

A group of diverse children are shown in a play museum setting. In the foreground, a young boy with glasses and a green shirt holds a clear plastic bottle with a green dahlia flower inside. Behind him, a girl with glasses and a white t-shirt that says "Maddie to be KIND" is visible. To the right, a boy holds a large white sheet of paper. Other children in the background are holding various flowers. The museum's interior features a sign that says "Vegetables" and a circular logo with an owl and the text "EST. 2000".

neighborhood **NORTH**

MUSEUM OF PLAY

Building Community
Through Curiosity, Joy, and Play

Annual Report:
Fiscal Year 2025



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Letter from our Executive Director

Dear Friends and Supporters,

As this fiscal year comes to a close, I reflect not only on the past 12 months, but on a decade of bold vision and deep community collaboration. What began as a hopeful idea has become a powerful force for joyful learning, artistic expression, and economic revitalization in Beaver Falls.

This year was not without its challenges—including an unexpected facility setback—but our team responded with creativity and resilience. We reimaged our Maker Space, refreshed exhibits, expanded community programming, and took major steps forward in our \$10 million capital campaign for the future News-Tribune Building. These efforts are not just about growth—they're about contributing meaningfully to the renewal of our region.

At Neighborhood North, we believe that children's museums are more than learning spaces—they are cultural and economic engines. According to the Association of Children's Museums, the field contributes \$5.5 billion annually to the U.S. economy. With every program, exhibit, and partnership, we're helping to fuel a local arts economy, support creative jobs, and position Beaver Falls as a hub for innovation and inclusion.

Play and the arts are central to this vision. This year, we expanded our work with teaching artists and arts organizations to provide immersive, hands-on experiences that inspire children and uplift our community. We know that creativity builds confidence and confidence builds communities.

To our families, funders, and partners: thank you for being part of this story. Your support helps us transform vacant spaces into places of wonder and challenges into catalysts for change.

Together, we're investing in not just in a museum, but in a community.

With gratitude,

Christine Kroger

Christine Kroger

Who We Are

Neighborhood North Museum of Play, located in Beaver Falls, PA, is a children's museum committed to co-creating a world where children and families have a voice in shaping their own lives and neighborhoods. We do this by helping children and families access the arts and playful learning experiences that nurture a love of learning, a sense of curiosity, belonging, and confidence.

Rooted in a diverse and vibrant community, our museum is purposefully designed to serve children and families of all backgrounds and abilities. We believe play is a fundamental right of every child and a powerful tool for equity, wellness, and transformation.



Our Work

Informed by our expertise in child development and our passion for informal learning, our programs are built in close collaboration with our community. Integrating the arts and sciences, our exhibits and programs are designed to provide children and their families with essential opportunities for play, making, and hands-on creation to inspire curiosity, confidence, and wonder.

We believe play and the arts are essential for every child's development, from building critical thinking and social skills to supporting mental health and fostering creativity and confidence. Our hands-on exhibits, classes, and programs are designed to meet key developmental goals, encourage meaningful adult-child interactions, and spark a lifelong love of learning.



Growth and Impact: Measuring Our Momentum

FY25 by the Numbers	
Metric	Data
Total Visitors	10,000+ (22% ↑ from FY24)
Since Opening	23,000+ visitors since 2022
Summer Camps	9 weeks, 373 participants
Capital Campaign	\$1.7M raised toward \$10M goal
Staff Growth	6 new staff, expanded board
Open Days	260 days/year, 25.5 hrs/week
Reach	Visitors from 5+ counties and 2 states
Field Trips	1,500+ participants

*"My kids become different after we leave here (Neighborhood North), like more social."
– Seth Whitted, parent*

*"It was so exciting as a teacher to see students really use Science, Technology, Engineering, Arts, and Math (and even Music) all in one lesson. Thank you again for collaborating together and giving our students this amazing learning opportunity."
– Kelly Beegle, 4th grade teacher, Central Elementary*

GROWTH AND IMPACT: Measuring Our Momentum



10,000+ visitors in FY25
(22% increase over FY24)



