

2019 Annual Report

 **KEEN**
KIDS ENJOY EXERCISE NOW
greater dc - baltimore



KEEN 



KEEN GREATER DC-BALTIMORE

Kids Enjoy Exercise Now

KEEN's mission is to 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 is to foster confidence, self-esteem and community inclusion for youth with disabilities; strengthen communities through education of volunteers; and provide families with respite and a supportive network.



DEAR KEEN *friends*

Since our beginning in 1992, KEEN Greater DC-Baltimore has been creating our **Enchanted KEENdom**, a “place” full of ability, possibility, friendship, joy and growth. We started with five children with disabilities and a handful of volunteers. Today, we serve more than 550 young people with disabilities throughout the Washington, DC, and Baltimore region with the help of thousands of volunteers.

With our tremendous community of volunteers, KEEN Greater DC-Baltimore accepts all young people with disabilities, despite the nature and severity of their disabilities, and welcomes everyone, including those with the most profound disabilities. We celebrate and cherish our diversity. Our diversity makes us stronger, exposes us to greater needs, shows us how we’re all more alike than different and compels us to do more. And we need to do more, because KEEN receives new athlete enrollment forms daily.

In 2019, we created two new programs. Thanks to support from the Columbia Country Club community, we launched KEEN ZamDance at their Club. We also opened KEEN Yoga in DC.

This 2019 annual report highlights the many ways in which our Enchanted KEENdom has served our young people with disabilities and their families and strengthened our entire community.

As we celebrate the completion of KEEN’s 27th year, we remain forward focused, dedicated to meeting the needs of our community, establishing new programs and serving more young people with disabilities in our innovative way.

All are welcome in our KEENdom, so please share our story with others – especially those who want to make a difference in our community. Thank you!

We thank you, our amazing volunteers, sponsors, individual contributors, corporate donors, institutional supporters, friends, athletes and families. You make our KEENdom and our ongoing growth possible!



