–2:00 PM	Intergenerational making and engineering challenges	\$5 / Included with membership
Sensory Saturdays	Ages 0–10	1st Saturdays, 9:00–10:00 AM	Sensory-friendly museum access and inclusive play	\$3 / Included with membership
Summer Camps	Pre-K–Grade 5	Summer (8 weeks)	STEAM-based camps combining art, cooking, storytelling, and technology	\$15 / Included with membership
Events & Community Days	All Ages	Seasonal + monthly	Downtown events, celebrations, and pop-up learning experiences	Free–\$5

Together, these programs served children ages 0–14 and their families through weekly, monthly, and seasonal opportunities for creative exploration and connection.

## FIELD TRIPS & SCHOOL ENGAGEMENT

Neighborhood North continues to serve as a trusted partner for Beaver County schools and early learning centers.

In 2025, we engaged:

- **23 field trip groups**
- **14 schools**
- **1,100+ students**
- Partnerships with Title I districts including Beaver Falls, Midland, Ambridge, and Aliquippa

We also maintained consistent engagement with **seven Head Start** and **three Early Head Start** programs. Each visit blended arts-integrated, inquiry-driven, hands-on exploration, helping students build confidence, think critically, and see themselves as capable learners.

## STUDENT STORY: FROM SOUND WAVES TO CREATIVE CONFIDENCE

When Miss Sara from Neighborhood North visited a fourth-grade classroom at Central Elementary, students were already learning about amplitude and frequency through their science curriculum. But on this day, those concepts became something they could hear, explore, and create.

Miss Sara introduced students to animal communication, using videos of owls, bats, and other animals to show how sound is used to survive, connect, and navigate the world. Students were fully engaged as they connected classroom science concepts to real-life examples.

Then the lesson shifted from learning about sound to making sound.

Using the digital music platform BandLab, students created their own beats by combining instrument sounds with animal noises. They experimented with rhythm, volume, and frequency—building both technical understanding and creative confidence through hands-on play.

Two days later, students extended their learning during a visit to Neighborhood North. In the museum's digital maker space, they created sound waves and transformed them into laser-cut 3D art projects. What began as a science lesson became an interdisciplinary STEAM experience.

***As their teacher shared:***

***"The students were highly engaged the entire time. It was so exciting to see them use Science, Technology, Engineering, Arts, and Math, and even Music, all in one lesson."***

***Through partnerships like this, Neighborhood North helps students see learning as relevant, creative, and full of possibility.***



## ARTS-ENRICHED AFTERSCHOOL PROGRAM

Neighborhood North partners with Trails Ministries to offer a free Arts-Integrated Afterschool Program serving 15 K-5th Grade students each term in Beaver Falls. Meeting twice per week at Neighborhood North, the program blends academic support in literacy and math with hands-on, culturally responsive learning through visual arts, music, and maker projects.

Relationship-building and mentorship are central, creating a space where students feel seen, supported, and empowered to grow. With transportation and food provided, families can access safe, reliable enrichment without barriers.

This partnership, active since 2019, reflects a shared commitment to equitable learning opportunities rooted in creativity, belonging, and community care.

## SUMMER STEAM CAMPS

Neighborhood North's Summer Camps and Workshops provide eight weeks of hands-on, play-based learning that sparks creativity, curiosity, and skill-building for children and families. In 2025, **765 campers attended**, reflecting the growing demand for high-quality enrichment opportunities in Beaver County.

Alongside public camps, Neighborhood North partners with Trails Ministries, the 21st Century Program at Central Elementary, and the YMCA to expand summer enrichment access for community learners. Programming is tailored for Pre-K, Grades K-2, and Grades 3-5, and is led by Teaching Artists and community experts.

Campers explored topics like cooking, video game design, mural-making, and eco-science, building confidence, collaboration, and a love of learning through joyful discovery.



## LEARNING IN THE NEIGHBORHOOD



Learning is a lifelong journey. Through Learning in the Neighborhood, Neighborhood North hosts a three-part evening conversation series for adult learners, welcoming 25–35 participants per session, from college students to retired community members.

Each gathering centers on issues affecting children, families, and education, creating space for thoughtful dialogue and shared reflection. Past conversations have explored topics such as **“Tech and Kids”** and **“Choices That Shape Our Future as People of Color,”** fostering connection and deeper understanding across generations.

By investing in adult learning alongside children’s programming, Neighborhood North strengthens the broader ecosystem of caregivers, educators, and community members who shape young people’s lives, reinforcing our belief that when families grow, communities thrive.

