Dear KEEN Families and Friends:

How wonderful to be celebrating “26 Years of Joy” with KEEN USA! We are so proud that for 26 years KEEN has been giving children with disabilities a place where they are encouraged to enjoy their unique abilities, have fun and be active.

KEEN would not exist without the amazing support from our donors and the dedication of our volunteers. We are so grateful to all our volunteer leaders from our KEEN program volunteers to our national Board members. We thank you for making KEEN a source of joy in the lives of so many children.

With best regards,

Estee Portnoy
Elliott Portnoy
Founders

---

**KEEN’s Mission**
Empower youth with disabilities by providing free, non-competitive one-to-one programs of exercise, fitness and fun, led by volunteer coaches.

**KEEN’s Vision**
Foster confidence, self-esteem and community inclusion of youth with disabilities; strengthen communities through education of volunteers; and provide families with respite and a supportive network.

---

**Imagine a World...**
Where all youth have equal opportunities for recreation, fitness, and friendship — regardless of their abilities.

---

**Greeting From Our New Co-Presidents**

Dear KEEN Friends and Supporters:

“26 Years of Joy” is a lot to celebrate! What started as a single program in the Washington DC area is now a national organization with 7 affiliates providing programs of fitness, recreation, fun and friendship.

The success of KEEN is absolutely due to the support of our donors, partners, volunteers and staff. We are proud to share these successes in the 2018 Annual report and hope it paints a picture of the Joy of KEEN and how your ongoing support is creating a world of difference in the lives our athletes, volunteers and communities.

As we step into our new role as Co-Presidents, we must pause to recognize the legacy that Elliott Portnoy has created throughout his 26-year tenure as KEEN’s president. Thousands of children across the nation may not know Elliott, but their lives have been changed and empowered due to his vision and leadership. Because of Elliott, there are multitudes of community leaders that learned through volunteering at KEEN the diverse and unique ability of those with disabilities and now they are able to incorporate that knowledge and understanding in their lives, work and communities.

Elliott, on behalf of the KEEN Athletes, volunteers, and staff, we thank you for your leadership and ongoing support.

With thanks,

Nyomi Cassan                                John Branderhorst
KEEN USA Co-Presidents

---

**Founders Message**

Dear KEEN Families and Friends:

How wonderful to be celebrating “26 Years of Joy” with KEEN USA! We are so proud that for 26 years KEEN has been giving children with disabilities a place where they are encouraged to enjoy their unique abilities, have fun and be active.

KEEN would not exist without the amazing support from our donors and the dedication of our volunteers. We are so grateful to all our volunteer leaders from our KEEN program volunteers to our national Board members. We thank you for making KEEN a source of joy in the lives of so many children.

With best regards,

Estee and Elliott Portnoy, Founders
While KEEN is known for programs of sports and swimming, KEEN's innovative approach to programming doesn’t stop there. Professional and collegiate sports events, races, field days, disability pride parades and martial arts are just a few of the additional activities KEEN provides, giving our athletes and their families many opportunities for community inclusion.

Holiday parties, music and dance, and even a mother-daughter make-over day with professional models and stylists: KEEN provides it all!
AFFILIATE LOCATIONS

SAN FRANCISCO

CHICAGO

NEW YORK

LOS ANGELES

GREATERT DC/ BALTIMORE

PHOENIX

ST. LOUIS
### Breaking Down Barriers

Parents Tell Us How KEEN Impacts Their Children, Their Families, and Who We Serve

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

- **Group Social Activities**: 48%
- **Physical Activity at Home**: 31%
- **Being with Peers or Friends**: 38%
- **Other Sports Programs or Activities**: 47%
- **PE or other Structured Activities at School**: 33%

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

- **Improved Social Skills**: 48%
- **Improved Sports Skills**: 58%
- **Improved Self-esteem**: 42%
- **Improved Behavior**: 25%
- **Improved Attitude Towards Sports**: 44%
- **Improved Ability to Follow Directions**: 30%

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

- **Respite Time**: 67%
- **Friendships/Networking**: 51%
- **Emotional Support**: 30%
- **Financial Relief**: 35%

#### Nature of Child’s Disability

- **Autism Spectrum Disorder**: 61%
- **Cerebral Palsy**: 3%
- **Down Syndrome**: 10%
- **Intellectual/Developmental**: 17%
- **Other**: 9%

#### Household Income

- Less than $20,000: 13%
- $20,000 - $29,999: 13%
- $30,000 - $49,999: 24%
- $50,000 - $99,999: 33%
- $100,000 and over: 18%

#### Race/Ethnicity of Child

- **African American**: 18%
- **Asian Indian**: 4%
- **Asian Pacific**: 9%
- **Biracial**: 6%
- **Caucasian**: 37%
- **Hispanic or Latino**: 25%
- **Native American**: 1%
Volunteer Service Hours

Joy & Dedication — Volunteers

40,000 Volunteer Service Hours!

28,000 Athlete Action Hours!

