

INSIGHT



KEENFest 2005- A Big Success

More than 400 supporters gathered at the Bethesda North Marriott Hotel & Conference Center on Wednesday, October 26, 2005 for KEENFest an evening of food, friends and fundraising, all to benefit KEEN's programs across the greater DC area. The silent auction featured a wide array of items ranging from restaurant certificates to sports memorabilia, and included trips to the Bahamas, NYC, Las Vegas, a Chicago trip with tickets to The Oprah Winfrey Show, and a weekend package to the NBA All-Star Game, plus jewelry in all styles and price ranges. KEENFest received enormous support from more than 50 corporate and individual sponsors. The highlight of the evening was an awards ceremony honoring KEEN's corporate sponsors and most outstanding volunteers who help KEEN provide one-to-one recreational activities for children and young adults with disabilities.

"I am truly overwhelmed by the level of support for our 5th annual KEENFest. We raised more than \$100,000-- exceeding our goal for this event! Because of the generous support of our sponsors, auction donors, and guests, we will be able to continue KEEN's mission of providing sports and recreational activities for young people with disabilities at no cost to their families," said KEENFest Co-Chair Estee Portnoy.

"The prospect of expanding KEEN's programs and number of athletes we serve in the DC area while continuing to provide nine recreation and sports programs ranging from basketball to swimming to music and dance each weekend has meant an exciting and work-filled year for KEEN," Sheila Sankaran, KEENFest Co-Chair and KEEN Board Member added.

Dan Murphy, President of KEEN's Board of Directors, and KEEN's Executive Director, Beata Okulska, honored two outstanding volunteers for their exceptional contributions.

KEENFest continued, page 2.

KEEN Greater DC to Benefit from November 17 FCBA and FCBA Foundation Annual Charity Auction

Will You Help?

KEEN Greater DC has been selected to receive all proceeds from the 16th Annual Charity Auction of the Young Lawyers Committee of the Federal Communications Bar Association (FCBA) and the FCBA Foundation. The Auctions will be held November 17, 2005 from 6:30 p.m. to 10:00 p.m. at the Hamilton Crown Plaza Hotel's Almas Temple, 14th and K Streets, N.W. in Washington, D.C. Admission is free, and the Auction is open to the public.

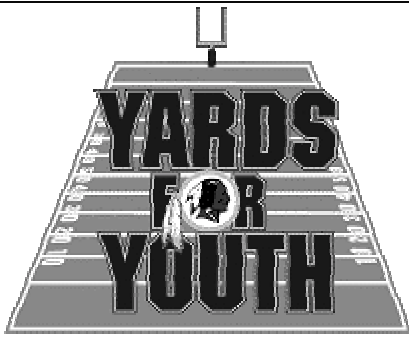
Last year, more than \$70,000 was raised from the FCBA and FCBA Foundation Auction. All proceeds from the 2005 Auction will go to KEEN Greater DC to help fund our expansion into the District.

Raffle tickets will be on sale at the KEEN sessions on November 6 and 13. The Raffle grand prize will be a 42" SONY Grand WEGA™ 3LCD Rear Projection HDTV.

Raffle tickets are very reasonably priced at \$3 each or 2 for \$5. We hope every KEEN family who is able will support this event by purchasing at least 8 tickets for \$20.

Please support the FCBA Auction and KEEN by purchasing raffle tickets at the KEEN sessions on November 6 and 13!





**A Win for the Redskins
Is a Win for KEEN Greater DC!**

Great news, Sports fans! Keen Greater DC has been selected as one of the benefiting charities for the **Washington Redskins** "Redskins' Yards for Youth" fundraising campaign. Created by the Washington Redskins Charitable Foundation, Yards for Youth is a unique opportunity to donate to KEEN Greater DC – as well as a great way to cheer on your favorite NFL team. Yards for Youth donations are based on the Redskins on-field achievements during the entire 2005 season.

Anyone can participate in this program by pledging a specific amount of money for each offensive yard gained during the 2005 Washington Redskins season. Offensive yards are the combined total of rushing and passing yards. During the 2004 NFL season, the Redskins gained 4,398 total offensive yards. If the Redskins gain 4,500 yards during the 2005 season, a penny pledge would result in a \$45 donation, 2 cents would result in a \$90 donation, and so on. Or donors can make a straight contribution of \$25, \$50, or more. The amount you select will be donated to KEEN Greater DC.

