

It's  
Happening!

ANNUAL REPORT 2005



 **KEEN**  
KIDS ENJOY EXERCISE NOW  
greater dc

# greetings

FROM BOARD PRESIDENT AND EXECUTIVE DIRECTOR

KEEN athletes, family members and friends gather at the Cure Autism Now Run in Potomac, Maryland.



 **KEEN**  
KIDS ENJOY EXERCISE NOW  
greater dc

**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.

PHOTOS BY ALAN KRESSE

## Dear Friends:

**K**EEEN's innovative programs for young people with disabilities were recognized by many Washington area organizations through grants, awards and honors in 2005. In celebration of its 40th anniversary, *Washingtonian* magazine named KEEN Greater DC as one of the "40 organizations [that] strengthen the bodies and spirits of young Washingtonians." KEEN was also selected for inclusion in the 2005 *Catalogue for Philanthropy: Greater Washington* as one of the small charities "making a difference" in the DC area. Distributed to over 30,000 households in the Washington, DC, area, this catalogue offers KEEN a unique introduction to the most prominent donors in our community. Such exposure heightens KEEN's visibility, allowing us to further our mission.

KEEN was also recognized by Cure Autism Now (CAN), one of the most important advocacy groups for autism research. Recognizing the dearth of programs like ours that are accessible to children with autism, CAN designated KEEN as the recipient of 10 percent of the proceeds from registration for its annual 4th of July 5K Run. We put together a large team of athletes, their families, and our volunteers to participate in the event, impossible to miss in our bright orange shirts and even brighter smiles.

The year ended with a spectacular event that will pay dividends in 2006 and beyond. In November, the Federal Communications Bar Association Foundation named KEEN the sole beneficiary of the proceeds of their annual silent auction—over \$76,000—to bring KEEN programs into Southeast, DC. We are excited beyond words to be expanding sports and recreation activities for children with disabilities—even profound and severe disabilities—into this part of our community. There is no question that, "It's Happening!" for KEEN Greater DC.

Sincerely,

**Daniel C. Murphy**  
President, KEEN Greater DC

**Beata Okulska**  
Executive Director, KEEN Greater DC



# details

WHO WE ARE AND WHAT WE DO



## About KEEN

The need for sports and recreational programs for children and young adults with more profound and severe disabilities was enormous in 1992 when KEEN was founded, and that need continues to this day. KEEN provides children with autism, cerebral palsy, Down syndrome or other disabilities an opportunity to shoot hoops, kick a soccer ball, bowl, swim or dance with the help of volunteer coaches. Because of the nature of the challenges they face, most KEEN athletes cannot participate in typical adaptive sports teams and leagues. Indeed, for many of our athletes, KEEN is the only organization that can accommodate their special needs.

Led by volunteers who donated more than 10,000 hours of their time in 2005, KEEN provides recreational services entirely *free-of-charge*. The facility rentals, equipment, and other services required to operate KEEN's programs are funded through fundraising events, grants and private donations.

What makes KEEN unique is that *every child is accepted* in the program, regardless of the nature or severity of his or her disability. In its open, unstructured and non-competitive environment, every child can enjoy every activity without the fear of losing or not being the best. Athletes gain confidence and self-esteem, and perhaps most important, a sense of social belonging. And they have fun!



"KEEN Greater DC is our flagship affiliate. It opened in 1992 with a handful of athletes and coaches, and a simple idea: pair a trained volunteer coach with each athlete, and let them discover together what they could do."

—ELLIOTT PORTNOY, KEEN FOUNDER



# happenings

2005 HIGHLIGHTS AND HONORS



Rick Jacobs, Steve Manshel and Board Member Daryl Nickel enjoy the KEEN Golf & Tennis Classic.

## KEEN Golf & Tennis Classic

More than 150 golfers teed off in bright sunshine at the 12th Annual KEEN Golf & Tennis Classic held on April 18, 2005, at Indian Spring Country Club in Silver Spring, Maryland. Thanks to our generous sponsors, golfers and tennis players, \$54,000 was raised to support KEEN Greater DC.

## Birdies for KEEN

KEEN was chosen to participate in the Booz Allen Classic's fundraising program, Birdies for Charity, where KEEN donors pledged a penny, nickel or more for each birdie scored by PGA pros during the 2005 Booz Allen Classic, held June 6–12, 2005 at Congressional Country Club.

## KEEN Sports Festival

Montgomery County Council Member George Leventhal proclaimed June 5, 2005, as “KEEN Day” in Montgomery County to mark our fourth annual Sports Festival. This is the one day of the year when hundreds of athletes, family members and volunteers from KEEN's nine programs gather at one location, Hadley's Park in Potomac, Maryland.

## Kudos for KEEN from Washingtonian Magazine

KEEN Greater DC was named in the October 2005 issue of *Washingtonian* magazine as one of the “40 organizations [that] strengthen the bodies and spirits of young Washingtonians.”



