KEEN USA, through its network of affiliates across the country, provides free sports and recreation programs for young people with disabilities. KEEN’s model is very simple: we pair a trained volunteer “coach,” one-to-one, with a young “athlete,” and let them discover together just what they can do. KEEN’s programs are unstructured and non-competitive, allowing young people facing even significant challenges to find joy through play.

KEEN accepts every child, regardless of the nature or severity of their disability. And while their young athletes are spending time with our dedicated corps of volunteers, KEEN parents can find some much-needed respite: shopping, reading, exercising, or chatting with other parents — maybe even taking a nap!

KEEN’s programs consist of general gym-based activities, such as basketball and playing with a parachute to music-and-dance or arts-and-crafts, as well as swimming, bowling and tennis. With KEEN’s one-to-one, unstructured approach, almost any activity is possible.

From The Founders

Dear KEEN Families and Supporters:

Twenty years ago, together with an extraordinary group of volunteers and families of young people with disabilities, we launched KEEN in the United States. The premise was simple: match trained volunteers with children and young adults with disabilities to experience sports activities, often for the first time.

Back in 1992, we never imagined that, 20 years later, KEEN would grow from its roots to:

- Provide services to families in seven cities around the U.S.—Chicago, Los Angeles, Phoenix, San Francisco, New York, St. Louis, and Washington DC—in addition to three programs in the U.K.;
- Operate nearly two dozen separate programs in the Greater Washington DC area, our flagship affiliate community;
- Train over 25,000 volunteers, thereby creating a network of engaged community members who — because of their KEEN experience — are sensitive to the needs of people with disabilities in our schools, workforce and neighborhoods;
- Emerge to be the premier program of its kind, specializing in innovative recreation opportunities for young people with Autism and more profound disabilities; and
- Maintain all of our programs — in every city around the U.S. — without ever charging a fee to our families.

With the generous and abiding support of the community, KEEN has grown dramatically over the last 20 years and is poised to increase its reach and impact in the coming years. The need for KEEN’s services has never been greater, against the backdrop of cuts in government spending for recreation and disability programs and an increase in the diagnoses of disabilities, especially those on the Autism spectrum.

We cannot thank you enough for your generous support of KEEN since our launch in 1992. Even more importantly, we thank you for joining us as we chart a course for KEEN’s future success and contributions to our communities.

Elliott and Estee Portnoy, Founders
Volunteers: The Heart of KEEN

17,000 Athlete Program Hours
30,000 Volunteer Hours

“Volunteering at KEEN is the best part of my week!”
- KEEN Volunteer

In 2011, KEEN provided over 17,000 hours of programming to over 800 athletes through 36 programs in 7 affiliate locations. KEEN volunteers served 30,000 hours with a total value of approximately $653,000.1

1 Calculated using the Independent Sector’s hourly rate for 2011.

Social Media: Spreading the Word

KEEN was selected to compete in Toyota’s Sunday Night NFL Football Halftime Handoff Competition. KEEN Volunteers across the country voted every day for a week via facebook, winning us not only a $10,000 grant from Toyota, but a 15 second spot which aired on the following week’s NBC Sunday Night Football.

Special thanks go out to our St. Louis affiliate and the wonderful staff and students at St. Louis University High School for letting us film an ad hoc KEEN session on a day’s notice!

Toyota also provided us with a 2-minute segment from the day’s filming, which can be seen on our website at www.keenusa.org.

Highlights: A National Snapshot

Chicago — Reached athlete capacity at their University of Illinois at Chicago facility for both sports and swim programs, and held KEENFest Silent Auction at Luxbar. Active parents’ group conducted a variety of special events including a trip to the Navy Pier and walking in the Disabilities Pride Parade.

Greater DC — Added a music program to their Northern Virginia location, and built a partnership with Johns Hopkins University’s Department of Neuroscience, making volunteering at KEEN a credited course in their curriculum. Held 11th Annual KEENFest at the Marriott Wardman Park in Washington, DC.

Los Angeles — Served athletes in sports and swim programs at Elysian Fields location. Board Member Audrey Astebury was recognized for her service by Bank of America with a $5000 grant to KEEN. Held KEEN Benefit, annual fundraising event, at the Renaissance Hollywood Hotel.

New York — Held sports and arts-and-crafts programs in both Manhattan and the Bronx, as well as a swim program. Established separate sports programs for teens in Manhattan. Co-hosted KEENFest cocktail and silent auction fundraising event with KEEN USA at The 50th Floor, atop the McGraw Hill Building.

Phoenix — Held sports programs at Gompers Habilitation Center and held a fundraising kickball tournament at Chaparral Park.