In 2018, KEEN provided approximately 28,000 hours of programming to over 1,400 athletes through 83 regular programs and 43 special programs in seven local affiliates. KEEN volunteers served 40,000 hours with a total value of approximately $1,017,000.¹

¹ Calculated using the Independent Sector’s hourly rate.

“The first time I volunteered with KEEN, I was paired with a very sweet little boy diagnosed with Down’s Syndrome. Throughout the KEEN swim session he could not stop smiling and laughing. His everlasting smile made a huge impact on me and I was so happy to be able to help this little boy enjoy his time in the water. At the end of the session he did not want to leave the pool because he was having so much fun!” – KEEN Volunteer

“I have an even greater respect for the amount of work and the challenges that parents of children with certain disabilities face with day to day.” – KEEN Volunteer

“Working with KEEN youth gives me a greater appreciation for the unique abilities that disabled youth have that not many people get to see.” – KEEN Volunteer
Consolidated Statement of Activities
Kids Enjoy Exercise Now Foundation Inc. and Affiliates
For the year ended 12/31/2018

<table>
<thead>
<tr>
<th>Program Services</th>
<th>Supporting Services</th>
<th>Total Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special Events</td>
<td>Management and General</td>
<td>$1,770,025</td>
</tr>
<tr>
<td>Golf Tournament</td>
<td>Fundraising</td>
<td>$1,319,853</td>
</tr>
<tr>
<td>Silent Auction and Dinner Events</td>
<td>134,176</td>
<td>$718,142</td>
</tr>
<tr>
<td>In-Kind Donations</td>
<td></td>
<td>$130,290</td>
</tr>
<tr>
<td>Total Special Events</td>
<td></td>
<td>$1,319,853</td>
</tr>
<tr>
<td>Contributions</td>
<td></td>
<td>$87,878</td>
</tr>
<tr>
<td>Donated Services, Facilities &amp; Materials</td>
<td></td>
<td>$28,765</td>
</tr>
<tr>
<td>Interest Income</td>
<td></td>
<td>$354,777</td>
</tr>
<tr>
<td>Total Support</td>
<td></td>
<td>$1,770,025</td>
</tr>
</tbody>
</table>

Consolidated Statement of Financial Position
Kids Enjoy Exercise Now Foundation Inc. and Affiliates
As of 12/31/2018

<table>
<thead>
<tr>
<th>Assets</th>
<th>Liabilities and Net Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td>Current Liabilities</td>
</tr>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$1,397,610</td>
</tr>
<tr>
<td>Pledges Receivable</td>
<td>$46,464</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>45,481</td>
</tr>
<tr>
<td>Total Current Assets</td>
<td>1,489,733</td>
</tr>
<tr>
<td>Fixed Assets, Net</td>
<td>28,951</td>
</tr>
<tr>
<td>Total Assets</td>
<td>$1,518,684</td>
</tr>
<tr>
<td>Liabilities</td>
<td></td>
</tr>
<tr>
<td>Accounts Payable</td>
<td>$34,475</td>
</tr>
<tr>
<td>Accrued Expenses</td>
<td>61,152</td>
</tr>
<tr>
<td>Total Current Liabilities</td>
<td>95,627</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>$1,518,684</td>
</tr>
<tr>
<td>Net Assets</td>
<td>1,423,057</td>
</tr>
<tr>
<td>Total Liabilities and Net Assets</td>
<td>$1,518,684</td>
</tr>
</tbody>
</table>

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.
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. Such donations entitle the donor to a charitable deduction for their full current market value, without paying the capital gains tax on 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 fund-raising by setting up a fund-raising page and promoting 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.

Supporters

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 |
| $50,000+ | The Chu Family Trust |
| $40,000+ | Marriott International |
| $30,000+ | Joyce Koons Honda Buick GMC |
| $20,000+ | The Achelis and Bodman Foundation |
| $15,000+ | American Amusement Machine Charitable Foundation |
| $15,000+ | Blackrock Malice Domestic |
| $10,000+ | Meringoff Family Foundation |
| $10,000+ | Spinsters of San Francisco |
| $5,000+ | Accenture |
| $5,000+ | Altria Companies Employee Community Fund |
| $5,000+ | Ray Bennett |
| $5,000+ | Linda & Richard Blumereich |
| $5,000+ | Thomas Bradley Foundation Inc |
| $5,000+ | Bullseye International, LLC |
| $5,000+ | The Thomas & Agnes Carvel Foundation |
| $5,000+ | Nyomi Cassan |
| $5,000+ | Contemporary Electrical Services |
| $5,000+ | Jaclyn & Errol Eisner |
| $5,000+ | Catherine & Kevin Gallagher |
| $5,000+ | Barbara & Irvin Guterman |
| $5,000+ | Corina Higgenson Trust |

- Kelly Hiner
- Hitt Contracting
- Colleen Kennedy & Thomas Kelly
- Alison Kutler
- Latham & Watkins LLP
- Maximus Foundation
- George Preston Marshall Foundation
- Minnich Foundation
- Jasmine Meezi
- Tracy & Lloyd Mustin
- Neighborhood Development Co
- Sondra & Daryl Nickel
- Nike Community Impact Fund
- Maureen O’Connor

- PACCAR Foundation
- Park Hotels & Resorts
- Penney Girls Foundation
- Perry Bayliss Government Relations LLC
- Putri Pascualy
- Sabina & Michael Pugh
- Ravens Foundation
- Robert Rizzolo
- Rosenthal Family Foundation
- Sheila Sankaran & Lane Koenig
- Daniel Vine
- EC Warehein Foundation
- Wilmington Trust

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!

