KEEN ON THE FUTURE!

KEEN USA Annual Report 2017
Dear KEEN Families and Friends:

2017 was an exciting year for KEEN, as we celebrated 25 years of providing free, non-competitive programs of exercise, fitness and fun, led by volunteer coaches. We looked back with pride at the impact these programs have had on disability education in the community and in supporting families of our KEEN athletes with unique services and essential respite. Mostly, we celebrated the results of the innovative concept of pairing kids one-to-one with trained volunteers and providing free non-competitive activities that have enabled thousands of kids with physical and intellectual challenges to enjoy their unique and diverse ABILITY.

Now, we look with excitement to KEEN’s future. We are delighted to welcome new members to our dedicated Board of Directors. We are working to expand existing KEEN programs and to create new service delivery models for KEEN activities around the US in an effort to reach a greater portion of the population of children with disabilities.

To achieve our goals, we rely on our KEEN family of supporters. Without your generous support, KEEN would not exist. Your donations and dedication to our mission have kept KEEN strong these past 25 years and will carry us to a successful future. With your continued support, we will grow our programs to ensure that children with the most severe and profound disabilities in our communities will be able to participate in fitness and recreational activities at no cost.

We are KEEN on the Future and are so grateful to share our journey with you in this Annual Report.

With best regards,

Estee and Elliott Portnoy, Founders
KEEN ON AFFILIATES

SAN FRANCISCO Swagger

CHICAGO CHALLENGES

PHOENIX PHOTOS

ST. LOUIS SMILES

LA Lay-Up

NEW YORK NEW FRIENDS

GREAT TIME

GREAT FRIENDS

CHALLENGES
While KEEN is known for programs of sports and swimming, KEEN’s innovative approach to programming doesn’t stop there. Cooking, gardening, and healthy eating (with extra fruits and veggies available for athlete families to take home after the session) are just some of the healthy lifestyle programming KEEN is piloting.

And we never forget the fun, bringing to sessions everything from professional athletes, such as St. Louis Cardinals Matt Bowman and Greg Garcia, to furry companion dogs. Whether sailing on San Francisco Bay, decorating tennis shoes donated by Keds, or dressing up for “HallowKEEN,” there’s always something special going on. And while the kids are having fun, parents are invited to informative and educational sessions, ranging from Estate Planning by experts such as MetLife to preparing for Individualized Education Program meetings.
### KEEN on ATHLETES AND FAMILIES

**Parents Tell Us How We Help Their Children, Their Families, and a Bit About Who We Serve**

<table>
<thead>
<tr>
<th>What skills has your child learned at KEEN that have been useful outside of KEEN?</th>
<th>Is your child more willing to engage in any of the following activities because of KEEN?</th>
<th>Nature of Child's Disability</th>
<th>Household Income</th>
<th>Race/Ethnicity of Child</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved Sports Skills 66%</td>
<td>Other Sports Programs or Activities 52%</td>
<td>Autism Spectrum Disorder 65%</td>
<td>Less than $20,000 9%</td>
<td>African American 23%</td>
</tr>
<tr>
<td>Improved Attitude Towards Sports 43%</td>
<td>Group Social Activities 52%</td>
<td>Intellectual/Developmental/General Learning Disabilities 13%</td>
<td>$20,000 - $29,999 13%</td>
<td>Asian Indian 1%</td>
</tr>
<tr>
<td>Improved Social Skills 45%</td>
<td>Being with Peers or Friends 41%</td>
<td>Down Syndrome 10%</td>
<td>$30,000 - $49,999 25%</td>
<td>Asian Pacific 13%</td>
</tr>
<tr>
<td>Improved Self-esteem 49%</td>
<td>Physical Activity at Home 34%</td>
<td>Cerebral Palsy 6%</td>
<td>$50,000 - $99,999 26%</td>
<td>Biracial 5%</td>
</tr>
<tr>
<td>Improved Ability to Follow Directions 36%</td>
<td>PE or other Structured Activities at School 42%</td>
<td>Traumatic Brain Injury 1%</td>
<td>$100,000 and over 16%</td>
<td>Caucasian 42%</td>
</tr>
<tr>
<td>Improved Behavior 27%</td>
<td></td>
<td>Other 4%</td>
<td></td>
<td>Hispanic or Latino 23%</td>
</tr>
</tbody>
</table>

**How does your family benefit from KEEN?**

- Respite Time 65%
- Friendships/Networking 58%
- Emotional Support 36%
- Financial Relief 32%
In 2017, KEEN provided over 26,000 hours of programming to over 1,400 athletes through 71 programs in seven local affiliates. KEEN volunteers served 37,000 hours with a total value of approximately $900,000.¹

¹ Calculated using the Independent Sector’s hourly rate.

37,000 Volunteer Service Hours!
26,000 Athlete Action Hours!

Volunteering with KEEN athletes has taught me so much about working with kids and their disabilities. I have a greater appreciation for the life that we have and love working with the athletes to overcome their challenges or just have a fun session together.”
Realize the Power of a Gift

KEEN would not exist without the continued and regular support from generous members of the community – volunteers, corporations and friends and families of our athletes.

There are several ways to make a significant contribution to keeping KEEN a FREE, accessible and inclusive program.

Whether you would like to put your donation to work today or benefit us after your lifetime, there are several gift arrangements to choose from.

