



**RIISING  
TO THE  
CHALLENGE**

 **KEEN**  
KIDS ENJOY EXERCISE NOW  
greater dc

KEEN GREATER DC  
**ANNUAL REPORT 2009**



**KEEN (Kids Enjoy Exercise Now)** is a national, nonprofit volunteer-led organization that provides one-to-one recreational opportunities for children and young adults with developmental and physical disabilities at no cost to their families or caregivers. KEEN's mission is to foster the self-esteem, confidence, skills and talents of its athletes through non-competitive activities, allowing young people facing even the most significant challenges to meet their individual goals.

FROM BOARD PRESIDENT AND EXECUTIVE DIRECTOR

## DEAR KEEN FRIENDS:

**IT HAS OFTEN BEEN SAID** that challenging times bring out the best in people. For KEEN Greater DC, 2009 was definitely a challenging time, yet, thanks to the generosity of our many supporters, it was also a year in which KEEN was able to grow and strengthen its programs to ensure that children and young adults with disabilities in the Washington, D.C. area will continue to have the opportunities for fun, fitness and friendship that KEEN provides.

2009 started with KEEN Greater DC opening a new music program in Southeast DC for KEEN teens, bringing to 15 the total number of programs offered in more than 30 sessions every month. We also were invited to join President Obama's nationwide service initiative, "United We Serve," which linked KEEN Greater DC with new and greater numbers of volunteers and allowed us to expand our programs and serve more children with disabilities. In mid-year, the KEEN Greater DC Board of Directors welcomed Olympic Gold Medalist Dominique Dawes as an honorary member, assisting KEEN in its advocacy efforts and program development. And in the summer, KEEN athletes hit the courts with the Washington Kastles for a one-day clinic that brought our kids together with professional tennis players and coaches.

Keeping all of KEEN's programs free-of-charge and open to every child, regardless of the nature or severity of his/her disability, would not have been possible without the tremendous generosity of KEEN's volunteers and its supporters. Creativity and persistence were the key factors in fundraising during 2009. We appealed to individual donors throughout the year to support KEEN through our Fund-An-Athlete and Fund-A-Program campaigns and attracted first-time donors to new events, such as the "Warm-Up at the W Hotel" in downtown DC. Will Thomas, FOX TV News 5, joined us at the Sports Festival in June, 9 News NOW's Topper Shutt emceed KEEN's Golf & Tennis Classic in the spring, and

the dynamic team of ESPN SportsCenter anchor Stuart Scott and Michael Wilbon, *Washington Post* columnist and co-host of ESPN's *Pardon the Interruption*, donated their time and talents to make KEENFest 2009 an entertaining evening and the most successful KEENFest ever.

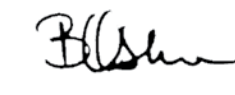
The generosity of the foundation community in supporting KEEN's programs in 2009 was exceptional. Grant support from The Morris and Gwendolyn Cafritz Foundation, the William S. Abel Foundation, Inc., the HSC Foundation, the Harry & Jeanette Weinberg Foundation, Inc., Montgomery County and other organizations made continuity and expansion of our programs possible in a tough economic climate. KEEN's supporters continued to make a difference in the lives of young people with disabilities, and our sincere thanks go out to each and every one of them.

We are excited to announce that KEEN Greater DC will be expanding its reach in 2010 with the launch of a brand new program for children with disabilities in Northern Virginia. We are thrilled to be serving more families in Northern Virginia and grateful for the continuing commitment and generosity of our volunteers and supporters that have made this expansion possible.

We hope KEEN Greater DC can continue to count on you to help us make a difference in the lives of young people with disabilities in Washington, D.C., Maryland and Virginia.

Sincerely,

  
**Burt Braverman**  
President

  
**Beata Okulska**  
Executive Director

“

KEEN offers a safe, welcoming place where every child is celebrated for his or her abilities, friendships are formed and fun and fitness are the order of the day.

”

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# PROGRAMS

## SPORTS, ACTIVITIES AND OUTINGS

### ABOUT KEEN

KEEN provides young people with significant disabilities, such as autism, cerebral palsy or Down syndrome, an opportunity to participate in weekend exercise and recreational activities with the help of volunteer coaches. While their child is at KEEN, parents or caregivers experience much needed respite. During the past 17 years, hundreds of athletes have participated in KEEN programs held throughout the greater DC area.



**SPORTS:** Kids, teens and young adults expand their skills in a wide range of activities in KEEN's signature Sports program. The group meets in a large gymnasium to partake in activities such as gliding on scooters, bouncing on therapy balls and receiving instruction in martial arts. All sessions start by warming up the muscles and end with a group song and dance. Volunteer coaches, each paired with an athlete, help rev up the fun in this unstructured environment where spontaneity reigns.