260 open days and
25.5 average open hours/week



9 weeks of summer camps
and 1,500+ field trip
participants

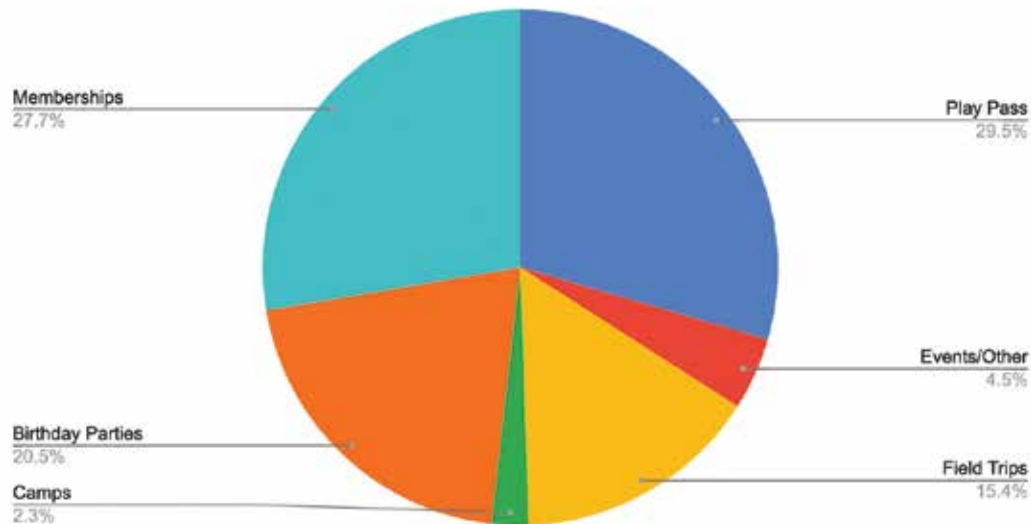
Your Support Makes This Possible

FY25 Budget Summary

- **Total Expenses:** \$430,000
- **Operating Surplus:** \$10,000–\$15,000
- **Earned Revenue:** 11% (Admissions, Rentals, Memberships)
- **Contributed Revenue:** 89% (Grants, Donations)

Ticket Type Performance

Total Income from each Ticket Type as % of all Ticket Income



Capacity Building: Staffing and Infrastructure

Thanks to your generosity:

- We expanded our staff and built internal capacity.
- We installed new exhibits and opened new rooms.
- We grew our regional footprint, drawing families from across five counties and beyond.

Operations and Staffing

- Expanded team from 1 FT / 3 PT to **2 FT / 6 PT**
 - FT-Operations Manager
 - PT-Coordiators for Maker Space, Events, Technology, and Parties
 - 1-FT and 1-PT positions are planned for 2025-26.
- Invested deeply in Professional Development of staff and teaching artists.
- Contracted HR firm; implemented 401K plan launching August 2025
- Completed HR audit and CRM data overhaul
- Upgraded our ticketing system and POS with Roller Ticketing

Facilities & Exhibits

Upgrades & Expansions:

- Opened: Digital Maker Space, Theatre Room, Build It Room
- Added: STEM exhibits (with Carnegie Science Center)
- Improved: Ticketing + POS via Roller
- Designed: Interpretive Plan + Schematic for new campus

Programming Growth

We deepened our commitment to curiosity, creativity, and inclusion with a diverse suite of programs:

Signature Programs Launched:

- *Crafternoons* — arts-based afterschool program for elementary youth
- *Sensory Saturdays* — welcoming children with learning differences and sensory needs
- *Learning in the Neighborhood series* — public events on curiosity, digital stewardship, and Black agency

Community Events

Hosted community favorites including:

- *Won't You Be My Neighbor Week*
- *Cardboard Creations Day*
- *Worldwide Day of Play*
- *New Year's @ Noon*

STEAM Education

- 9 weeks of themed camps for Pre-K–5th grade from video game design to cooking to theatre
- Tinker Time – monthly maker program for kids and adults to experiment with digital tools and technology in facilitated workshops
- Welcomed **1,500+ students** through field trips combining open-ended play and **arts-integrated** workshops
- STEAM outreach to schools through aquaponics and digital making