Together, these programs represent more than activities on a calendar- they are pathways to belonging, creativity, and possibility for children and families across Beaver County. Research shows that play-based learning strengthens cognitive development, social-emotional growth, and long-term academic engagement. We see this every day as children build confidence, curiosity, persistence, and problem-solving skills through joyful, hands-on exploration.

By offering playful learning experiences for different ages and interests, Neighborhood North creates a welcoming space where every child and caregiver can learn and grow together. Through consistent, affordable programming, we strengthen family connection and reinforce downtown Beaver Falls as a vibrant hub for gathering, learning, and community care.

In 2026, Neighborhood North will implement a standardized evaluation system to track caregiver-reported child growth, teacher feedback from field trips, and key maker learning behaviors such as persistence, collaboration, and iterative design.





## MAKER LEARNING & INNOVATION

### Where Curiosity Becomes Capability

In 2025, Neighborhood North expanded its maker learning ecosystem, delivering hands-on STEAM experiences to **over 5,000 children** across **100 programs and community sites**. Strategic investments strengthened both onsite and community-based learning, including Maker Space upgrades, expanded aquaponics programming, continued development of the Pollinator Garden outdoor learning lab, early implementation of the Mobile Maker Lab model, and **480 hours of staff professional development** focused on culturally rooted maker learning.

In the Maker Space, children build persistence in real time, testing designs, revising prototypes, troubleshooting circuits, and trying again after failure. These moments may look like play, but they strengthen durable skills: collaboration, problem solving, and the confidence to bring ideas to life.

Through aquaponics, fabrication, and design challenges, young people are not simply participating in STEAM- they are building identity as creators. They learn how systems work, how ideas evolve, and how their choices shape outcomes.

### Maker Space Renovation

In 2025, Neighborhood North renovated and strengthened the Maker Space to create a flexible hub for interactive, project-based learning and creative experimentation. Children and grown-ups engaged in:

- Visual art and creative fabrication
- Robotics and coding
- Engineering challenges and design thinking
- Iterative building, testing, and revision

### Aquaponics Expansion

With support from a USDA Farm to School grant, Neighborhood North expanded its Aquaponics Program to strengthen environmental learning and sustainable systems edu-





education for youth across Beaver County, reaching **approximately 320 students**. In 2025, aquaponics systems were installed at:

- Beaver Falls - Central Elementary
- Beaver Falls - Big Beaver Elementary
- Provident Charter School
- Beaver County Christian School

In addition to school installations, Neighborhood North operated an aquaponics system onsite at the museum, engaging **approximately 20 children per week** through field trips and maker-based environmental learning. Children interacted with plants and fish, observed living ecosystems in real time, and explored how food systems, sustainability, and science connect to everyday life.

### **Pollinator Garden Development**

In partnership with the Western Pennsylvania Conservancy, Neighborhood North continued development of the Pollinator Garden as an outdoor classroom connecting ecology, creativity, and environmental stewardship. The garden supports observation-based learning and arts-integrated projects inspired by nature.

### **Mobile Maker Lab (In Development)**

In 2025, Neighborhood North advanced development of the Mobile Maker Lab- an electric vehicle equipped with solar panels designed to bring hands-on maker learning into schools, libraries, and community spaces across Beaver County. With support from partners including Two Bit Circus and AYA Instruments, this initiative will expand access to interactive, technology-enabled learning beyond the museum. The Mobile Maker Lab will fully launch in **Spring 2026**.

### **Staff Learning & Professional Development**

In 2025, staff deepened professional practice through learning networks including the Maker Educator Leadership Collaborative and Agency by Design Pittsburgh, strengthening program quality and equity-centered exhibit design.

## A Connected Ecosystem of Learning

Through maker learning, fabrication, aquaponics, and environmental design, participants:

- Build agency by making choices and directing their own learning
- Strengthen problem-solving identity through trial, feedback, and revision
- Develop systems thinking by understanding how materials, tools, and living systems interact
- Practice iterative design as they prototype, test, and refine their ideas

Together, these experiences move beyond isolated activities and cultivate durable creative confidence—equipping young people with the habits of mind needed for learning, leadership, and innovation.



*"My kid talks about what they built here for days."  
— Parent*



*"The Neighborhood North Museum of Play is an essential part of the Beaver Falls community... As a teaching artist, I enjoy witnessing the creativity of those who walk through the doors."  
— Randall Coleman, Teaching Artist*





## TEACHING ARTISTS & WORKFORCE DEVELOPMENT

### Supporting Working Artists. Strengthening Community. Expanding Opportunity.

In 2025, Neighborhood North deepened its commitment to workforce development by investing in Beaver County artists as educators and creative leaders. Through the Teaching Artist Apprenticeship Program- developed in partnership with the Pittsburgh Cultural Trust- Neighborhood North provides structured training and paid opportunities that help artists build sustainable careers at the intersection of the arts and education.