Richard G. Blumenreich
Board President

Richard G. Blumenreich



Beata Okulska
Executive Director

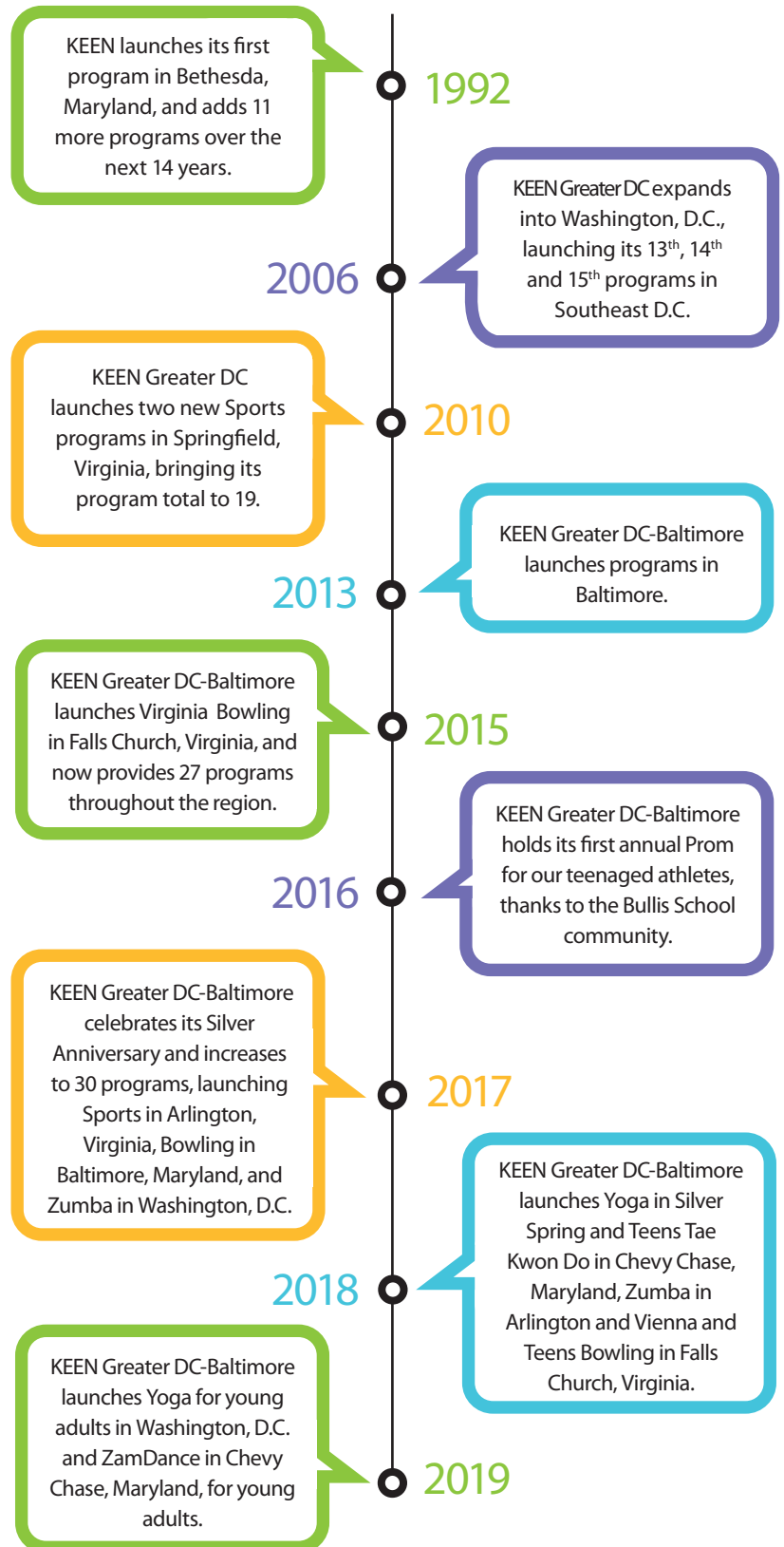
Beata Okulska

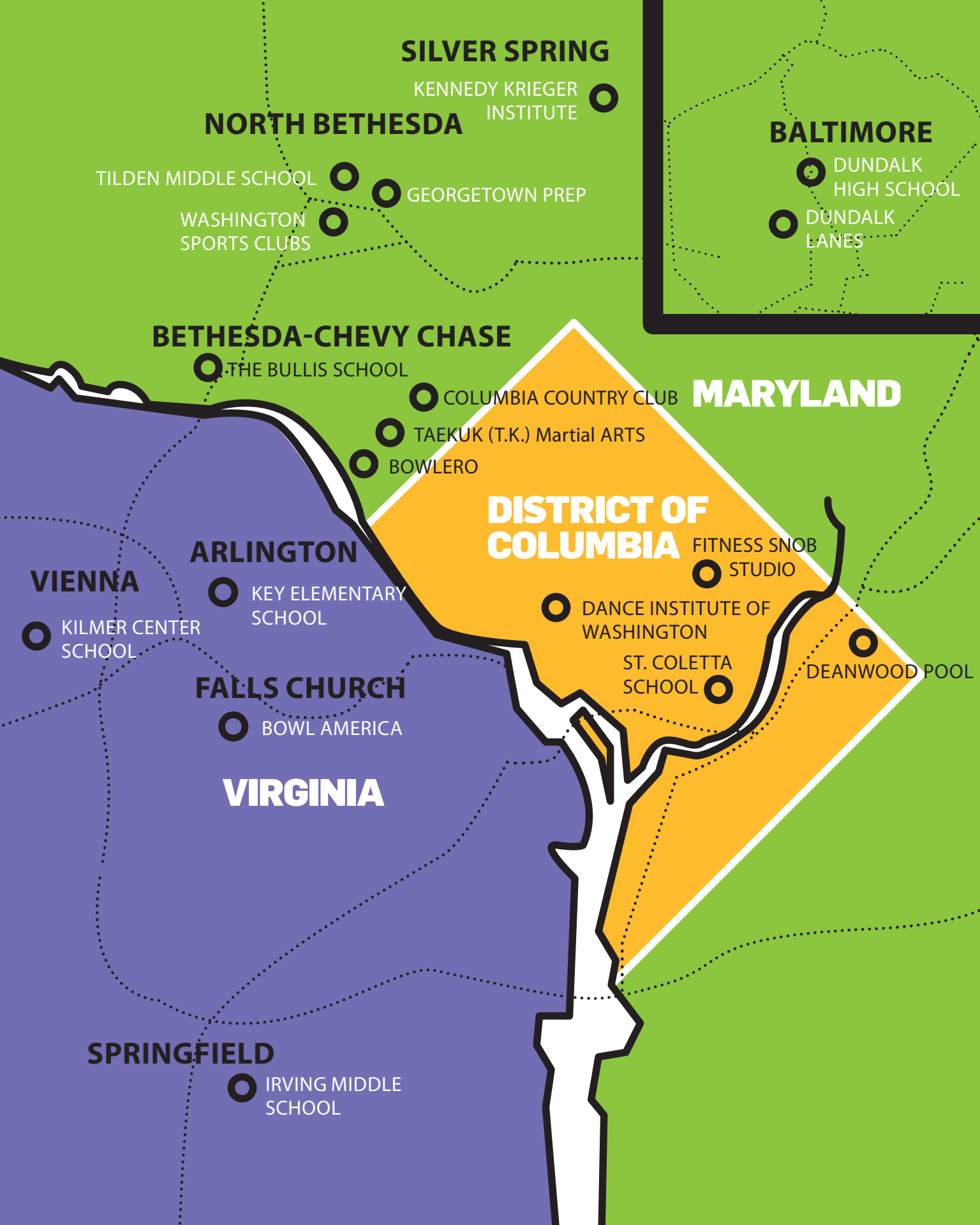


ABOUT US

KEEN Greater DC-Baltimore started in 1992 with a very simple concept: Bring together volunteers from the community and young people with significant developmental and physical disabilities, pair them one to one, and let them discover how to explore their abilities and have fun. With this concept, over the past 27 years, KEEN Greater DC-Baltimore has launched 36 free-of-charge programs in the District of Columbia, Maryland and Virginia.

PROGRAMS





SILVER SPRING

KENNEDY KRIEGER INSTITUTE

NORTH BETHESDA

TILDEN MIDDLE SCHOOL

WASHINGTON SPORTS CLUBS

GEORGETOWN PREP

BALTIMORE

DUNDALK HIGH SCHOOL

DUNDALK LANES

BETHESDA-CHEVY CHASE

THE BULLIS SCHOOL

COLUMBIA COUNTRY CLUB

TAEKUK (T.K.) Martial ARTS

BOWLERO

MARYLAND

DISTRICT OF COLUMBIA

FITNESS SNOB STUDIO

DANCE INSTITUTE OF WASHINGTON

ST. COLETTA SCHOOL

DEANWOOD POOL

VIENNA

KILMER CENTER SCHOOL

ARLINGTON

KEY ELEMENTARY SCHOOL

FALLS CHURCH

BOWL AMERICA

VIRGINIA

SPRINGFIELD

IRVING MIDDLE SCHOOL

“ KEEN is our child’s favorite activity.
It’s the TOPS. ”

-KEEN Greater DC-Baltimore parent



PROGRAMS: **DISTRICT OF COLUMBIA**



Enchanted **KEEN**dom

We can serve more kids throughout D.C. with your help.

THE FIRST PROGRAM KEEN GREATER DC-BALTIMORE brings to any new area is Sports. As with all KEEN programs, Sports provides a non-competitive opportunity for KEEN athletes to play with a variety of sports equipment in their own way and at their own pace while having the support and friendship of a one-on-one volunteer coach.

KEEN athletes and their coaches may throw a basketball, kick a soccer ball, bounce on large therapy balls, pull each other on indoor scooters or find other ways to have fun with the variety of sports equipment provided.

