We’re Proud of Our Ability

Annual Report 2013
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

April 2014

Dear KEEN USA Families and Friends,

We would like to share a letter from a KEEN parent whose child’s life was profoundly impacted by KEEN.

“I’m writing to thank KEEN... My son...has been attending KEEN for some time now and he especially enjoys the swimming. Yesterday afternoon, while he and his class were having a special picnic, they were allowed to go in the water and on his way back to the shore he couldn’t make it because of the tide. Somehow, he managed to remain calm and flip on his back to float and prevented himself from drowning. (He) was rushed to the hospital and was released after they made sure that he was alright... I’m so glad that children like him have the opportunity to have KEEN to enable him to have skills that saved his life. Thank you for all your and the staff’s hard work, God Bless!” — Parent of a KEEN Athlete

Inspirational stories like this are what we at KEEN like to call a “mission moment” and occur each weekend at KEEN sessions across the United States. “Mission Moments” remind us of why we started KEEN more than 20 years ago — to allow children and young people facing the most significant challenges and disabilities to enhance their self-esteem, skills and talents — all while having fun! Thanks to you and our thousands of volunteers, KEEN continues to offer innovative, one-to-one sports and recreational programming, completely free-of-charge, to children and young people with severe physical and cognitive disabilities in Chicago, Greater Washington D.C., Los Angeles, New York City, Phoenix, St. Louis and San Francisco.

We would like to take this opportunity to highlight and thank a few of our major supporters from 2013. The “Harriet Singer New Donor Matching Grant” challenges each KEEN affiliate to attract new donors through social media and crowd-sourcing to broaden the base of support for KEEN across the country. Thanks to renewed support from the May and Stanley Smith Trust, the Finish Line Youth Foundation, and NBA Cares, KEEN USA will continue to expand its reach by increasing the number of athletes served, volunteers trained, and programs offered by 5% across all seven affiliates.

In honor and in celebration of all of our athletes, volunteers, and families who benefit from KEEN, we thank you for contributing to KEEN’s success and strengthened future.

With best regards,

Estee and Elliott Portnoy, Founders
Highlights: A National Snapshot

My name is KE Plunkett. I am 10 years old I will be in 11 in 11 days. I have been a KEEN athlete since 2009. Kids with disorders come to KEEN with wheelchairs and crutches—I go to KEEN cause I have Eosinophilic gastrointestinal disorder. I have a feeding tube in my tummy and I can play here. KEEN is special because I get to do sports. At sports I can use my imagination too. You can HulaHoop, play in the houses, do blocks and build stuff. And the volunteers pull us on scooters. All around the gym. Then we go under a parachute. And I stay in the parachute when they roll it up. Then we do running relays back and forth. We all like to run!”

— KEEN Athlete

Volunteers: The Heart of KEEN

In 2013, KEEN provided approximately 20,000 hours of programming to over 1,000 athletes through 60 programs through 7 local affiliates. KEEN volunteers served 31,800 hours with a total value of approximately $705,000.1

1 Calculated using the Independent Sector’s hourly rate.

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

– KEEN Volunteer

KEEN San Francisco built on their strong relationships with area athletic organizations, being selected as the official Water Stop Charity for the 102nd Bay to Breakers race and by creating a race crew for the Ragnar Napa Valley overnight running relay. Through partnerships with these different organizations, we were able to raise more funds, build awareness and grow our volunteer base.

KEEN Chicago continues to grow, enrolling new athletes in both its UIC and Evanston locations, participating in KEENSports and KEENQuatics. A strong Coaches Committee truly dedicated to KEEN’s athletes and volunteers, promotes programs and opportunities. KEEN organizes monthly family friendly events, getting our athletes into the community.

KEEN New York expanded into its third NYC borough with the opening of their Park Slope Sports and Brooklyn Basketball programs. In addition, KEEN partnered with the Fashion Institute of Technology to offer two sessions per year hosted by FIT’s Department of Athletics.

KEEN St. Louis added a second Swim Session allowing us to double capacity in our Swim Program. In addition, we offered five unique special events for our families each quarter.

