

2020 Annual Report

KEEN Greater DC-Baltimore

KEEN
KIDS ENJOY EXERCISE NOW
greater dc - baltimore





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*

The pandemic unexpectedly caused our KEEN world as we knew it to suddenly stop. We had to abruptly cancel all 38 of KEEN's one-to-one programs for young people with disabilities (KEEN athletes), leaving us with the question "What now?"

We knew how important continuing some type of programming would be for our athletes and their families but were in uncharted territory. How could we engage our athletes in a meaningful way so that they could continue to exercise and socially interact with our volunteers and staff? Thinking first and foremost of our athletes with disabilities for whom KEEN plays such an important part in their lives, we quickly adapted to this new reality. We were the first organization in our community to start interactive online activities. KEEN LIVE at Home virtual programs started within a week of our in-person shutdown.

We began with virtual Fitness and Zumba sessions on Sundays and shortly thereafter expanded to more days of the week and more interactive virtual programs and activities, including Yoga, Music, Tae Kwon Do, Book Club, social sessions and games with friends, and dance parties.

To make sure that we keep KEEN's entire community engaged, we brought back our volunteers from local high schools, universities, and corporate groups. They organize and run many of our virtual sessions and give everyone the opportunity to interact, learn, and have fun with KEEN athletes.

Our virtual programs contribute to feeling a sense of normalcy during these difficult times and lower emotional distress by motivating our athletes and volunteers to exercise and socially interact.

We are grateful to our sponsors and supporters who believe in KEEN and who join us in our perseverance! Thank you to every single one of you for helping us continue providing these very important programs to KEEN athletes entirely free of charge.

We are committed to fighting through these challenging times and not letting the pandemic infect our positive morale and dictate the future of our KEEN Programs!



Richard G. Blumenreich
Board President

A handwritten signature in black ink that reads "Richard G. Blumenreich".



Beata Okulska
Executive Director

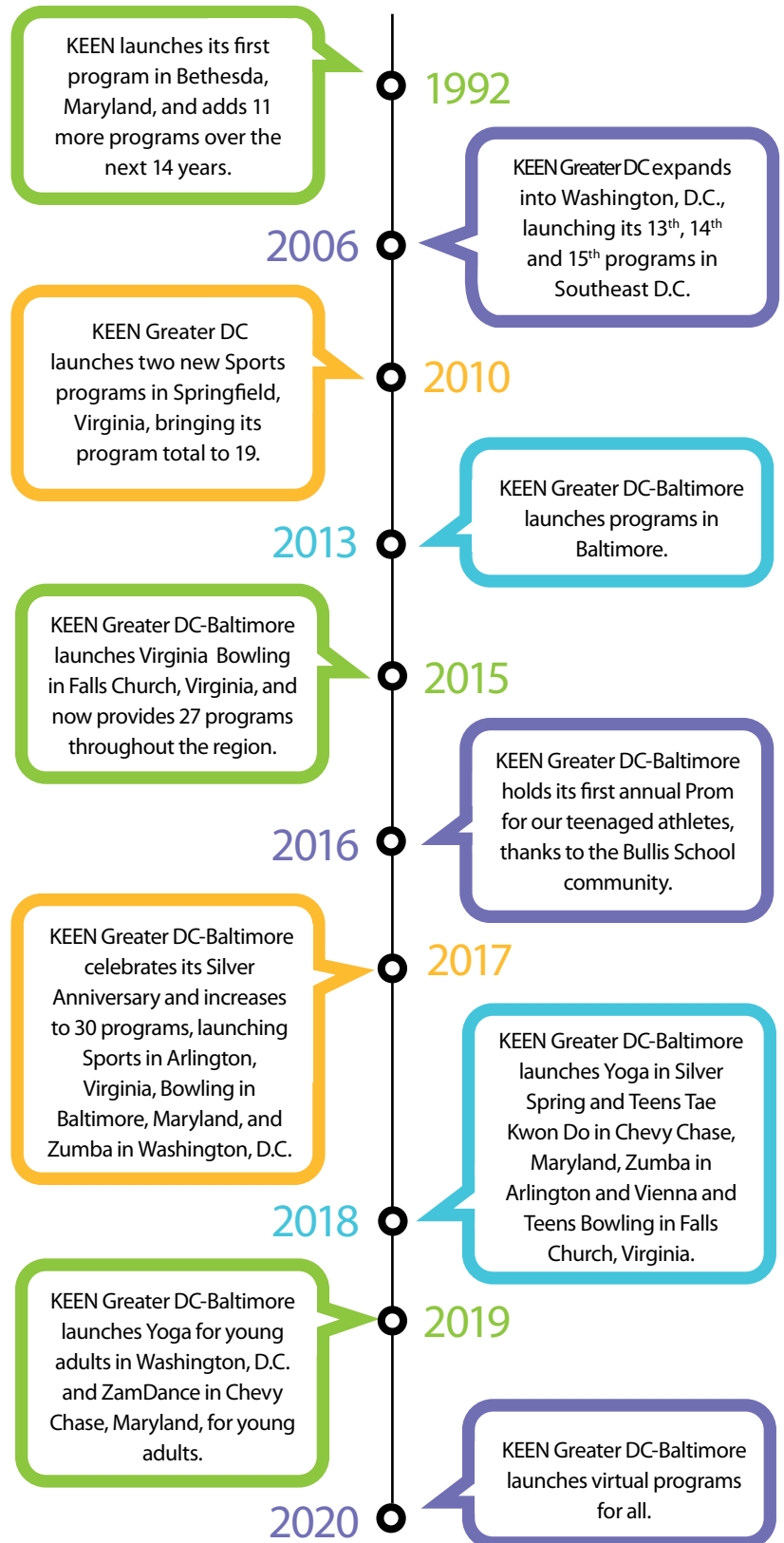
A handwritten signature in black ink that reads "Beata Okulska".