Saint Louis — Grew sports and swim programs, eliminating their waiting list, and hosted the national filming of the Toyota Halftime Hand-off spot at their St. Louis University High location on 24 hours notice. Held annual KEENFest dinner and silent auction at the Renaissance Grand Hotel.

San Francisco — Held sports programs at both the Embarcadero YMCA and San Francisco University High School, with swim and basketball programs held as well. Held annual Gala at the JW Marriott Union Square. Beneficiary of the Golden Gate Triathlon Club.

Every weekend, hundreds of volunteers across the country come to KEEN programs to give of themselves and their time — young professionals, college and high school students, seniors, corporate and community groups.
### The Financial Picture

#### Consolidated Statement of Activities
**Kids Enjoy Exercise Now Foundation, Inc. and Affiliates**
For the year ended 12/31/2011

<table>
<thead>
<tr>
<th>Support</th>
<th>Liabilities and Net Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Support</strong></td>
<td><strong>Current Liabilities</strong></td>
</tr>
<tr>
<td>Golf Tournament</td>
<td>$149,775</td>
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<tr>
<td>Silent Auction and Dinner Events</td>
<td>490,416</td>
</tr>
<tr>
<td>In-Kind Donations</td>
<td>46,120</td>
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<tr>
<td><strong>Total Special Events</strong></td>
<td>686,311</td>
</tr>
<tr>
<td>Contributions</td>
<td>447,386</td>
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<tr>
<td>Donated Services, Facilities &amp; Materials</td>
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<tr>
<td>Interest Income</td>
<td>2,551</td>
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<tr>
<td><strong>Total Support</strong></td>
<td>$1,191,858</td>
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<tr>
<td><strong>Expenses</strong></td>
<td><strong>Total Liabilities</strong></td>
</tr>
<tr>
<td>Program Services</td>
<td>$886,639</td>
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<tr>
<td>Supporting Services</td>
<td>212,979</td>
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<tr>
<td>Management and General</td>
<td>141,115</td>
</tr>
<tr>
<td>Fundraising</td>
<td>71,864</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$1,099,618</td>
</tr>
</tbody>
</table>

#### Consolidated Statement of Financial Position
**Kids Enjoy Exercise Now Foundation, Inc. and Affiliates**
As of 12/31/2011

<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>
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<tr>
<td>Pledges Receivable</td>
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<td>Prepaid Expenses</td>
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<td><strong>Total Current Assets</strong></td>
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<tr>
<td>Computer Equipment (net of $19,165 in accumulated depreciation)</td>
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<td><strong>Total Assets</strong></td>
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<td><strong>Net Assets</strong></td>
<td>$929,114</td>
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### Expenses: A Closer Look

#### Consolidated Statement of Activities
**Kids Enjoy Exercise Now Foundation, Inc. and Affiliates**
For the year ended 12/31/2011

<table>
<thead>
<tr>
<th>Program Services</th>
<th>Supporting Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sports Programs - General</td>
<td>$423,959</td>
</tr>
<tr>
<td>Swim Programs</td>
<td>78,772</td>
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<tr>
<td>Music Programs</td>
<td>40,575</td>
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<tr>
<td>Bowling Programs</td>
<td>9,852</td>
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<td><strong>Total Program Services</strong></td>
<td>$533,481</td>
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<tr>
<td>Management and General</td>
<td>114,115</td>
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<tr>
<td>Fundraising</td>
<td>71,864</td>
</tr>
<tr>
<td><strong>Total Supporting Services</strong></td>
<td>$212,979</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$1,099,618</td>
</tr>
</tbody>
</table>

#### Consolidated Statement of Functional Expenses
**Kids Enjoy Exercise Now Foundation, Inc. and Affiliates**
For the year ended 12/31/2011

<table>
<thead>
<tr>
<th>Location</th>
<th>Expenses</th>
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<tbody>
<tr>
<td>KEEN USA</td>
<td>$214,564</td>
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<tr>
<td>KEEN Greater DC</td>
<td>537,620</td>
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<td>KEEN Chicago</td>
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<td>KEEN St. Louis</td>
<td>68,008</td>
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<td>KEEN Los Angeles</td>
<td>40,209</td>
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<tr>
<td>KEEN San Francisco</td>
<td>95,931</td>
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<tr>
<td>KEEN New York</td>
<td>91,297</td>
</tr>
<tr>
<td>KEEN Phoenix</td>
<td>21,212</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$1,099,618</td>
</tr>
</tbody>
</table>

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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.
Our Donors and Champions

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 to our athletes and their families.

Many of these donations, large and small are championed by a friend of KEEN. For all of you unsung heroes – we thank you so very much. The gifts you and your loved ones provide give KEEN affiliates the essentials necessary to continue providing for the children and families who take part in our programs. Thank you!

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