Teaching artists play a central role in Neighborhood North programming, supporting camps, after-school programs, field trips, family events, and exhibit-based learning. By strengthening this local pipeline, Neighborhood North expands access to arts-integrated education while reinforcing Beaver County’s creative economy.

### 2025 Cohort Outcomes

In the pilot year of the program, 15 artists completed structured training focused on arts integration, youth development, classroom facilitation, and culturally responsive practice:

- **7 artists** secured paid residency placements through Neighborhood North in museum-based and school-based roles.
- **86% of participants (13 of 15)** continued into arts education pathways following completion.

Participants pursued paid teaching artist roles through Neighborhood North and partner organizations, classroom-based residencies secured independently, and community arts instruction throughout the region. Many entered the program with limited prior experience in arts education; by year’s end, the majority had transitioned into active teaching roles.

### Building a Local Creative Pipeline

By creating structured pathways into arts education, Neighborhood North:

- Expands access to arts-integrated learning in K–12 schools
- Creates paid opportunities for Beaver County artists
- Builds long-term career pathways rooted in the local community
- Increases the presence of culturally grounded teaching artists in under-resourced districts





*"This program gave me a real pathway into arts education."  
— Teaching Artist Apprentice*

The result is not only stronger programming at Neighborhood North, but a growing ecosystem of educators and artists serving children throughout Beaver County.

### Looking Ahead

Building on the pilot year, 11 artists are currently enrolled in the 2026 Apprenticeship cohort, continuing to strengthen the regional teaching artist pipeline.

As Neighborhood North prepares for expansion into the Tribune Building, capacity for teaching artist training and paid residencies will grow significantly. Expanded facilities will support:

- Larger cohort sizes
- Additional school-based placements
- Youth arts apprenticeship pathways
- Living-wage, mission-aligned creative jobs

Neighborhood North is building more than a museum- it is building an ecosystem where artists thrive, children thrive, and creativity fuels long-term community renewal.



# COMMUNITY PARTNERSHIPS & COLLABORATION

## Expanding Access Through Shared Work

In 2025, Neighborhood North strengthened partnerships across the region to expand access to arts-based, playful learning for children and families. Through collaboration with schools, youth organizations, and cultural institutions, we deepened school engagement, extended maker learning beyond our walls, and created paid opportunities for local artists as educators.

Key partners in 2025 included Trails Ministries, the City of Beaver Falls, Beaver Falls School District, Head Start, The Pittsburgh Cultural Trust, RiverWise, the Genesis Collective, the Beaver Valley Intermediate Unit, Carnegie Science Center, and many others.

Together, these relationships strengthen a countywide network of learning, supporting children and families not only inside the museum, but across the region.



## THE TRIBUNE BUILDING

### A Permanent Home for Play, Learning, and Cultural Renewal



In 2025, Neighborhood North continued advancing its long-term vision to transform the historic Tribune Building—an enduring landmark in Beaver Falls’ physical landscape and civic story—into a four-story children’s museum and community learning hub in the heart of downtown.

This transformative expansion will significantly increase capacity for interactive exhibits, maker learning environments, teaching artist programming, workforce development initiatives, school partnerships, and earned revenue opportunities. The Tribune Building positions Neighborhood North to serve families across Beaver County and the broader region at a new scale of impact.

Located within the downtown business district, the former News Tribune building is central to Beaver Falls’ revitalization efforts. Adjacent to the newly built March Park—which connects the Beaver Falls Library and the Tribune Building—the site forms an emerging educational and cultural campus that anchors family life, literacy, play, and community gathering in one cohesive district.

#### When completed, the Tribune Building will:

- **Expand exhibit and program capacity** to serve more children and families year-round
- **Increase school partnership and field trip access** for districts across the region
- **Create living-wage jobs** in education, operations, visitor services, and cultural programming
- **Strengthen long-term sustainability** through earned revenue growth and expanded membership
- **Support downtown revitalization** as a vibrant, year-round family destination

The transformation of the 18,000-square-foot News Tribune Building represents more than a facility expansion. It is an investment in children, families, workforce pathways, and the future of Beaver Falls and Beaver County.

Neighborhood North is not simply building a museum—we are building infrastructure for equity, imagination, and community transformation.

#### Regional Reach, Demand, & Growth Potential

Neighborhood North’s 2025 visitor results reflect strong regional demand for what we are building in Beaver Falls. This year, we welcomed **9,661 visitors from more than 220 zip codes**, demonstrating that families are traveling across Beaver County and beyond to access playful, arts-based learning.