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 28 years, KEEN Greater DC-Baltimore has launched 38 free-of-charge in-person programs in the District of Columbia, Maryland and Virginia. Amid the pandemic, KEEN Greater DC-Baltimore launched 7 virtual programs, allowing athletes and volunteers to stay connected.

PROGRAMS



VIRTUAL PROGRAMS: **KEEN LIVE AT HOME!**

March

14 Suspends all in-person programs due to Covid-19.

May

22 Launches first virtual program: **Fitness, Story Time, and Zumba.**

03 Launches **Tae Kwon Do** program on select Sundays.

10 Launches **Music** program on select Sundays.

15 Holds **KEEN Club Prom**, run by Bullis HS student buddies.

26 Launches **Tuesday Game Nights** for KEEN Kids.

28 Launches **Thursday Game Nights** for KEEN Teens and Young adults.

29 Holds **KEEN Prom** for our Baltimore athletes.

31 Launches **Yoga** program on Sundays.

June

06 Holds **KEEN Prom** for our Virginia athletes.

12 Holds **KEEN Prom** for our Montgomery County teens and DC athletes.

19 Holds **KEEN Prom** for our Montgomery County young adult athletes.

August

05 Converts Tuesday/Thursday programs to **Wednesday Socials.**

September

09 Engages volunteer groups in running weekday sessions.

October

08 Launches **KEEN Book Club** program, run by JHU Neuroscience students.

15 Launches **KEEN Club** program, run by Bullis HS student buddies.

30 Holds **Fun Fall Festival**, run by JHU's Phi Kappa Psi.

December

04 Holds **Winter Wonderland Party.**



On Sundays:

Fitness with Aaron Anderson

Zumba with Zuzu Kennedy

Yoga with Polly Vail

Music with Autumn McClintock

Tae Kwon Do with Master Moon

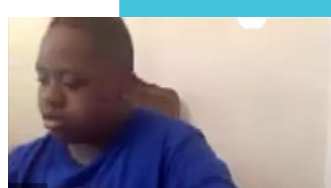
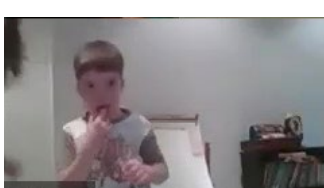
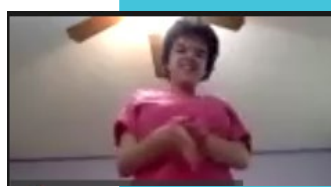
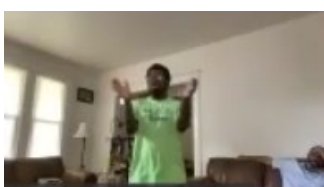
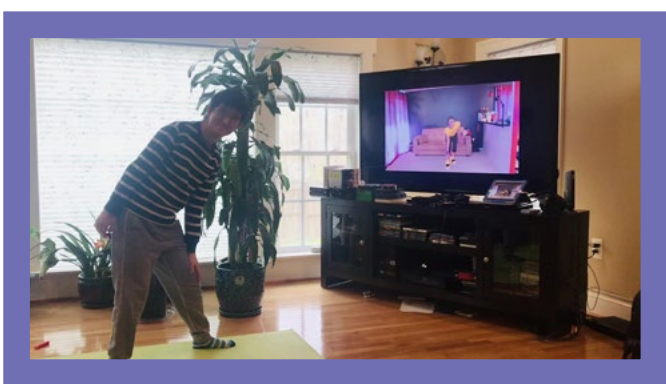
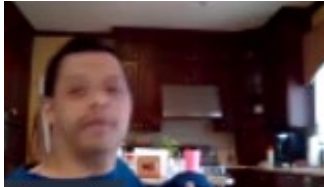
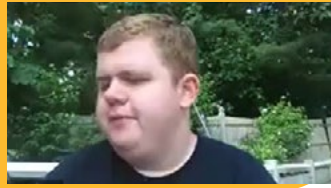
On Weekdays:

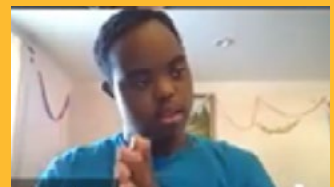
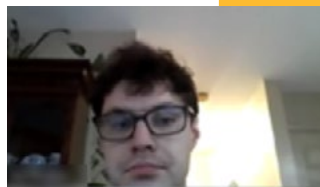
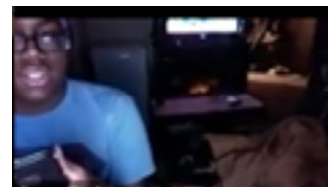
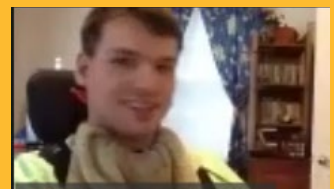
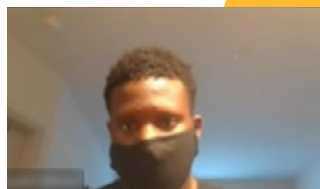
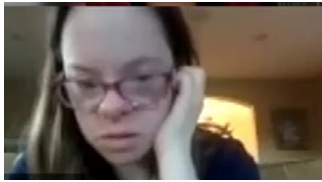
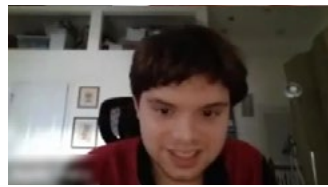
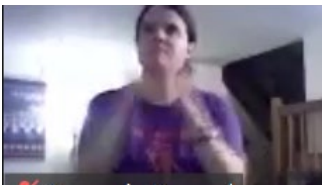
Wednesday Socials with volunteer groups.
Activity themes: crafts, dancing, animals, tours to U.S. states and countries around the world

Thursday Book Club with JHU Neuroscience students

Thursday KEEN Club with Bullis HS student buddies

Friday Special Events with KEEN Coaches





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 38 programs. They also play a vital role in our virtual programs. Thank you to all of our outstanding volunteers. Special thanks to our virtual volunteer groups:

Anastasia Liounakos

Bullis High School Students

Georgetown University
Alpha Phi Omega Fraternity

George Washington University Band

Howard University Medical College’s
Physical Medicine and Rehabilitation
Interest Group