Burt Braverman, Board Member (third from left), and Beata Okulska, Executive Director (fifth from left), accept a big check on behalf of KEEN — the proceeds from the Federal Communications Bar Association Foundation Auction!

KEENFest Co-Chairs Sheila Sankaran and Estee Portnoy led the most successful KEENFest ever, raising more than \$100,000 for KEEN's programs.



Cap Potter, Vice Chair, Sonnenschein Nath & Rosenthal LLP, accepts KEEN's heartfelt thanks for the firm's role in KEEN's national expansion from KEEN's Founder, Elliott Portnoy.

## A Win for the Redskins, A Win for KEEN

Fall kicked off with KEEN being selected by the Washington Redskins Charitable Foundation to participate in their season long fundraising program Yards for Youth.

## KEENFest Raises \$100,000 for KEEN's Programs

KEENFest, our annual dinner, silent auction and awards ceremony held on October 26, 2005, at the beautiful new Bethesda North Marriott Hotel & Conference Center, was our most successful ever, raising more than \$100,000 to support KEEN's nine programs for children and young adults with disabilities. KEEN honored Sonnenschein Nath & Rosenthal LLP for its enormous contribution to our national expansion.

## FCBA Foundation Auction Results in New Programs for KEEN!

The Federal Communications Bar Association (FCBA) Foundation selected KEEN as the beneficiary of their annual auction with \$76,000 in proceeds from the event targeted to launch two new KEEN programs in Southeast DC! Thank you, FCBA.

## KEEN “Making a Difference” as a Small Charity in the DC Area

Fifty professional grant makers and leaders from the DC area representing *Catalogue for Philanthropy*, Washington DC selected KEEN as one of the smaller charities—with budgets below \$2 million—that are “making a difference” in the DC area.



# programs

SPORTS, ACTIVITIES AND OUTINGS

All of KEEN's programs are based on a single principle: pair a trained volunteer with an athlete and let them discover together how far they can go. Using this simple formula, we've discovered that at KEEN,

## It's Happening...



... **AT THE BOWLING ALLEY**, for young adults at the AMF Shady Grove Lanes in Rockville, MD.

... **AT THE GYM**, for kids, teens and young adults at KEEN Sunday Sports at Tilden Middle School in North Bethesda, MD.

... **AT THE POOL**, for athletes of all ages at KEEN Swim at the Jewish Community Center in Rockville, MD.



... **AT THE THEATER** for kids and teens at KEEN Music, held at the Bethesda Academy of the Performing Arts' Imagination Stage in Bethesda, MD.



... **AT THE 4 SEASONS TENNIS CLUB** for kids and teens with their coaches from the Bob Pass 4 Star Tennis Academy in Merrifield, VA.

"My son loves every KEEN event—the regular sessions, the annual Sports Festival, you name it—because for that time period, he has a friend. KEEN gives people with disabilities the friendship they so desire but can't obtain on their own."  
—KEEN PARENT



... **AT THE SPORTS CLUB** for young adults at KEEN Fit, held at the Washington Sports Club in the Chevy Chase Pavilion in Washington, DC.

... **AROUND TOWN** for KEEN Club teens and their peer companions.



# volunteers

## FRIENDS, COACHES AND COORDINATORS

Volunteer of the Year winner John Jones enjoys KEENFest with Kim Dustin, KEEN Music coordinator.



Volunteering with KEEN is fun and flexible! Some volunteers help occasionally at KEEN's programs while others become regulars, join the Coaches Committee and take on leadership roles. First-time volunteers attend an orientation session where they learn about KEEN and how to interact and have a good time with the athletes. In 2005, KEEN volunteers donated more than 10,000 hours of their time. Thank you to all of KEEN's volunteers. We could not run KEEN without you!

### Volunteer of the Year Awards

KEEN honored two volunteers, Susan Holleran for organizing KEEN Swim and John Jones for the positive energy and enthusiasm he brings to each session of KEEN's Swim and Music programs with *Volunteer of the Year* awards.

Susan Holleran (center) receives her Volunteer of the Year award from Board President, Dan Murphy, and Executive Director, Beata Okulska.



"It is amazing to see the change in the athletes in just a few months. Kids who were afraid to leave their parents or enter a strange place are now charging into the gym! I knew KEEN would make a difference in the lives of the kids, I just didn't know how dramatic the difference would be."  
— KEEN VOLUNTEER

### 2005 Coaches Committee

- |                    |                  |                    |
|--------------------|------------------|--------------------|
| Jonathon Anderson  | Charlie Gilbert  | Laura Partridge    |
| Scott Brunton      | Marsha Glazer    | Rachel Paul        |
| Jennifer Colaguori | Amy Gold         | Sheila Sankaran    |
| Christine Collins  | Susan Holleran   | Garret Sern        |
| Lisa Cook          | Mark LeLonde     | Jane Stein         |
| Kimberley Dustin   | Darcy McCarty    | Joanna Szczepanik  |
| Shaul Eini         | Jane Meacham     | Natalia Szczepanik |
| Mike Frandsen      | Karen J. Migdail | Sara Waller        |
| Nancyellen Gentile | Nick Nimerala    | Beth Wenger        |
| Claire Giambi      | Sola Ope         |                    |

# thanks

TO ALL OF OUR 2005 MAJOR DONORS



Due to the **incredible generosity** of businesses, foundations and individuals, KEEN Greater DC continues to provide all of its programs **at no charge**.