Even while operating in a temporary space and absorbing **52 full closure days** due to facility challenges, families continued to show up. Based on county population estimates, we reached approximately **5–7%** of Beaver County residents this year. With minimal marketing and most visitors learning about Neighborhood North through word of mouth, this growth signals something clear: families are actively seeking spaces where children can explore, create, and belong.

The Tribune Building will not create demand- it will give us the space, stability, and capacity to meet the demand that already exists for Beaver County families.



# RETURN ON INVESTMENT

## A Project Built for Long-Term Public Benefit

Redevelopment of the Tribune Building represents a high-impact investment in educational equity, workforce development, and economic revitalization. With expanded square footage and improved infrastructure, Neighborhood North will generate measurable long-term return through increased access, expanded creative career pathways, earned revenue growth, and sustained downtown activity.

### Educational & Community Impact

The Tribune Building will expand access and deepen engagement to:

- Hands-on STEAM and arts-based learning
- School partnerships and early childhood programming
- Safe, welcoming third-space environments that strengthen belonging and family well-being
- Culturally rooted exhibits and programming that reflect and uplift Beaver County families

### Workforce Development & Creative Economy Impact

Neighborhood North's Teaching Artist Apprenticeship Program creates structured training and paid residency opportunities for Beaver County artists, strengthening the region's creative workforce.

Expansion into the Tribune Building will allow Neighborhood North to:

- Increase paid teaching artist residencies
- Expand professional development and mentorship pathways
- Create additional living-wage, mission-aligned creative jobs
- Strengthen arts integration partnerships with K–12 schools across Beaver County

Through partnership with Crop & Kettle, Neighborhood North also connects maker learning with food systems education, entrepreneurship, and community-based economic development—reinforcing pathways that link creativity, sustainability, and local enterprise.

### Economic Development Impact

As a permanent cultural anchor in downtown Beaver Falls, the Tribune Building will:

- Support the creation of **26 full-time, living-wage jobs** at full build-out (across education, operations, visitor services, and administration)
- Increase downtown foot traffic and small business activity
- Attract regional visitors from across Beaver County and the broader Western Pennsylvania region
- Generate contracting opportunities for local builders, artists, educators, and vendors
- Strengthen Beaver Falls as a family destination and cultural hub

### Sustainability Impact

Expanded capacity will increase earned revenue through:

- Admissions and memberships
- Camps, classes, workshops, and youth and adult programming
- Field trips and school partnerships
- Birthday parties and mission-aligned events
- Tenants and an on-site shop

The Tribune Building redevelopment is permanent infrastructure for learning, workforce development, creativity, and community renewal—positioning Neighborhood North for long-term public benefit and sustained community impact.



# CAPITAL CAMPAIGN PROGRESS & MOMENTUM

## The Tribune Project

Neighborhood North's vision for the historic Tribune Building continues to gain momentum as a transformative investment in playful learning, creative opportunity, educational equity, and economic development in Beaver County.

### \$2.1 Million Raised to Date Toward an \$11 Million Goal

30 donors have committed to date.

In FY25 alone, the campaign generated:

**\$928,401 in new capital contributions**



## Campaign Resources Secured

As of fiscal year-end:

- **\$708,608** in restricted cash
- **\$197,346** in restricted investments
- **\$574,666** in restricted pledged contributions receivable
- **\$1,480,620** in total assets restricted for expansion

These dedicated resources provide both immediate liquidity and forward-looking capital visibility as the project advances.

## Campaign Leadership & Infrastructure

FY25 strengthened the campaign's strategic foundation:

- Engaged Bill Lucas (Steel City Tactics) to guide corporate strategy
- Convened The Tribune Project Capital Campaign Cabinet
- Secured a **\$50,000 LSA award** as match funding toward a \$1 million proposal



## The Tribune Project Capital Campaign Cabinet

The Cabinet brings together philanthropic and civic leaders working in partnership with Neighborhood North to advance our mission and support the economic revitalization of Beaver Falls. Through leadership, advocacy, and investment, members are helping transform the historic Tribune Building into a permanent home for arts, play-based learning, opportunity, and community connection.