Johns Hopkins University
Neuroscience Department

Johns Hopkins University
Phi Kappa Psi Fraternity

KEEN Coaches Committee Members

Marshall High School Students

Marymount University
Volleyball Team

University of Maryland
Student National Dental Association

COACHES COMMITTEE

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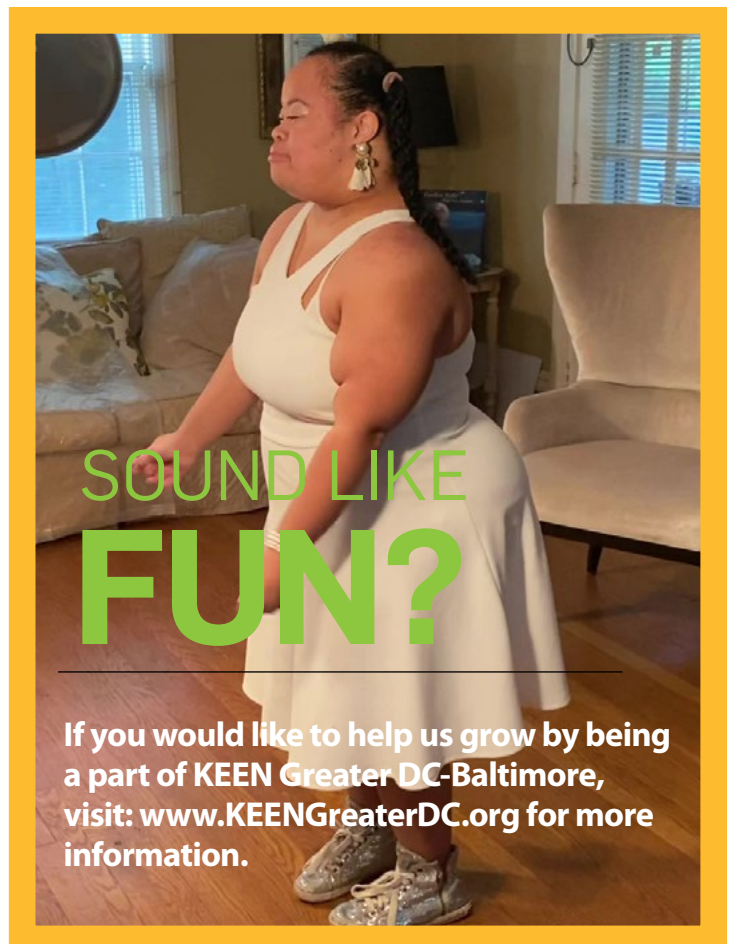
*As of January 2021

ASSOCIATES BOARD

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Dustin Canter

Timothy Holland
Gerard Pean

Ted Webne

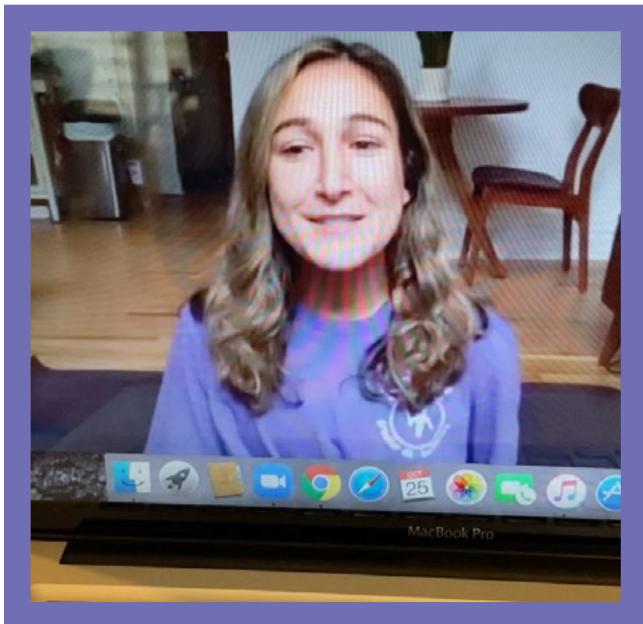


SPECIAL FUNDRAISING EVENTS



27TH ANNUAL GOLF CLASSIC

Nearly 100 golfers enjoyed a great day of golf, food and fundraising at a modified version of the KEEN Golf Classic at Woodmont Country Club in Rockville, Md. Special thanks to this year's top sponsors: Contemporary Electrical Services, Capitol Drywall, Accenture, Boatman and Magnani, Inc. and Park Hotels & Resorts. Thank you to all of our golf sponsors and supporters and to our dedicated Golf Classic Committee for making the event a great success!