**SWIM:** Athletes of all ages enjoy an hour of swimming and splashing around in an indoor pool under the vigilant eyes of volunteers and lifeguards. Some swim laps, while most prefer to bob around on a variety of

floats, always with a volunteer coach close at hand. Sessions conclude with a highly-anticipated aquatic tug-of-war game.

**FIT:** Young adult athletes work out on professional exercise equipment to help achieve personal fitness goals and improve endurance, strength and range of motion. Coaches stand by to help track progress and celebrate achievements.

**MUSIC:** Kids and teens sing, dance and play percussion instruments in this arts program facilitated by local music teachers. KEEN's coaches and aspiring musicians alike enjoy the festive atmosphere of KEEN's fastest growing program.



KEEN has been a great experience for our eight-year-old son, who is on the autism spectrum. It provides a wonderful outlet for his energy, exposes him to playing with others [both volunteers and other participants] and gives us a brief respite—all of which would be impossible outside of this program. Knowing that he is in a safe, enjoyable environment on a regular basis makes our bi-weekly trips to KEEN a weekend highlight.

— KEEN Parent



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**TENNIS:** Junior Champs from the Bob Pass 4 Star Tennis Academy have adopted KEEN athletes for a monthly tennis program. Athletes learn to serve the ball, volley back and forth and play games in a relaxed setting where no one keeps score.

**BOWLING:** Young adults and their coaches meet at bowling alleys to cheer one another on as they try their hand at knocking down a few pins or even getting a strike.

**KEEN CLUB:** Teenage athletes are paired with peer companion coaches to build friendships that often last for years. KEEN athletes and their individual coaches play more structured games of basketball or kickball and also go out into the community to attend professional sports events such as Washington Wizards games.

**PROUD TO BE KEEN:** At the end of each KEEN session, athletes join together in one big circle for "Prouds." During this special KEEN activity, athletes let others know what they did that day that made them very proud, assisted as needed by their coach. The accompanying smiles and applause give athletes a boost and end the session on a high note. At the same time, the volunteers finish up each session proud that they came to KEEN.



**VOLUNTEERS** are vital to the continuity and success of KEEN Greater DC. 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 15 programs. In 2009, our coaches contributed thousands of volunteer hours. Volunteering with KEEN is flexible and fun. Thank you to all of our outstanding volunteers!

**COACHES COMMITTEE**

- |                     |                       |
|---------------------|-----------------------|
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# VOLUNTEERS

## COACHES COMMITTEE

“ We are eternally grateful to KEEN Greater DC for providing a place for our autistic and multi-handicapped son to go and be treated with respect, to play with a typical teenager one on one and to have fun like any child. Without KEEN our son would never have this opportunity. ”

- KEEN Parent



“ When you bond with a child with a disability such as Down syndrome, autism or cerebral palsy, it's much different than a bond with a typical child, because there are often communication barriers such as a lack of comprehension or even an inability to speak. KEEN creates environments where these special bonds are created regularly. To see these bonds and to experience them is a gift I receive at each KEEN session. ”

- KEEN Volunteer





# 2009 EVENTS

## 16th Annual KEEN Golf and Tennis Classic

**UNSEASONABLY WARM WEATHER** made April 23 delightful for nearly 200 golfers and tennis players, including special guest Topper Shutt, Chief Meteorologist for 9 NEWS NOW, who joined in the KEEN Golf and Tennis Classic at Woodmont Country Club in Rockville, MD. We deeply thank all of our tournament participants and sponsors, especially our major sponsors, Marriott International Inc. and Sonnenschein, Nath & Rosenthal, LLP, whose support has enabled KEEN to grow in the past year.

## Sports Festival – The Best Days are KEEN Days

**ON JUNE 7**, hundreds of athletes, family members and volunteers from KEEN's 15 programs celebrated 17 years of KEEN at the annual KEEN Sports Festival held at Hadley's Park in Potomac, MD. Olympic Gold Medalist Dominique Dawes; Fox 5 News Anchor Will Thomas; and Slapshot, the Washington Wizards' mascot, joined KEEN's special guests and friends in this lively event, which offered games, friendship and a good time for everyone involved in KEEN.

## Dominique Dawes Becomes Honorary Board Member

**IN JULY, OLYMPIC GOLD GYMNAST DOMINIQUE DAWES** joined KEEN's Board of Directors as an honorary Board member. Dawes, a Silver Spring native, has a younger brother with autism and is intimately aware of the challenges faced by young people with disabilities and their families. In her new KEEN role, Dawes will help represent KEEN to the Washington, DC, community and the media, and advocate the importance of and need for KEEN's programs throughout the greater metropolitan Washington, DC, area.