### Cabinet Chairperson\*\*

- Hank Suhr - Geneva College

### Members

- Kirsten Bestor - WesBanco
- Dr. Rachel Book - Lincoln Learning Solutions
- Doug Carson - Beaver Falls City Council (retired), Head of School BCCS (retired)
- Dr. Roger Davis - Community College of Beaver County
- Julian Gray, CELA - Julian Gray Associates
- Mayor Kenya Johns, PhD - City of Beaver Falls
- Jack Manning - Commissioner, Beaver County Board of Commissioners
- Carly Manino - National Fuel
- Scott Monit- Community College of Beaver County
- Lisa Palmieri, PhD. - Kyndryl
- Chet Thompson - Community College of Allegheny County
- Lew Vilotti- Beaver County Corporation for Economic Development

The project is structured to move forward in alignment with campaign milestones—ensuring construction begins with the financial strength necessary to sustain long-term impact. Each gift is an investment not simply in a building, but in a new kind of community institution: one rooted in imagination, shaped by local voices, and designed to serve families too often left out of traditional educational spaces.



# FINANCIAL REPORT

## FY25 Revenue & Expense Snapshot

### A Growing Base of Support

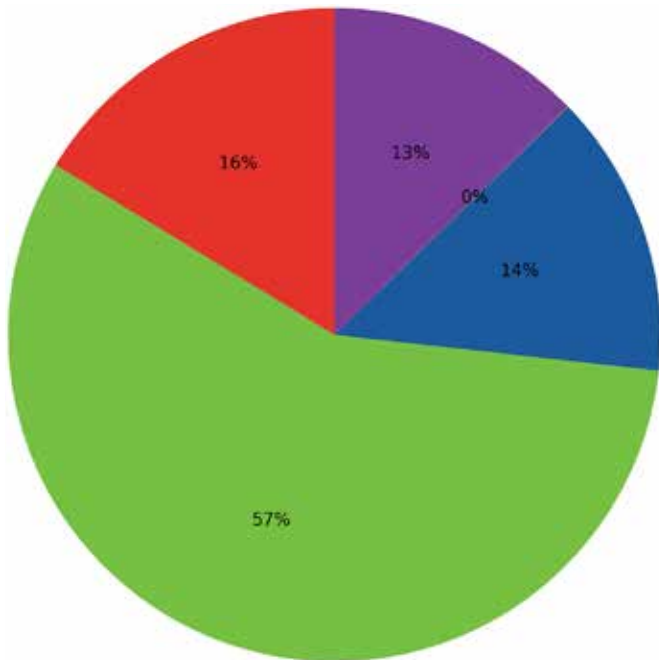
FY25 financial performance reflects strong grant support, philanthropic investment, and disciplined spending aligned with mission delivery and long-term sustainability. Behind these numbers are expanded learning opportunities for children and their grown-ups, paid pathways for artists, and continued progress toward a permanent home in the Tribune Building.

### FY25 Revenue & Expense Snapshot (July 2024 - June 2025, Audited)

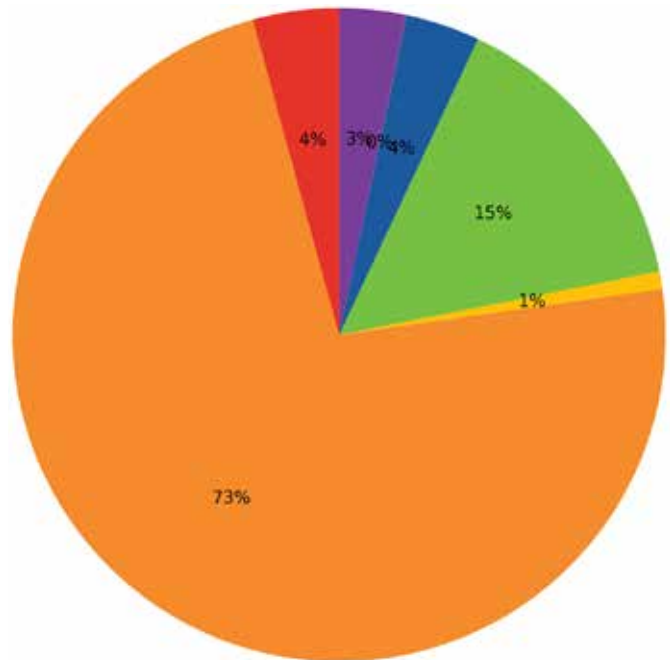
**Total Support & Revenue: \$1,382,994**

- Contributions & Grants: **\$1,257,129**
- Earned Revenue (Admissions, Memberships, Programming): **\$84,532**
- Investment Income + Other: **\$41,333**

FY25 Revenue Sources Breakdown  
Operating Only



FY25 Revenue Sources Breakdown  
Total (Including Capital)



In FY25, Neighborhood North generated \$1.38 million in total support and revenue. The majority of this growth came from philanthropic investment, including capital campaign contributions totaling \$917,522, along with strong foundation and private grant support.