NOT your average KEENFEST 2020

In lieu of our traditional annual fall gala, Volunteer Ambassadors hosted virtual events to celebrate our Not Your Average KEENFest week. Special thanks to our KEENFest corporate sponsors: Bernstein Management Group, Ferrari of Washington, Total Wine & More, Host Hotels & Resorts and Perry Bayliss Government Relations. KEENFest week events included:

A NIGHT WITH MASON HARRIS, THE CHUTZPAH GUY

Hosted by Rich and Hailey Blumenreich



WINE TASTING PRESENTED BY TOTAL WINE & MORE

Hosted by Fahimeh Bagheri and June Trone



A Platform for Women to Inform with Passion

TEACH GIVE INSPIRE FRIDAYS WITH GUEST SPEAKER AND KEEN CO-FOUNDER ESTEE PORTNOY

Hosted by Barbara Guterman

VINYASA FLOW YOGA WITH TANYA

Hosted by Tanya Bagheri



OFFICIAL FERRARI DEALER

Ferrari of Washington

APERITIF AND LIGHT BITES PRESENTED BY FERRARI OF WASHINGTON

Hosted by Jill Bernstein and Ferrari of Washington

Thanks to our event leaders, sponsors and donors, as well as our tireless KEENFest Committees for making Not Your Average KEENFest a great success!

2020 DONORS



\$30,000+



Joyce Koons honda buick gmc

\$15,000+

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MAXIMUS Foundation
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Children, Youth and Families

\$10,000+

Altria Companies Employee
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 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 2020 major donors.

FINANCIALS

KEEN GREATER DC, LLC STATEMENT OF ACTIVITIES

FOR THE YEAR ENDING 12/31/20 (UNAUDITED)

SUPPORT

Foundations/Organizations	150,200
Corporations/Businesses	60,459
United Way & CFC	3,224
Individual Donors	155,912
Government Agencies	110,500

SPECIAL EVENT REVENUE

KEEN Golf Classic	97,575
KEENFest	96,043
Investment Income	4,736

TOTAL REVENUE AND SUPPORT **\$678,651**

EXPENSES

Virtual Programs for Young People with Disabilities

Programs

Sports/Fitness	242,481
Dance/Music	132,122
Tae Kwon Do	14,029
Yoga	25,350
Social	108,446

Total Program Services **\$522,427**

Supporting Services

Fundraising	94,443
Management & Administration	32,315

TOTAL EXPENSES **\$649,185**

NET INCOME **\$29,466**

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.



“
 Thanks for
 keeping the KEEN
 family together!
 – KEEN Athlete
 ”

“
KEEN

sessions provide familiar and friendly outreach and continuity—from pre-Covid throughout Covid isolation.

”
— KEEN Parent

“
Proud to have KEEN in my life. Thanks for keeping the KEEN family together!
— KEEN Athlete
”

So wonderful to feel connected to the entire KEEN community.
— KEEN Coach
”

“

My son has been working on being appropriate in friendships and making friends in his programming at school. Obviously, this is hard to do with no access to new people, so [KEEN online] has given him a chance to work on that. He really wants to make friends so it has made him happy!

— KEEN Parent



“
KEEN online programs have improved my child’s mood and made him happy during this difficult, isolating time.
— KEEN Parent
”

The KEEN online programs have been amazing. It provides a community of friends who have shared experiences and sensitivity that fosters the children’s confidence and a feeling of comradery. We are so grateful for all that KEEN staffers have done and continue to do!!!
— KEEN Parent

”

“
Thanks for giving us an hour of structure to our Sunday.
— KEEN Parent
”

“
These contact engagements are so important—even if virtual—please keep up the good work.
— KEEN parent
”

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We'll Be Back!

KEEN GREATER DC-BALTIMORE

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www.KEENBaltimore.org

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