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SUPPORTERS

$4,000

- Bike to the Beach
- John Devierio & Nancy Burns
- David Hish
- Anne Humphfss
- GBND Enterprises, Inc
- Allison Greene
- Choice Hotels International
- Donaldf Camin
- Donohoe Hospitality Service LLC
- Harvey Clevss
- Charitable Foundation
- Selective Demolition, LLC
- Stacy Mency

$2,000

- A Runners Mind
- Productions LLC
- Albertsons Companies Foundation
- ANning Johnson Company
- AT&T U.S. Foundations
- Management LLC
- Shahrab Bagheri
- Baker DC
- Bank of America
- David Bausman
- Erin & Steven Beal
- Kathryn & John Beguin
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- Margaret Cleary
- Amy Cretella
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- Community Foundation
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- HP Company Foundation
- Kathryn & John Hursh Inc
- GodWeTrust
- William Jackson
- Justin Kattan
- Jason Kiss
- Ellen Lengermann
- LA Clippers Foundation
- MA&T Bank
- Martin Family Foundation
- Cindylle
- Morgan Stanley
- Jim Mosby
- Next Day Democrats

SUPPORTERS

$1,000

- Aldi Inc
- Alliant Insurance Service Inc
- American Endowment Foundation
- Swati Argawal
- Howard Bank
- Ilene Bayline
- Bernstein Companies
- Michael Biales
- SA Services, LLC
- JP & Jenny Boyer
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- Renaissance Foundation
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- Robin Shaffert
- Tricon Construction, Inc
- Jason Ward
- Wells Fargo Foundation
- Andy Wissmott
- Peggy Yavair

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$750

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- 5Net4Productions, LLC
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- Rachel Adams
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- APO Holdings Inc
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- Alexandria Leylegian
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- Karen & Paul Machado
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- Arizona Group
- Magna Hospitality
- James Mattiell
- Debbie Myster
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- Microsoft
- Tina Miller
- Sandra Minners
- Kezha Moore
- John Mollard
- Rory Monk
- Moody's Foundation
- Morgan Stanley Global
- Impact Fund Trust
- Catherine Mueller
- Nano Munch
- Dalla Naamian-Goldman &
- Andrew Dukatz
- Nicholas Naccari
- National Enclosure
- Company LLC
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- Judy Noelle
- John P Cole Jr.
- Robin Bell
- BTIG, LLC
- Comm Partnership
- Rick Hoffman

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As Of May, 2019

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Presidio Sports Management

Alison Kutler  
Vice President  
PwC

Arjun Kapur  
Treasurer  
Global Brands Group

Ray Bennett  
Marriott International

William Johnson  
President, KEEN New York  
Morgan Stanley

Carolyn Johnstone  
President, KEEN Los Angeles  
Cartoon Network

Colleen Kennedy  
President, KEEN Greater DC  
Department of Justice, Retired

Kate Merton  
Johnson & Johnson Innovation

Dan Murphy  
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PAAMCO

Elliott Portnoy  
Founder  
Dentons

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St. Louis Pediatric Assoc.

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Wellness Roundtable

Scott Tinkoff  
President, KEEN Chicago  
MeritDirect

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University of North Carolina at Chapel Hill

**Staff:**  
Kate Hurson  
Executive Director

Joanna Winsborough  
National Development Director

Cliff Ruemmler  
Finance & Administration Manager

---

**Donated and In-Kind Services**

- 4 Star Tennis Academy
- Big Train
- Bishop O’Connell School
- Rochelle Coleman
- Edlavitch DC/JCC
- Fairfax County, VA
- Georgetown Preparatory School
- Giant Food
- Kennedy Krieger Institute
- Kids After Hours
- La Maison Francaise
- Master Joo H Moon
- Potomac Pizza
- Sandglass
- Rebecca Starer
- Mary Jo & Scott Tinkoff
- Total Wine and More
- University of Illinois at Chicago
- Washington Nationals
- Washington Redskins
- Washington Sports Club

**Matching Gifts**

Many of our donors have doubled their impact by having their employer match their donation. For more information and to find out if your employer has a matching gift program please contact info@keenusa.org.

---

Every effort has been made to correctly list 2018 major donors. Please contact us at info@keenusa.org if there has been an oversight.