Importantly, Neighborhood North also continued to build its earned income base through admissions, memberships, and programming revenue—demonstrating our ability to pair community fundraising with mission-driven operations.

## FY25 Expense Snapshot

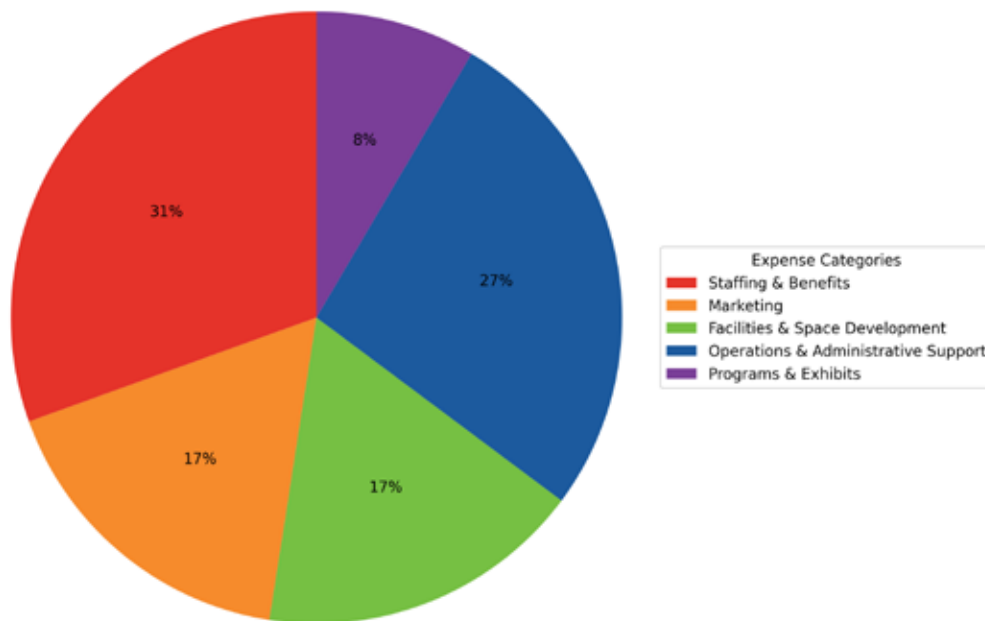
**Total operating expenses: \$525,798**

Neighborhood North's FY25 expenses reflect intentional investment in the people, programs, and facilities that drive mission delivery and expand community access. Approximately half of all spending supported direct program services, including exhibits, arts and play-based learning experiences, and community-based educational programming. Management, infrastructure, and fundraising costs reflect a growing organization preparing for a larger footprint and more complex operations.

### Functional Expense Breakdown

- Program Services: **59% = \$311,519**
- Management & General: **21% = \$111,200**
- Fundraising: **20% = \$103,079**

FY25 Expense Allocation by Category



## Net Operating Growth

**Change in Net Assets: \$857,196**

### Strong Cash Position and Forward-Looking Investment

Neighborhood North closed FY25 with strong financial momentum, ending the year with **\$819,169 in cash**, a **\$323,677 increase** over the prior year. Operating activities generated **\$386,820 in positive cash flow**, reflecting a sustainable model and growing community support.

This strength is already translating into action. During FY25, we invested **\$63,143 in property, equipment, and construction in progress**, turning campaign commitments into visible progress toward expansion.

At year-end, **\$862,052 of net assets were donor-restricted** for expansion and capital priorities, alongside **\$269,000 in unrestricted net assets** supporting operational stability and flexibility.

These numbers represent both trust and responsibility. Donors are investing in our next chapter, and we are stewarding those resources with care and discipline.

Behind all of these numbers are children building confidence, families finding belonging, and artists building sustainable careers.

# FACILITIES

## Building Space for Belonging, Learning, and Possibility

In 2025, Neighborhood North continued operating out of its preview space, **Neighborhood North @ The Vault**, while advancing planning for long-term expansion into the historic Tribune Building.

### Neighborhood North @ The Vault (Preview Space)

The Vault continues to serve as Neighborhood North’s primary hub for museum operations, hands-on exhibits, program delivery, staff planning, and community engagement. Throughout FY25, this space supported open play, camps, afterschool programs, field trips, and seasonal events, while also serving as the home base for exhibit development and expansion planning.

### Facility Challenges & Operational Resilience

In 2025, Neighborhood North experienced **52 full closure days due** to infrastructure failures within the preview facility at The Vault, including:

- **28 days lost in May** due to water damage
- **24 days lost in November–December** due to furnace failure

During these periods, the building was fully closed to all onsite programming, including public hours and scheduled field trips.

