We're Proud of our Ability

KEEN USA
Annual Report 2015
We're Proud of our Ability
Dear KEEN USA Families and Friends,

What an extraordinary year we have had at KEEN USA! We’ve been KEEN ON many firsts in 2015, thanks to the generosity of our supporters and participation of our wonderful athletes.

Through our national network of affiliates in Chicago, Greater Washington DC, Los Angeles, New York, Phoenix, San Francisco, and St. Louis KEEN has fostered volunteerism – training thousands of volunteers, provided much needed respite for families of children with disabilities and empowered youth with disabilities to celebrate their unique talents and ability. We are KEEN ON our affiliate programs.

The highlight of the year was hosting our first annual Symposium "Mom, I Want to Play!" – Creating Fitness Opportunities for Youth with Disabilities, addressing the unique challenges young people with disabilities have staying fit and healthy. We set out to raise awareness on how the childhood obesity epidemic is impacting the population of youth with disabilities and understand the additional obstacles facing these children in their efforts to participate in fitness programs that support their overall wellbeing. The event surpassed our expectations with our inspirational Keynote Speaker Bob Lujano from the National Center on Health, Physical Activity and Disability (NCHPAD), our own KEEN New York Volunteer Coach and fitness expert Steve Ettinger, speakers from Special Olympics, Shape America, the YMCA, and a very special session led by our own KEEN DC Athlete Yonina Fairley. The symposium forged partnerships that will continue to work toward inclusion for children with disabilities. We are excited to be working with the Childhood Obesity Conference and look forward to bringing kids with disabilities into their discussion at the 2017 Conference in San Diego as part of our upcoming 25th anniversary celebration.

We launched our national fundraising campaign KEEN for Coffee – our do-it-yourself event where family, friends and colleagues have been getting together for coffee, tea or a drink, having fun raising awareness and funds for our KEEN Athletes. Whether they raised $5 or $5000 – every event was a success! We are looking forward to the growth of KEEN for Coffee in the future.

The year ended with a successful Annual Appeal, including a generous gift from Michael Jordan – who recognized the work KEEN Chicago was doing in the community for children with special needs!

We are mostly KEEN ON our wonderful supporters. It is through the generosity of our donors that KEEN is able to continue providing free, non-competitive one-to-one programs of exercise, fitness and fun, led by volunteer coaches.

With best regards,

Estee and Elliott Portnoy, Founders
**KEEN ON ADVOCACY**

Keynote Speaker
Bob Lujano
University of Alabama Birmingham/
Lakeshore Foundation Research Collaborative
NCHPAD

Featured Speaker
Steve Ettinger
Author, Speaker, Fitness Expert
KEEN Volunteer

Moderator
Dr. Donald Rosenstein
Professor Psychiatry & Medicine
University of North Carolina at Chapel Hill

Panelists
Janice Williams
SVP Program Development,
YMCA of Metropolitan Washington
Cheryl Richardson
Senior Director of Programs
SHAPE America
Kate Hurson
Executive Director, KEEN USA

Special Guests
Yonina Fairley
KEEN Athlete
Garrett Barnes
Special Olympics

"Mom, I Want to Play!"

“Obesity rates for children with disabilities are 38 percent higher than for children without disabilities,” according to the National Health and Nutrition Examination Survey, yet children with disabilities are too often left out of the childhood obesity conversation.

To address this inequity, KEEN USA hosted a symposium addressing childhood obesity for youth with disabilities. KEEN brought in expert speakers and panelists including representation from the YMCA, Special Olympics, The National Center on Health, Physical Activity and Disability (NCHPAD), and SHAPE America who discussed the need for, availability of, and obstacles to providing fitness programs for this population.

Creating Fitness Opportunities for Youth with Disabilities

The Symposium was designed to promote a better understanding of the challenges facing children with disabilities and the obstacles preventing them from participating in sports and fitness programs. By addressing the disparity facing this under-served population, the event served to foster collaboration among community partners in implementing accessible and inclusive fitness and recreational programs to support youth with disabilities.

Videos from the symposium are available for viewing on the KEEN website.

Presented by

大成 DENTONS

Cheryl Richardson, Janice Williams, Kate Hurson.

[Image: Steve Ettinger, Donald Rosenstein, Elliott Portnory and Bob Lujano]

[Image: Above: Garrett Barnes Below: Yonina and Adrienne Fairley]
KEEN San Francisco - Athletes are now enjoying programming in Marin County as well as in the heart of the city.

KEEN athletes in both Los Angeles and Phoenix take a break from the summer heat as they splash the afternoon away at KEEN Swim Programs.

KEEN St. Louis Athletes examine the footballs prior to game play under the watchful eye of the volunteer coach.

Athletes love to jump and bounce on the huge trampolines at KEEN Chicago’s “Jump” program.

This KEEN Greater DC athlete is bouncing for joy with his volunteer coach from ReebokOne.

It was a very Happy HalloKEEN for this would-be Yankee and his Fishy Friend at KEEN New York’s annual costumed celebration.
KEEN ON

Parents Tell Us How We Help Their Athletes,

What skills has your child learned at KEEN that have been useful outside of KEEN?