## Washington Kastles Kids Tennis Clinic

**IN JULY**, KEEN athletes learned tips and techniques from professional players of the Washington Kastles tennis team during a special one-day clinic at the team's outdoor stadium in downtown Washington, DC. Afterward, KEEN athletes and their families were invited to stay to watch the tennis players compete in professional matches.

## KEENFest—A Night to Remember

**MORE THAN 450 KEEN SUPPORTERS** gathered for KEENFest 2009 – Celebrate our Stars, our 9th annual evening of friends, food and fundraising to benefit KEEN's programs, at the Bethesda North Marriott Hotel & Conference Center on October 29. Stuart Scott, ESPN *SportsCenter* Anchor, and Michael Wilbon, *Washington Post* Columnist, Co-Host of ESPN's *Pardon the Interruption*, our emcees for the evening, made the night's program fun and lively. KEEN honored the Washington Redskins Charitable Foundation with the Corporate Award, which was accepted by Vinny Cerrato, Executive VP of Football Operations, for their outstanding support. KEEN gave the Volunteer of the Year award to Hillary Lerner, program coordinator for KEEN's DC Music program.

“

Our family and Ruthie really appreciate KEEN. The one-on-one attention and opportunity to do activities that meet Ruthie at her level are a regular highlight of her weekends. Ruthie rarely misses a session and always seems to enjoy herself (she can't talk but her smile says a lot).

- KEEN Parent

”

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# 2009 DONORS

Due to the incredible generosity of businesses, foundations and individuals, KEEN Greater DC continues to provide all programs at no charge to our athletes and their families. Thank you!

“

KEEN's mission, providing recreational opportunities to kids with disabilities, is dear to my heart, and KEEN's efficient operations and large volunteer corps make it a great way to leverage my charitable donations to produce maximum effect.

– KEEN Donor

”



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\* Donor contributed to KEEN's Fund-An-Athlete or year end giving campaigns.

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KEEN Greater DC receives contributions through the United Way #8065 and Combined Federal Campaign #75656.

Every effort has been made to correctly list 2009 major donors. Please contact us at support@keengreaterdc.org if there has been an oversight.



\* Donor contributed to KEEN's Fund-An-Athlete or year end giving campaigns.

# FINANCIALS

## KEEN GREATER DC, LLC STATEMENT OF ACTIVITIES

FOR THE YEAR ENDING 12/31/2009 (UNAUDITED)

### SUPPORT

Foundations/Organizations	71,211
United Way/CFC	6,684
Business/Corporate Contributions	5,555
Individual/Family Contributions	33,770
Government Agencies	10,502
Special Event Income	
KEEN Golf & Tennis Classic	137,280
KEENfest	253,115
<i>Total Special Event Income</i>	<i>\$390,395</i>
Investment Income	1,326
SUBTOTAL	\$519,443
Co-Sponsored KEENFest Revenue*	(57,357)
<b>TOTAL NET REVENUE AND SUPPORT</b>	<b>\$462,086</b>

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.

A copy of our current financial statement is available upon request by contacting KEEN Greater DC LLC. 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.

### EXPENSES

Program Services	
KEEN Kids - Maryland	24,767
KEEN Teens - Maryland	28,978
KEEN Young Adults - Maryland	17,818
KEEN Sports - Southeast, DC	31,864
KEEN Swim - Southeast, DC	7,593
KEEN Swim - Maryland	11,642
KEEN Tennis - Virginia	1,547
KEEN Music - Southeast, DC	8,925
KEEN Music - Maryland	16,554
KEEN Adults	2,500
KEEN Bowling	3,584
Sports Festival	5,083
<b>Total Program Services</b>	<b>\$160,855</b>
Supporting Services	
Management and Administration	30,912
Fundraising	26,431
<b>Total Supporting Services</b>	<b>\$57,343</b>
Special Events	
KEEN Golf & Tennis Classic	77,496
KEENfest	104,300
<i>Total Special Events Costs</i>	<i>\$181,796</i>
<b>TOTAL EXPENSES</b>	<b>\$399,994</b>
<b>NET INCOME</b>	<b>\$62,092</b>

\* KEENFest is a joint event with KEEN USA, under which KEEN Greater DC and KEEN USA have agreed to share revenues and expenses 60/40%, respectively. The Co-Sponsored KEENFest Event Revenue shows KEEN USA's share of net proceeds.



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\*Board Members, as of February 2010





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**KEEN GREATER DC**

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