"Thank you, Chris! After class, we HAD to get more art supplies from the store. They are loving trying their new skills at home!"
– Parent of 2 students in Crafternoons

"I wish this camp could last 100 days!"
– Student in robotics camp

"My daughter felt so safe and seen during Sensory Saturdays. It's the first time a museum felt like home." – Caregiver





Strategic Priorities: Deepening Roots, Expanding Impact

In FY25, Neighborhood North advanced strategic priorities designed to deepen our local roots while broadening regional impact through arts, STEAM, and place-based learning that centers community voice and joyful discovery.

- **Anchoring Community Renewal:** Strengthened our role in the Beaver Falls 10-Year Downtown Revitalization Plan by collaborating with the City of Beaver Falls, the Business District Authority, and the Beaver Falls CDC to support inclusive, community-led transformation.
- **Building Creative Workforce Pathways and Expanding Arts Education:**
 - Launched our **Teaching Artist Apprenticeship Program**, designed to cultivate a new generation of culturally responsive teaching artists.
 - In partnership with the Pittsburgh Cultural Trust and funded by The Heinz Endowments, this initiative delivers a district-wide arts education initiative, embedding creative learning across Beaver Falls schools.
 - Partnered with the Genesis Collective to identify and support emerging local artists through mentorship, hands-on experience, and pathways to leadership within the creative economy.
- **Advancing STEAM & Sustainability:** Introduced three key initiatives:
 - A **Community Digital Makerspace**, made possible through support from Eden Hall Foundation
 - A **USDA-funded aquaponics program**, connecting students to sustainable food systems and urban agriculture workforce opportunities
 - A new **Afterschool Program** in partnership with the Beaver Falls School District, funded by a 21st Century Community Learning Center Grant
- **Broadening Educational Access:** Expanded our reach to early learners and middle school youth through partnerships with daycares, Head Start, CYS, and monthly STEAM programming at Beaver Falls Middle School.

These priorities reflect our ongoing commitment to building an equitable, creative learning ecosystem rooted in place, community voice, and the power of play.