- Improved Social Skills: 56%
- Improved Sports Skills: 87%
- Improved Self-esteem: 69%
- Improved Behavior: 32%
- Improved Attitude Towards Sports: 64%
- Improved Ability to Follow Directions: 49%

Is your child more willing to engage in any of the following activities because of KEEN?

- Group Social Activities: 69%
- Physical Activity at Home: 53%
- Being with Peers or Friends: 54%
- Other Sports Programs or Activities: 83%
- Physical Education or Other Structured Activities at School: 57%

What skills has your child learned at KEEN that have been useful outside of KEEN?

- Improved Social Skills: 56%
- Improved Sports Skills: 87%
- Improved Self-esteem: 69%
- Improved Behavior: 32%
- Improved Attitude Towards Sports: 64%
- Improved Ability to Follow Directions: 49%

How does your family benefit from KEEN?

- Respite Time: 86%
- Friendships/Networking: 84%
- Financial Relief: 44%
- Emotional Support: 62%
- Other: 10%

Their Families, and a Bit About Who We Serve

Nature of Child’s Disability

- Autism Spectrum Disorder: 69%
- Cerebral Palsy: 5%
- Down Syndrome: 3%
- Traumatic Brain Injury: 2%
- General Learning Disabilities: 5%
- Other: 16%

Household Income

- Less than $20,000: 14%
- $20,000 - $29,999: 14%
- $30,000 - $49,999: 24%
- $50,000 - $99,999: 32%
- $100,000 and over: 15%

Race/Ethnicity of Child

- African American: 16%
- Asian Indian: 2%
- Asian Pacific: 5%
- Biracial: 4%
- Caucasian: 41%
- Hispanic or Latino: 23%
- Native American: 1%
KEEN USA | www.keenusa.org  Annual Report 2015  Page 10

KEEN ON VOLUNTEERS

19,000 Athlete Action Hours!

In 2015, KEEN provided approximately 19,000 hours of programming to over 1,100 athletes through 63 programs through 7 local affiliates. KEEN volunteers served 33,200 hours with a total value of approximately $770,000.1

1 Calculated using the Independent Sector’s hourly rate.

33,000 Volunteer Service Hours!

"Helping KEEN athletes reminds me to slow down from the ordinary schedule and play and smile and laugh. I love carving out a couple of hours to appreciate the little moments of joy that are present in life."
Consolidated Statement of Financial Position
Kids Enjoy Exercise Now Foundation, Inc. and Affiliates
As of 12/31/2015

<table>
<thead>
<tr>
<th>Assets</th>
<th>Liabilities and Net Assets</th>
<th>Net Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td>Current Liabilities</td>
<td></td>
</tr>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$963,232</td>
<td></td>
</tr>
<tr>
<td>Pledges Receivable</td>
<td>$97,616</td>
<td>$17,895</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>34,390</td>
<td>36,930</td>
</tr>
<tr>
<td>Total Current Assets</td>
<td>1,095,238</td>
<td>1,061,608</td>
</tr>
<tr>
<td>Fixed Assets, Net</td>
<td>14,276</td>
<td></td>
</tr>
<tr>
<td>Total Assets</td>
<td>$1,109,508</td>
<td>$1,109,508</td>
</tr>
</tbody>
</table>

Kids Enjoy Exercise Now Foundation, Inc. is a 501(c)(3) nonprofit organization, donations to which are tax deductible to the fullest extent of the law. Please consult your tax advisor for further information.

A copy of our current financial statement is available upon request by contacting KEEN USA, or on our website at www.keenusa.org.
Who doesn't love coffee and cakes? That's the very simple premise behind “KEEN for Coffee,” a national fundraising event launched by KEEN in 2015. Parents, volunteers, board members, supporters and friends can get together for coffee, tea—even a mimosa or two—and slip a donation to KEEN into the “cookie jar.” All events are a success, regardless of the amount raised. Friday, September 18 was the 2015 national kick-off date, but coffees may be held at any time, in any location. Look for this signature event to grow in the coming years!

American Amusement Machine Charitable Foundation Kids Event for KEEN Athletes
On August 14, 2015, longtime KEEN supporter AAMCF opened the doors at their annual meeting and gala to KEEN athletes and their families, inviting them to come to the Regency Ballroom at the Hilton Lisle outside of Chicago to experience first-hand the newest and most innovative arcade machines in the industry.

AAMCF rolled out the red carpet, providing transportation aboard a glamorous party bus and goodie bags for all. Company representatives had a blast watching KEEN athletes enjoy their machines. Several participants had to be pried off the machines by their parents at the event’s conclusion, prompting vendors to open their machines and distribute plush prizes to kids, turning their tears into beaming smiles. Thank you AAMCF!

Each year, hundreds of individuals, corporations, foundations and groups generously support KEEN USA and its affiliates* with financial gifts. This generosity allows KEEN to continue to provide all programs entirely free-of-charge, helping to make a difference in the lives of the children, their families, and the volunteers who take part in our programs. Thank you!

* Funds donated to a specific KEEN affiliate are used to support that affiliate.