KEEN Greater DC launched new sports sessions in Vienna, Virginia and Baltimore, Maryland. The Baltimore program was established in partnership with Johns Hopkins University, Neuroscience Department. JHU created a program called “KEEN: Practicum in Neuroscience”, a for-credit course for undergraduate students. The students serve as volunteers at KEEN Baltimore sessions.

KEEN Los Angeles, now a California Service Enterprise Agency received, the “GOT MILK! 20 Award” for excellence, outstanding service and commitment to children with special needs in California. Mayor Eric Garcetti also honored KEEN LA for leadership and dedication to providing critical support services to children and young adults with disabilities.

KEEN Phoenix launched a partnership with the Jewish Community Center, adding new swim and sports programs in Scottsdale.

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The Financial Picture

Consolidated Statement of Activities
Kids Enjoy Exercise Now Foundation, Inc.
and Affiliates
For the year ended 12/31/2013

Support
- Special Events
  - Golf Tournament $168,992
  - Silent Auction and Dinner Events 476,127
  - In-Kind Donations 42,212
  - Total Special Events 687,331
- Contributions 688,894
- Donated Services, Facilities & Materials 50,533
- Interest Income 1,069
  - Total Support $1,427,827

Expenses
- Program Services $1,137,275
  - Sports Programs - General $580,423
  - Swim Programs 114,858
  - Art & Music Programs 95,807
  - Bowling Programs 14,693
  - Special Events 331,494
  - Total Program Services 1,137,275
- Supporting Services 268,463
  - Management and General 122,911
  - Fundraising 145,552
  - Total Supporting Services 268,463
  - Total Expenses $1,405,738

Consolidated Statement of Financial Position
Kids Enjoy Exercise Now Foundation, Inc.
and Affiliates
As of 12/31/2013

Assets
- Current Assets
  - Cash and Cash Equivalents $964,109
  - Pledges Receivable 25,980
  - Prepaid Expenses 39,398
  - Total Current Assets 1,029,487
- Fixed Assets, Net 21,640
  - Total Assets $1,051,127

Liabilities and Net Assets
- Current Liabilities
  - Accounts Payable $20,148
  - Accrued Expenses 36,747
  - Total Current Liabilities 56,895
- Net Assets 994,232
  - Total Liabilities and Net Assets $1,051,127

Expenses: A Closer Look

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Consolidated Statement of Functional Expenses
Kids Enjoy Exercise Now Foundation, Inc.
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For the year ended 12/31/2013

Location
- KEEN USA $278,868
- KEEN Greater DC 647,862
- KEEN Chicago 44,432
- KEEN St. Louis 145,747
- KEEN Los Angeles 50,068
- KEEN San Francisco 122,031
- KEEN New York 94,251
- KEEN Phoenix 22,479
  - Total Expenses $1,405,738

Affiliates
- New York
- San Francisco
- Los Angeles
- St. Louis
- Chicago
- Greater DC
- USA
- Phoenix

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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. The gifts you provide give KEEN affiliates the essentials necessary to continue providing for the children and families who take part in our programs. Thank you! *Funds donated to a specific KEEN Affiliate are used to support that affiliate.

$50,000+
- Dentons
- Joyce Koons Honda Buick GMC
- Marriott International

$25,000+
- Harriet Singer
- May and Stanley Smith Charitable Trust

$20,000+
- Anonymous
- Gatorade

$15,000+
- The Jim and Carol Trawick Foundation
- Shanahan Family Foundation, Inc.

$10,000+
- Anonymous
- Bullis School
- Davis Wright Tremaine LLP
- Genentech
- J. Willard & Alice S. Marriott Foundation
- New York Collaborates For Autism
- Joey Pizzano Memorial Fund
- Este & Elliott Portnoy
- SLS - Specialized Loan Servicing, LLC

$7,500+
- Bank of America
- Delta Epsilon Mu
- Host Hotels & Resorts
- Mary & Jay Kloepfer
- Michelle & Dan Murphy