In 2006, KEEN brought its Sports program to Southeast Washington, D.C., where it was met with such enthusiasm that Swim, Music, Basketball Clinics and Soccer Clinics soon followed. Later, we launched Zumba for young adults. In 2019 we launched Yoga for young adults in Washington, D.C. All of these programs continue to be enjoyed today.



PROGRAMS & LOCATIONS

SPORTS (KIDS AND TEENS)

MUSIC (KIDS AND TEENS)

BASKETBALL CLINICS

SOCCER CLINICS

St. Coletta School
1901 Independence Avenue SE
Washington, DC 20003

SWIM

Deanwood Pool
1350 49th Street NE
Washington, DC 20019

YOGA

Fitness Snob Studio
617 Rhode Island Ave NE
Washington, DC 20002

ZUMBA

Dance Institute of Washington
3400 14th Street, NW
Washington, DC 20010

PROGRAMS: MARYLAND

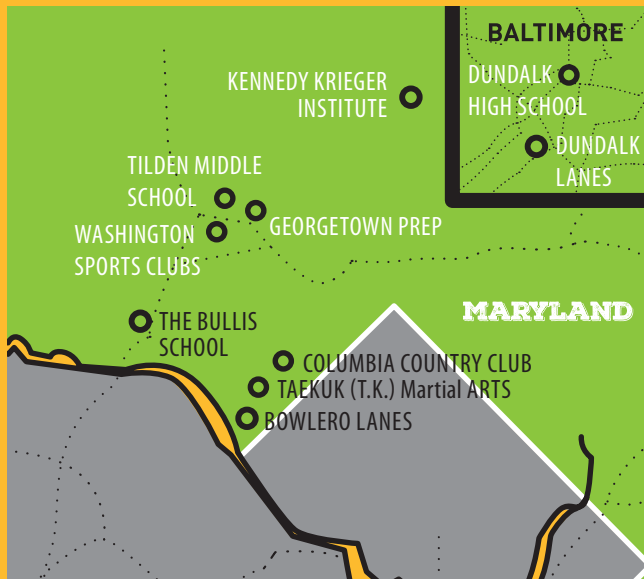


Enchanted KEENdom

We can create more opportunities and serve more kids in Maryland with your help.

KEEN SPORTS, KEEN GREATER DC-BALTIMORE'S SIGNATURE PROGRAM, launched in 1992 with five KEEN athletes and a handful of volunteer coaches in North Bethesda. As word spread, the need for KEEN—a recreational program where everyone is accepted and celebrated for who they are and no one is judged—became immediately apparent. In the years since, KEEN has expanded its free-of-charge programming to include bowling, swimming, taekwon do and more, offering 16 programs in Montgomery County. In partnership with Johns Hopkins University, we've expanded our Sports programs to Baltimore. Afterwards, we added Bowling. In 2018, in partnership with Kennedy Krieger Institute, we launched Yoga in Silver Spring, Maryland. In 2019, we launched ZamDance in partnership with the Columbia Country Club.

PROGRAMS & LOCATIONS



SPORTS (KIDS, TEENS, & YOUNG ADULTS) / MUSIC (KIDS & TEENS) / KEEN CLUB/ ZAMDANCE

Tilden Middle School
11211 Old Georgetown Road
Rockville, MD 20852

SWIM

Hanley Center at Georgetown Prep
10900 Rockville Pike
North Bethesda, MD 20852

YOUNG ADULT FIT/FAMILY FIT

Washington Sports Clubs
10400 Old Georgetown Road
Bethesda, MD 20814

YOUNG ADULT BOWLING

Bowlero Lanes
5353 Westbard Avenue
Bethesda, MD 20816

TAE KWON DO (KIDS & TEENS)