To support KEEN Greater DC via Yards for Youth, go to www.yardsforyouth.org (or link to it through www.keengreaterdc.org) and scroll down until you see the KEEN Greater DC logo. Click on the KEEN Greater DC logo and follow the instructions to pledge on-line. Your donation can be based on a penny or more per offensive yard or a straight contribution.

Tell all your friends and family to join in the fun, and thanks for supporting Yards for Youth and KEEN Greater DC!

KEENFest, continued.

Susan Holleran, received a *Volunteer of the Year* award, for coordinating KEEN Swim, a program for KEEN athletes of all ages, held at the Jewish Community Center in Rockville. "Susan has done a fantastic job of ensuring that the facility, lifeguards, athletes, parents and coaches are always synchronized. We thank Susan for taking over the coordination of the program and running it beautifully," said Murphy while presenting the award.

John Jones, who also received a *Volunteer of the Year* award, has volunteered with KEEN for three years primarily in KEEN's Swim and Music programs. "We thank John for bringing the right combination of positive energy and patience to every KEEN session. The athletes just love him," added Okulska.

KEEN's Founder, Elliott Portnoy then presented Cap Potter, Vice-Chairman of Sonnenschein Nath & Rosenthal, with a special *Corporate Award* for their extraordinary support in funding KEEN's expansion to other cities across the nation. Portnoy noted, "Nearly 14 years ago when we established KEEN in Washington DC, we had a simple plan to enhance the lives of young people with more severe and profound disabilities, tap into this community's phenomenal volunteer pool, and provide our services completely free of charge. But in our wildest dreams, we could never have imagined that we would have the opportunity KEEN was presented with two years ago by Sonnenschein Nath and Rosenthal. Sonnenschein -- a law firm with offices in nine cities around the country -- offered to fund the establishment and operation of a KEEN program in all cities in which the firm has a substantial presence. Beyond Greater DC, KEEN now has programs in Chicago, Kansas City, Los Angeles and St Louis."

The evening ended with a raffle for a diamond necklace and earrings drawn by KEEN's Event Manager Denise Brownlee. "This special evening was our most successful KEENFest ever due to the generosity of our sponsors and auction donors and the phenomenal effort of many people including the KEENFest Committee, KEEN's Board of Directors and each and every volunteer who helped us during the last six months," said Brownlee.

KEEN
Especially Thanks our
KEENFest Sponsors:

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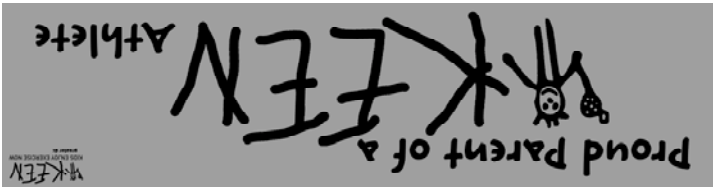
And we also thank the local businesses who placed messages in the KEENFest program book:

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Cool KEEN Stuff

KEEN has some new offerings for our athletes and their families: a calendar, bumper stickers, and letter jackets. The calendar is modeled on those done by many area high schools. It contains a schedule of all the KEEN events, including all scheduled KEEN special events, such as KEENFest and Sports Festival. It also serves as a KEEN Handbook, providing critical phone numbers, names, policies, and everything else you need to know to get the most out of KEEN. The “Proud Parent of a KEEN Athlete” bumper stickers give every KEEN parent a chance to show the world that we take pride in our children’s accomplishments. These bumper stickers are vinyl and easily removable. They won’t damage your car’s paint. Both the calendar and bumper stickers are free, and have been distributed at KEEN sessions. If you don’t have one, please contact Beata at info@keengreaterdc.org, or inquire at a session.

The letter jackets are new for KEEN, offering our athletes a way to celebrate their membership in KEEN. For the younger athletes, we are developing a nylon baseball jacket with the letter “K” on front and a KEEN logo on the back. These great jackets are also available in adult sizes. Design details are still being finalized, but the jacket should sell for around \$40. For the older athletes, we have regulation Letter Jackets, identical in quality to those sold at area high schools and colleges. These black wool jackets can be ordered with leather or wool sleeves. A chenille “K” is stitched on the front and the KEEN logo embroidered on the back. Jackets with leather sleeves are \$225 plus tax and shipping. Jackets with wool sleeves are \$180. Letter jackets may also be ordered by parents, volunteers and friends. They are all custom ordered and take 4 – 6 weeks for delivery. See our website for more information or call Heather at AW Sports at 301/921-0836. These jackets are not a fundraiser for KEEN, but an opportunity to offer our athletes the same types of apparel as they would receive in other sports programs.



KEEN
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