Despite these disruptions, staff maintained continuity of planning, outreach, partnership development, and program design, minimizing long-term impact while reinforcing the importance of permanent infrastructure to support uninterrupted access for families.



# ADMINISTRATION & GOVERNANCE

## Strengthening the Systems Behind the Mission

In 2025, Neighborhood North strengthened the internal systems that support long-term sustainability, including staffing growth, volunteer engagement, governance leadership, and financial oversight. These investments expanded organizational capacity and positioned Neighborhood North for continued program growth and Tribune Building development.

## Staffing & Leadership

In 2025, Neighborhood North expanded staff capacity to meet growing community demand and strengthen program delivery. Our team plays a central role in ensuring the museum remains welcoming, safe, and creatively vibrant for every child and family.

### 2025 Staff Team

- Executive Director & Founder (FT): Christine Kroger
- Operations Manager (FT): Karissa Bonzo
- Education Manager (FT): Kristin Bieri
- Maker Space Coordinator (PT): Jacob Swanson
- Resident Teaching Artist/Outreach (PT): Sara Deppenbrook
- Events & Volunteer Coordinator (PT): Rachel Whipple
- Technology Coordinator (PT): Bob Bieri
- Birthday Party Coordinator (PT): Ana Aristor
- Front Desk & Event Staff (PT): Ollie Warren, Donnica Norman, Kate Trimble

### 2025 Board of Directors & Advisory Council

Neighborhood North's Board and Advisory Council provide governance oversight and strategic guidance to support long-term organizational sustainability and community impact.

#### Board Officers

- Board Chair: Rev. Dr. Marc de Jeu — Parish Pastor, The SOMA Gathering
- Treasurer: Katie Pagan — Managing Partner, Butler, Agnew, & Associates
- Secretary: Michelle O'Leary — Preschool Teacher, Preschool @ First

#### Board Directors

- Dani Brown — Director of Community Sustainability, RiverWise
- Kolbe Cole — Director of Programming, Trails Ministries Inc.
- Joe Kristian — Retired
- Daniel Rossi-Keen, PhD — Executive Director, RiverWise
- Jared Miles — Family Reunification Project Lead, Trails Ministries

#### Ex-Officio (Non-Voting)

- Christine Kroger — Founder & Executive Director

#### Advisory Council

- Cassie Brkich — Owner, Brkich Design Group
- Sanna Clark — Administrative Assistant, Big Beaver Falls School District
- Dr. Donna Nugent — Superintendent, Big Beaver Falls School District

## Volunteer Engagement

Volunteers are an essential part of the Neighborhood North community. During the final three months of 2025, Neighborhood North engaged **27 volunteers**, contributing **48.4 hours** of service in support of programs, events, visitor experience, and museum operations. This total reflects only a three-month tracking period, highlighting strong potential for expanded volunteer engagement as Neighborhood North continues building long-term capacity.

## Operations & Financial Oversight

In 2025, Neighborhood North strengthened financial systems and accountability practices to support long-term sustainability. Key operational and financial highlights included:

- Regular finance meetings with Butler, Agnew, & Associates
- Hiring Connolly & Steele for audit services
- Continued improvements to administrative and financial systems

## Marketing & Communications

In FY25, Neighborhood North expanded visibility and strengthened communications strategies to increase attendance, deepen donor engagement, and build awareness of the Tribune Building vision. Highlights included:

- Ongoing newsletter and social media outreach
- Website redevelopment support provided by Greg Bonzo
- A six-month billboard placement on Route 65
- Contracted marketing and communications support



# STRATEGIC PRIORITIES FOR 2026

## Scaling What Works. Building What's Next.

These priorities focus on scaling effective programs, strengthening operational systems, and advancing the Tribune Building toward construction readiness.

Priority	Focus for 2026
1. Advance Tribune Building Development	Continue phased fundraising, design, and planning work to reach key construction milestones toward a permanent children's museum in downtown Beaver Falls.
2. Expand Programs to Meet Growing Demand	Increase capacity across camps, afterschool programs, arts and maker learning experiences, open play, and school partnerships while maintaining accessibility and belonging.
3. Strengthen Countywide Access Through Outreach	Expand the museum-without-walls model through the Mobile Maker Lab and school-based partnerships to reach more children across Beaver County.
4. Grow the Teaching Artist Pipeline	Strengthen the Teaching Artist Apprenticeship Program with the Pittsburgh Cultural Trust to expand arts integration in K-12 schools and create paid opportunities for Beaver County artists.
5. Build Sustainable Staffing and Operational Systems	Strengthen staffing, volunteer coordination, visitor operations, and evaluation systems to support long-term growth and expansion readiness.
6. Strengthen Earned Revenue & Community Engagement	Grow earned income through admissions, memberships, parties, camps, and events while deepening community engagement through family celebrations and downtown partnerships.
7. Continue Innovation in Exhibits & Maker Learning	Expand maker learning, aquaponics, environmental education, and interactive STEAM exhibits grounded in equity-centered design.