TaeKuk Martial Arts
6831 Wisconsin Avenue, 402
Chevy Chase, MD 20815

BALTIMORE SPORTS

Dundalk High School
1901 Delvale Avenue
Baltimore, MD 21222

BALTIMORE BOWLING

AMF Dundalk Lanes
1101 Merritt Boulevard
Baltimore, MD 21222

TENNIS

The Bullis School
10601 Falls Road
Potomac, MD 20854

YOGA

Kennedy Krieger Institute
13313 Old Columbia Pike
Silver Spring, MD 20904

ZAMDANCE

Columbia Country Club
7900 Connecticut Ave.
Chevy Chase, MD 20815

PROGRAMS: VIRGINIA

Enchanted **KEEN**dom

We can provide more opportunities to more kids in more locations in Northern Virginia with your help.

IN 2010, KEEN GREATER DC-BALTIMORE LAUNCHED SPORTS AND MUSIC PROGRAMS in Springfield. Since then our programs have more than doubled, and support from the community has greatly increased, leading to the launch of new Sports programs for Kids and Teens in Arlington and Vienna and Bowling for young adults in Falls Church. In 2018, we launched Zumba programs in Arlington and Vienna for young adults and Bowling for teens in Falls Church.



PROGRAMS & LOCATIONS

SPORTS (KIDS AND TEENS) / MUSIC (KIDS AND TEENS)

Irving Middle School
8100 Old Keene Mill Road
Springfield, VA 22152

VA SPORTS/YOUNG ADULT ZUMBA

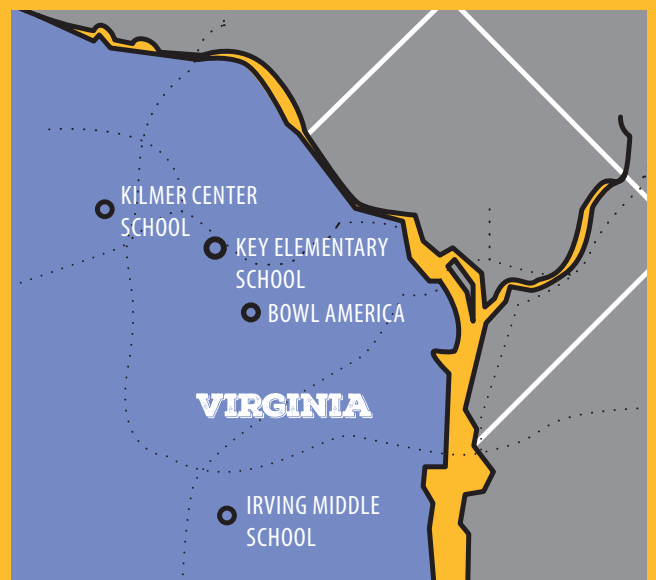
Kilmer Center School
8102 Wolftrap Road
Vienna, VA 22182

BOWLING (TEENS & YOUNG ADULTS)

Bowl America
140 South Maple Avenue
Falls Church, VA 22046

ARLINGTON KIDS SPORTS / YOUNG ADULT ZUMBA

Key Elementary School
2300 Key Boulevard
Arlington, VA 22201





“ This is a wonderful, amazing program. All the volunteers are fun, positive and kind. I love the time it gives me to connect with other parents while our children have fun. Thank you! ”

-KEEN Greater DC-Baltimore parent

Enchanted **KEEN**dom

Volunteers are vital to the continuity and success of KEEN Greater DC-Baltimore. Some help occasionally at KEEN's programs while others become regulars and may eventually evolve into leaders as part of our Coaches Committee. These volunteers not only train new volunteers and run the sessions but also plan and administer all of our 36 programs. In 2019, our coaches contributed thousands of volunteer hours. Volunteering with KEEN is flexible and fun. Thank you to all of our outstanding volunteers!

SOUND LIKE
FUN?

If you would like to help us grow by being a part of KEEN Greater DC-Baltimore, visit: www.KEENGreaterDC.org for more information.