$5,000+
- American Amusement Machine
- Charitable Foundation
- Bay Area Youth Sports Foundation
- Lisa & Jim Bencivenga
- Blaqwell, Inc.
- Marie & Stuart Block
- Bozzuto & Associates
- Choice Hospitality
- Laura & Bob Deutsch
- Robin & Rich Edwards
- Fidelity Charitable Trust
- Finish Line Youth Foundation
- Carl M. Freeman Foundation, Inc.
- Gilbane Building Company
- Kingstowne Striders
- Kaiser Permanente

$4,000+
- Accenture
- Anschutz 12K Company
- The Donohoe Companies
- Marc Fleisher
- Ryan Haaker
- David Hish & Adam Keplinger
- Alison L. Kutler
- TD Bank
- Venable Foundation

$3,000+
- America’s Charities
- Anonymous
- Theresa & Chris Casselman
- Catherine & Kevin Gallagher
- Phyllis & Ed Green
- Thomas Kelly & Colleen Kennedy
- Korn/Ferry International
- Lawfirm Vendors Association
- Sophie & Wil Lieberman
- Karen J. Migdail
- Miller & Chevalier Charitable Foundation
- Kirsten Muetzel
- Penney Girls Foundation
- Artie Philie
- Robert Pizzano
- Renaissance Foundation
- Salesforce
- Venable LLP
- Daniel Vine
- Joseph Watkins and Dr. Brad Frey

$2,000+
- Zoe Allen
- Anonymous
- Apple REIT Six, Inc
- Barcelo Crestine Corporation
- Kathyrn & John Beggins
- Sylvia Betkowski
- Linda & Richard Blumenreich
- John Brandhorst
- Burt Braverman & Kathleen Meredith
- Lillian & Lisa Brown
- Buchanan Family Foundation
- Bullseye International
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- Michael Citren
- Cohn Reznick
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- CVS Corporation
- Karen Davis
- John Devierno & Nancy Burns
- Dimick Foundation
- Fulbright & Jaworski LLP
- David Gilles
- GlaxoSmithKline Foundation
- Erika Gilbee
- Dr. Irvin & Barbara Guterman

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- David Gilles
- GlaxoSmithKline Foundation
- Erika Gilbee
- Dr. Irvin & Barbara Guterman

$1,000+
- American Endowment Foundation
- Jennifer Arden
- Kathyrn Ashton
- Atlantic Services Group
- Alexander Ayzenberg
- Fahimeh & Shahram Bagheri
- Susie & Mike Barnello
- Jacalyn Barnett
- Kim & Kyle Bayliss
- Baywood Hotel, Inc
- Bender Foundation
- Karen & Michael Brocato
- Marilyn Brody & Allen Kronstadt
- Liam Brown
- Callan Associates Inc.
- Casey Construction
- Larissa Kirschner-Chaney & Michael Chaney
- Dillon and Tom Cox
- Credit Suisse
- Michele Cross & David Minnick
- Mary & Patrick Dean
- Tara Denise
- DiamondRock Hospitality Ltd
- Partnership
- DLA Piper Rudnick

$500+
- Fidelity Charitable Gift Fund
- First Clearing LLC
- Jodie & Ronald Fisher
- Mike Harrison
- William Johnson
- William P. Johnson
- JP Morgan Chase
- Rendi Kattan
- Knights of Columbus
- Kolar Charitable Foundation of Buckley Sandler
- Kimo E Koulisitis
- LA 84 Foundation
- Nicole & Noah Lander
- Jan Lehman
- Lizzie Levin
- Lori & Richard Marks
- JW Marriott San Francisco
- Rose Mary Meredith
- MeritDirect, LLC
- Morgan Stanley
- MTX Wealth Management
- Terry & Mike Mulligan
- Murphy-Goode
- Thomas Myers
- Noel C. Nelson & Children Foundation
- Sean O’Shaughnessy
- Daniel Pulver
- Judy & Gary Quintiere
- Fay Rabinowitz
- Elke Rehbock
- Gary Reilly
- Rice-Cameron Family Foundation
- Trust
- RL Public Relations + Marketing, Inc
- Madeline Rudd
- Samit Family Foundation
- Paul Santucci
- Monique & Eric Sattler
- Saul Ewing LLP