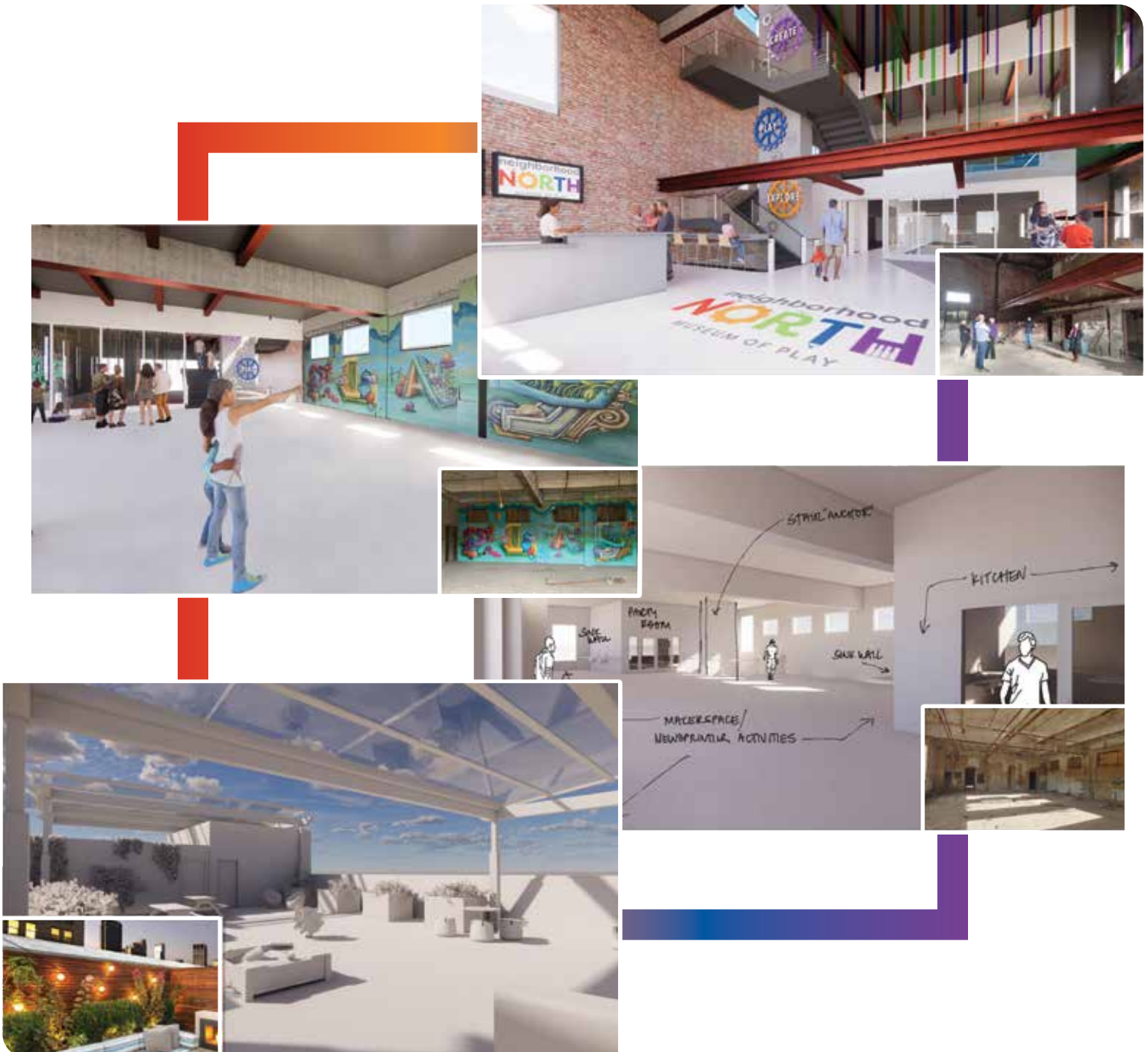
Capital Campaign Progress: Building the Future of Play

Our vision for a new 18,000-square-foot museum campus at the News Tribune Building—9x the size of our current space—took major steps forward.

- **\$1.7M raised to date**
- **Interpretive Plan (Skolnick Arch) and Schematic design (Draw Collective) completed**
- Held donor events and *Wine & Wonder* fundraiser
- Partnered with **SEED Fundraising** and launched *Giving Gears Campaign*
- Engaged **Workhorse Collaborative** for marketing and outreach

Looking ahead:

We aim to raise \$2.5 M in cash to begin design development and pre-construction by the end of 2025. The new campus will open in 2028/29, creating a transformative hub for creative learning.



Thank You to Our Generous Supporters

We are deeply grateful to the foundations and individuals who made this year possible. Your support ensures that every child has access to joyful, transformative learning experiences.

With gratitude to:

- The Grable Foundation
- Henry L. Hillman Foundation
- The Heinz Endowments
- Eden Hall Foundation
- The Pittsburgh Foundation
- The Jack Buncher Foundation
- McS Charitable Foundation
- PNC Charitable Trust
- PNC Grow Up Great
- CAPTrust Community Foundation
- Community Foundation of Frederick, MD
- The Wright Promise
- Flick Financial
- Children and Youth Services of Beaver County
- USDA Patrick Leahy Farm to School Program
- And the **many individual donors** who gave with generosity, heart, and vision



*Your belief in the power of play is helping us build a brighter, more equitable future
– one family at a time.*



Neighborhood North continues to grow as a vital part of the Beaver County creative and learning ecosystem. Rooted in community, powered by play, and driven by a vision for equity, the arts, and innovation, we are building a future where every family has the opportunity to explore, create, and flourish together.

To our funders, members, volunteers, and community—thank you. Your belief in the power of play, creativity, and connection drives everything we do.

Thank you for being part of our journey.

Contact Info | www.neighborhoodnorth.org | [@neighborhoodnorth](https://www.instagram.com/neighborhoodnorth)



Ways to Stay Involved:

Renew your support

Sponsor a program

Attend our next event