COACHES COMMITTEE

Christine Antoniou
Sydney Axelrod
Jeffrey Bialos
Tammy Bronstein
Allison Burns
Rochelle Coleman
Jonathan Daulte
Sarah Dowd
Michele Doyle
Nancyellen Gentile
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Sarah McMahon
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Karen Migdail
Jen Muething
Laura Partridge

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Merrilee Seidman
Mary Tabakin
Eric Tarring
Will Thompson
Jillian Tuttle
Maria Velegris
Beth Wenger
Rachel Walega
Lela Williams

*As of January 2020



2019 EVENTS

KEENFEST 2019: OUR Enchanted KEENdom

Community members, business leaders, volunteers and friends gathered at the Capital Hilton Hotel in Washington, D.C., to experience our **Enchanted KEENdom**, the KEENFest dinner and auction. On this magical evening, KEEN supporters enjoyed live and silent auctions, music and dancing. Long-time partner Michelle Freeman, CEO of the Carl M. Freeman Companies and President of the Carl M. Freeman Foundation, received the Distinguished Community Impact Award for the foundation's outstanding support of KEEN and our local community. KEEN volunteer Eric Tarring received the Volunteer of the Year Award for his dedication and commitment to making KEEN's programs a success. The event raised more than \$300,000 for KEEN Greater DC-Baltimore programs. Special thanks to Featured Sponsor Joyce Koons Honda Buick GMC and all our sponsors and donors, as well as our tireless KEENFest committee for making the gala a success.



ANNUAL KEEN PROM: WE HAVE THE POWER

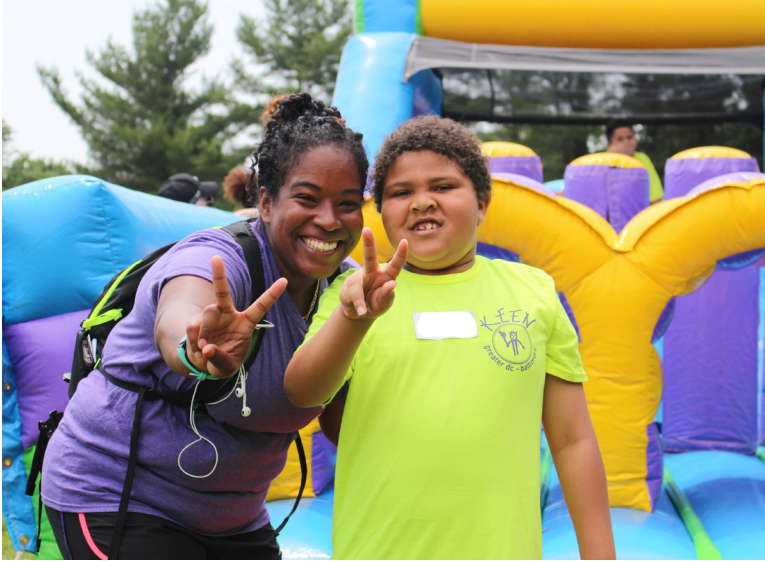
KEEN's teen athletes had a ball dancing the night away at their fourth annual KEEN prom held at the Bullis School in Potomac, Md. The Bullis students and the entire Bullis School community created and supported this event.

26TH ANNUAL GOLF CLASSIC

Presented by Marriott International, the 2019 KEEN Golf Classic was another fantastic event. A full field of golfers enjoyed a great day of golf and games at Woodmont Country Club in Rockville, Md. The tournament raised more than \$265,000 for KEEN Greater DC-Baltimore programs. Thank you to all our golf sponsors and supporters.



Enchanted **KEEN**dom



THE ANNUAL KEEN SPORTS FESTIVAL – THE BEST DAYS ARE KEEN DAYS

Hundreds of KEEN athletes, family members and volunteers from all of KEEN Greater DC-Baltimore’s Maryland, Northern Virginia and Washington, D.C., programs gathered at Avenel Park in Potomac, Md., to celebrate 27 years of fun, free KEEN programs in Greater Washington, D.C., and Baltimore.