## Hall of Fame \$10,000+

American Amusement  
Machine Association  
Marriott International  
Sonnenschein Nath  
& Rosenthal LLP

## \$5,000+

Fernandez Foundation  
John C. Grimberg Co., Inc.  
Rebecca & Richard Kay  
Montgomery County  
Partnership Grants for Arts/  
Humanities and Recreation

Myrtle Herbst Charitable Trust  
Cap & Renee Potter  
Mark & Helen Russell  
Service Guild of Washington  
Venable Foundation

## \$2,000+

Altria Group, Inc.  
Cure Autism Now  
Jack Davies  
The Donohoe Companies, Inc.  
Boomer Esiason  
Gatorade  
Mattress Warehouse

Montgomery County Councils,  
Knights of Columbus  
The Murphy Team  
at Long & Foster  
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Sondra & Daryl Nickel  
Estee & Elliott Portnoy  
Donald & Mary Rosenstein

Share the Health, Inc.  
Simon C. Fireman Charitable  
Foundation  
Kit & Diana Smith  
United Way of the National  
Capital Area  
The *Washingtonian* Magazine

## \$1,000+

BB&T  
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Shoe Train Ltd.  
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Pordy & Ecker, P.A.  
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White Flint/ Lerner Enterprises  
The Whiting-Turner  
Contracting Company, Inc.

## \$500+

Laura & Perry Apelbaum  
Linda & Richard Blumenreich  
Burt Braverman  
& Kathleen Meredith  
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Lawrence & Susan Chandler  
Elliott Mitchell Family  
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## \$200+

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Josh & Amy Berman  
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Washington Golf Charities, Inc.  
Washington Redskins  
Charitable Foundation

## In-Kind Donors

4 Star Tennis Academy  
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Nick's Sausages  
Nike  
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Sandglass  
SFX Sports Group  
Shoe Train Ltd.  
Sonnenschein Nath  
& Rosenthal LLP

KEEN Greater DC receives contributions through the United Way and the Combined Federal Campaign #8065. Every effort has been made to correctly list our 2005 major donors. Please contact us at [support@keengreaterdc.org](mailto:support@keengreaterdc.org) if there has been an oversight.





# financials

## STATEMENT OF ACTIVITIES

### KEEN Greater DC, LLC

YEAR ENDING DECEMBER 31, 2005 (UNAUDITED)

REVENUE AND SUPPORT	
Grants	10,495
Contributions	22,634
<b>Special Event Income</b>	
KEEN Golf & Tennis Classic	119,591
KEENFest	141,606
<b>TOTAL SPECIAL EVENT INCOME</b>	<b>261,197</b>
Interest Income	308
<b>TOTAL REVENUE AND SUPPORT</b>	<b>294,634</b>
EXPENSES	
<b>Program Services</b>	
KEEN Kids	26,315
KEEN Teens	22,135
KEEN Young Adults	13,991
KEEN Swimming	3,473
KEEN Tennis	1,587
KEEN Music	12,584
KEEN Bowling	3,082
Sports Festival	3,314
<b>TOTAL PROGRAM SERVICES</b>	<b>86,481</b>
<b>Supporting Services</b>	
Management and Administration	39,119
Fundraising	9,339
<b>TOTAL SUPPORTING SERVICES</b>	<b>48,458</b>
<b>Special Events</b>	
KEEN Golf & Tennis Classic	65,477
KEENFest	47,048
<b>TOTAL SPECIAL EVENTS COSTS</b>	<b>112,525</b>
<b>TOTAL EXPENSES</b>	<b>247,464</b>
<b>NET INCOME</b>	<b>47,170</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.



# leaders

DEDICATED TO KEEN

### 2005 Board of Directors

**Daniel C. Murphy**, President  
THE BOZZUTO GROUP

**Kate Hurson**, Vice President  
PARENT REPRESENTATIVE

**Sheila Sankaran**, Secretary  
COMMUNITY REPRESENTATIVE

**Laura M. Franklin**, Treasurer  
WASHINGTON REAL ESTATE INVESTMENT TRUST

**Elliott I. Portnoy**, Founder  
SONNENSCHN NATH & ROSENTHAL LLP

**Rich Blumenreich**  
KPMG  
PARENT REPRESENTATIVE

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COMMUNITY REPRESENTATIVE

**Daryl Nickel**  
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PARENT REPRESENTATIVE

**Madeleine Rudd**  
PARENT REPRESENTATIVE

**Beth Wenger**  
MCNEILL GROUP INC.

**Beata Okulska**, Executive Director

**Denise Brownlee**, Development Director





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**KEEN Greater DC**

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