Looking to the Future

Stock Gifts:
Contributions of appreciated stocks, or other capital assets that have increased in value, can result in significant tax savings. The donation, which entitles the donor to a charitable deduction for its full current market value, without paying the capital gains tax on the appreciation, which would be required if the securities were sold for personal gain.

Endowment Funds and Planned Giving:
After you have taken care of your family and loved ones, you might consider a gift to KEEN in your estate plans. Wills, charitable trusts, bequests and life insurance policies offer the opportunity for a lasting legacy to benefit the future of KEEN programs for our athletes.

Honorary Gifts:
Gifts in honor or memory of a friend or family member make a lasting legacy and are a wonderful way to honor your loved one.

What You Can Do Today

Be KEEN:
We need you! Have you always wanted to run a marathon, cycle or walk? Any challenge you choose, we can support your fundraising, set up a fundraising page and promote your efforts.

Cash, Check or Credit Cards:
Your cash gift is tax deductible within the guidelines established by the IRS. Cash gifts can be made by check or be charged to your major credit card.

Set Up a Recurring Gift:
You may also instruct KEEN USA to charge your credit card on a monthly or quarterly basis. You will receive a yearly statement of giving and be included in our Annual Report. You can set up your recurring gift online at www.keenusa.org. Giving to KEEN has never been easier!

Payroll Giving and Matching Gifts:
You can set up a “pre-tax” regular donation from your payroll. Many companies offer payroll giving and Matching Gift Programs. Some companies match gifts by spouses and/or retirees. If you have questions about your company’s matching gift program, please contact your personnel office.

Making Your Gift

Donations made to KEEN USA are tax deductible within IRS regulations. Outright cash donations can be made with check or credit card. KEEN USA also welcomes your gift through a pledge – a formal statement of intention to make a gift to KEEN. With a pledge, you may complete your gift by making regular payments over time.

Visit KEENUSA.org to make your gift online or call National Development Director Joanna Winsborough at 866-903-KEEN (5336).
KEEN USA is a 501(c)(3) nonprofit. Donations made to KEEN USA are tax-deductible to the full 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. We appreciate your past support and we thank you in advance for your continuing support.
Marriott International was recognized for its long support of KEEN with the Vision Award. The Lifetime Achievement Award was presented to retired Marriott executive Daryl Nickel and Sondra Nickel, left. Joining in the celebration were Beata Okulska, Executive Director of KEEN Greater DC, and Board Member Liam Brown, also with Marriott.

KEEN USA Executive Director Kate Hurson and KEEN Founding Parent Sue Hartung celebrate 25 years of fun and friendship.

KEEN USA co-founder Estee Portnoy, joined by daughter Dani, celebrates the evening with KEEN USA Board Members Robert (Martiniello) Rizzolo and Billy Johnson.

A KEEN athlete enchanted the crowd with his wonderful voice.

KEEN Athletes put on quite a show for the assembled guests.

Guests bid on a wide range of enticing silent auction items while sipping wine and enjoying sumptuous hors d’oeuvres.
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.

**SUPPORTERS**

$50,000+
- Dentons
- Marriott International

$25,000+
- Anonymous
- Philip L. Graham Fund
- Spinners of San Francisco

$15,000+
- American Amusement Machine Charitable Foundation
- Burt Braverman & Kathleen Meredith
- Chicago Teachers Union Foundation
- ICAP Services North America LLC
- Joyce Koons Honda Buick GMC
- Total Wine and More
- Variety Children’s Charity of Southern California

$10,000+
- Arent Fox
- Autism Speaks
- Host Hotels & Resorts
- LA 84 Foundation
- Malice Domestic
- J. Willard & Alice S. Marriott Foundation
- Maximus Foundation
- McKinney
- Michelle & Dan Murphy
- Nike Community Impact Fund
- Joey Pizzano Memorial Fund
- Estee & Elliott Portnoy
- Sheila Sankaran & Lane Koenig
- Harriet Singer
- T Rowe Price Program
- Christine & James Wiehl

$7,500+
- Bike to the Beach
- Karen & Michael Brocato
- Bullis School Inc
- Center for Wealth Preservation
- Davis Wright Tremaine LLP
- David Hish
- Sondra & Daryl Nickel
- Morgan Stanley
- ReedSmith LLP
- Total Wine and More
- Wells Fargo Foundation

$5,000+
- Accenture
- Anonymous
- Sara Beiro Farabow
- Bergen Foundation
- Thomas Bradley Foundation Inc
- Bullseye International
- Lillian & Liam Brown
- Cushman & Wakefield
- Carl M. Freeman Foundation Inc
- Dr. Brad Frey & Joseph Watkins III
- Catherine & Kevin Gallagher
- Dr. Irwin & Barbara Guterman
- Corina Higginson Trust

$5000+
- Jenner & Block
- Jones Lang LaSalle America
- Junior League of San Francisco
- Colleen Kennedy & Thomas Kelly
- Ellen Lengermann
- Cindy Miley
- Tracey & Lloyd Mustin
- Rite-Aid Foundation
- Rosenthal Family Foundation
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- Shanahan Family Foundation
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- Wilmington Trust
Every effort has been made to correctly list 2017 major donors. Please contact us at info@keenusa.org if there has been an oversight.

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