## Looking Forward

These priorities reflect what we know to be true: when children have access to creativity, belonging, and opportunity, communities grow stronger. Neighborhood North enters 2026 with momentum, community trust, and a bold vision. Our team will continue scaling what works while building what's next, strengthening the foundation for a future where every child in Beaver County can learn, create, and thrive.

# THANK YOU TO OUR SUPPORTERS

## With Gratitude for the Community That Makes This Work Possible

Neighborhood North is sustained by generous funders, donors, partners, and volunteers who believe that children deserve places to explore, create, and belong. Your support strengthens daily programming and moves us closer to a permanent home in the Tribune Building. Together, we are building what comes next.

### Funders & Grant Support

Neighborhood North extends our deepest gratitude to our visionary funders and donors for sustaining our current operations and advancing the long-term vision of the Tribune Building. Your investment fuels daily programming that reaches thousands of children and families, while also helping build the permanent home our community deserves. Because of your support, we are able to nurture creativity, expand access to playful learning, and move steadily toward a more equitable and vibrant future for Beaver County.

Thank you for believing in the power of play and in the future of our community.

- **Allegheny Foundation**
- **Big Beaver Falls Education Foundation**
- **CAPTRUST Community Foundation**
- **Del Goedeker Foundation**
- **Eden Hall Foundation**
- **Flick Financial**
- **Glenn Bailey Foundation**
- **The Grable Foundation**
- **The Heinz Endowments**
- **Henry L. Hillman Foundation**
- **Jack Buncher Foundation**
- **Jumet Financial**
- **McS Charitable Foundation**
- **Pennsylvania Council on the Arts**
- **PNC Charitable Trust**
- **PNC Grow Up Great**
- **Teknovention Giving Fund**
- **The Outlook Club**
- **The Pittsburgh Foundation**
- **The Wright Promise**
- **All of our generous individual donors**

We are grateful for the support of our multi-year Educational Improvement Tax Credit (EITC) partners, whose investment strengthens educational opportunity for Beaver County children:

- Nursing ABC / Portage Learning
- Julian Gray

## Donors & Community Supporters

To every individual donor, monthly supporter, event attendee, and community champion: thank you. Your generosity powers programs, exhibits, outreach, staffing, and the continued growth of Neighborhood North as Beaver County's first children's museum.

Whether you gave a major gift, purchased a membership, sponsored a child's visit, attended our annual fundraiser, or shared our work with a friend—your support matters deeply.

## Volunteers

We are also deeply grateful to the community and corporate volunteers who supported Neighborhood North during FY25. Your time, care, and service strengthened our programs, supported our staff, and helped make Neighborhood North a welcoming and joyful space for children and families. Thank you for showing up for our kids and our community.

## Together, We Are Building What Comes Next

As we look ahead, Neighborhood North is entering a new chapter—one defined by growth, expanded access, and the development of the Tribune Building as a permanent home for learning, creativity, and belonging.

With gratitude,

## Neighborhood North Museum of Play



# STAY CONNECTED

## *Join Us in Building a Future Where Every Child Belongs*

Neighborhood North is more than a museum- it is a community space where children and families gather to explore, create, and learn together.

*Visit. Volunteer. Donate. Partner.*

Join us as we continue building a future where every child in Beaver County has space to imagine- and become.

### **Get Involved**

#### *Visit the Museum*

Bring your family to explore hands-on exhibits, maker activities, and creative play experiences designed for children of all ages.

#### *Become a Member*

Membership provides year-round access to Neighborhood North while helping sustain programs and expand community access.

#### *Support Our Work*

Your donation helps ensure that arts and play-based learning remain accessible for all children, regardless of income, race, or zip code.

#### *Volunteer*

Neighborhood North volunteers support programs, events, and visitor experience, helping make our space welcoming and vibrant.

#### *Partner With Us*

We welcome partnerships with schools, artists, organizations, and community leaders who share our vision for educational equity and creativity-centered learning.

### **Connect With Us**

**Neighborhood North Museum of Play - Beaver Falls, Pennsylvania**

716 14th Street, Beaver Falls, PA 15010

[www.neighborhoodnorth.org](http://www.neighborhoodnorth.org)

[hello@neighborhoodnorth.com](mailto:hello@neighborhoodnorth.com)

**724.601.5686**

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