KIDS EURO FESTIVAL

For the tenth year in a row, KEEN Greater DC-Baltimore athletes, families and volunteers enjoyed a special Kids Euro Festival at the Embassy of France. Thank you to the European Union and to the Embassy of France for creating this event, and for your generosity and hospitality.



BULLIS GIVES BACK TO KEEN

For the seventh year in a row, the Bullis School Community in Potomac, Md., chose KEEN Greater DC-Baltimore as one of the beneficiaries of its Annual Bullis Gives Back 5K/1K Run/Walk “Michelle Benaim Buddy Run Olympics,” and invited all KEEN families to be part of this special day.

“ KEEN has provided our son with a sense of community and friendship he could not find anywhere else. KEEN is a gift that keeps on giving to us in a way we cannot describe! ”

-KEEN Greater DC-Baltimore parent



2019 DONORS



\$40,000+

Marriott
INTERNATIONAL

\$30,000+

 **Joyce Koons** honda buick gmc

\$20,000+

United Way of the National
Capital Area

\$15,000+

Host Hotels & Resorts
Montgomery County Council
Grant

\$10,000+

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\$1,000+

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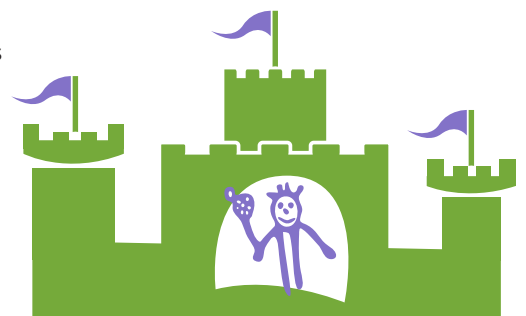
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**SUPPORT
US**

- Please donate through:
- www.KEENGreaterDC.org
 - United Way #8065
 - Combined Federal Campaign #75656

Please contact us at support@KEENGrDC.org if there has been an oversight. Every effort has been made to correctly list 2019 major donors.



FINANCIALS

KEEN GREATER DC, LLC STATEMENT OF ACTIVITIES

FOR THE YEAR ENDING 12/31/19 (UNAUDITED)

SUPPORT

Foundations/Organizations	173,965
Corporations/Businesses	19,089
United Way & CFC	6,716
Individual Donors	141,568

SPECIAL EVENT NET REVENUE

KEEN Golf Classic	142,648
KEENFest	127,657
Investment Income	11,388

TOTAL NET REVENUE AND SUPPORT **\$623,030**

EXPENSES

Program Services for Kids, Teens and Young Adults

KEEN Sports and Fit Programs

Maryland - Montgomery County	119,120
Maryland - Baltimore	28,314
District of Columbia	43,607
Virginia	71,245

KEEN Music

Maryland - Montgomery County	22,683
District of Columbia	27,232
Virginia	22,552

KEEN Swim

Maryland - Montgomery County	18,051
District of Columbia	22,921

KEEN Tennis and Bowling

Maryland - Montgomery County	20,539
Maryland - Baltimore	7,954
Virginia	19,125

KEEN Dance

Maryland - Montgomery County	2,187
District of Columbia	23,568
Virginia	13,640

KEEN Tae Kwon Do

Maryland - Montgomery County	10,521
------------------------------	--------

KEEN Yoga

Maryland - Montgomery County	11,413
District of Columbia	10,677

Sports Festival 6,192

Adult Program Support 1,300

Special Programs and Events 17,049

Total Program Services **\$519,889**

Supporting Services

Fundraising* 43,304

Management & Administration 25,449

TOTAL EXPENSES **\$588,643**

NET INCOME **\$34,387**

Documents and information submitted to the State of Maryland under the Maryland Charitable Solicitations Act are available from the Office of the Secretary of State for the cost of copying and postage.

A copy of our current financial statement is available upon request by contacting KEEN Greater DC, LLC. Our EIN No. is 42-1657976. KEEN Greater DC LLC 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.

*Nonevent



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*as of January 2020

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KEEN GREATER DC-BALTIMORE

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