$50,000+
- Dentons
- Michael Jordan
- Marriott International

$25,000+
- Anonymous Community Foundation
- Chicago Teachers Union Foundation
- Joyce Koons Honda Buick GMC
- Turbana Corporation

$20,000
- Gatorade
- Joey Pizzano Memorial Fund

$15,000+
- Malice Domestic LTD
- Shanahan Family Foundation, Inc.

$5,000+
- Accenture
- Bay Area Youth Sports Foundation
- Thomas Bradley Foundation Inc.
- Buckley Sandler LLP
- Burt Braverman & Kathleen Meredith
- Karen & Michael Brocato
- Fareportal
- Dr. Brad Frey & Joseph Watkins, Ill
- Harvey-Cleary Builders
- Anita & Andy Higginbotham
- Corina Higginson Trust
- Jewish Communal Fund
- Thomas Kelly & Colleen Kennedy
- Mary & Jay Kloepfer
- Luxor Capital Group LP
- M&T Bank
- MAXIMUS Foundation
- McKinney
- Elizabeth & John Mosby
- Murad Family Foundation
- Mary & Eugene Murphy Charitable Gift Fund
- Michele & Dan Murphy
- Neiman Marcus Tysons Galleria
- Sondra & Daryl Nickel
- T Rowe Price Program for Charitable Giving
- The San Francisco Foundation
- Diana & Kit Smith
- Linda & John Steinway
- UBS Financial Services
- E.C. Wareheim Foundation
- Whiteco Pool Solutions
- Christine & James Wiehl
- Jason Williams and Angel Trapp
$500, Continued.

Molly Malone
Carol Maloney
David Mann
James Mann
Sam Mans
Dan Marino
Taylor Marsh
Stanley Martin
John Matthews
Timothy Matthews
Lesley & Mike McNamara
Scott Melby
Merriman Family Foundation
Lee Metz
Katie Meyer
Sherry & Carl Migdail
John Mollard
Rory Monk
Valeria Nanclares-Nogues
National Philanthropic Trust

Donated and In-Kind Services

<table>
<thead>
<tr>
<th>Organization</th>
<th>Individual</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Star Tennis Academy</td>
<td>Steve Little</td>
</tr>
<tr>
<td>American Reprographic, Inc.</td>
<td>Master Joo H Moon</td>
</tr>
<tr>
<td>Carnival Day</td>
<td>St. Cletus School</td>
</tr>
<tr>
<td>The Children’s Institute, Inc.</td>
<td>St. Louis University</td>
</tr>
<tr>
<td>Preeti Chopra</td>
<td>High School</td>
</tr>
<tr>
<td>Rochelle Coleman</td>
<td>Rebecca Starer</td>
</tr>
<tr>
<td>Fairfax County, Virginia</td>
<td>Total Wine and More</td>
</tr>
<tr>
<td>Georgetown Preparatory School</td>
<td>Potomac Pizza</td>
</tr>
<tr>
<td>Gilbane Building Co.</td>
<td>Washington Sports Club</td>
</tr>
<tr>
<td></td>
<td>Westwood Catering</td>
</tr>
</tbody>
</table>

Steve Rothbloom
Adeep Sandhu
Sard Verbinnen & Co.
Henry Self
Deborah Schneider
Sana Shuja
Steve Sims
Richard Sorian
Susan & Scott Sondheimer
Karen & James Sowell
Bernadette & Paul Stack
Andrew Stiles
Frank Stone
Joan & James Sullivan
Margo Tank
Time Warner
TMH Hotels, Inc.
Bobby Tookey
Mike Toohey
Stacey Topol
Jack Twellman
Bridget Vaughan

Maria Velegris
Joseph Vide
Vogel Sheet Metal & Heating, Inc.
Shannon & Joe Vogel
Gina & Leo Vogler
Eva Walega
Barbara Wallace & Ken Rinderknecht
Caroline Welch
Sarah Wessell
David Weymer
David Wilmot
Nicholas Winchester
Norm Wishart
Yahoo
Julian Zar
Barbara & Patrick Zarrick

Andrew Zeldin
Joann & Bill Ziegler
Natalie Zimmer

The Board of Directors

As of May, 2016

Elliott L. Portnoy
President
Dentons

Sheila Sankaran
Secretary
KNG Health Consulting

Alison Kutler
Vice President
Community Representative

Daniel Murphy
Treasurer
The Bozuto Group

Ray Bennett
Marriott International

Kelly Klein
Boundless Network
President, KEEN Phoenix

Jane Stevens
Community Representative
President, KEEN New York

John Hayato Branderhorst
brax, Inc.
President, KEEN San Francisco

Scott Wiley
US Bank

Burt Braverman
Davis Wright Tremaine
President, KEEN Greater DC

Mindy Sharp
The Wyman Center
President, KEEN St. Louis

Advisory Board:
Donald L. Rosenstein, MD
University of North Carolina at Chapel Hill

Ravi Gadam
Orbital ATK
President, KEEN Los Angeles

Scott Tinkoff
MeritDirect
President, KEEN Chicago

Staff:
Kate Hurson
Executive Director

Joanna Winsborough
National Development Director

Cliff Ruemmler
Finance & Administration Manager