

BEYOND **all** expectations



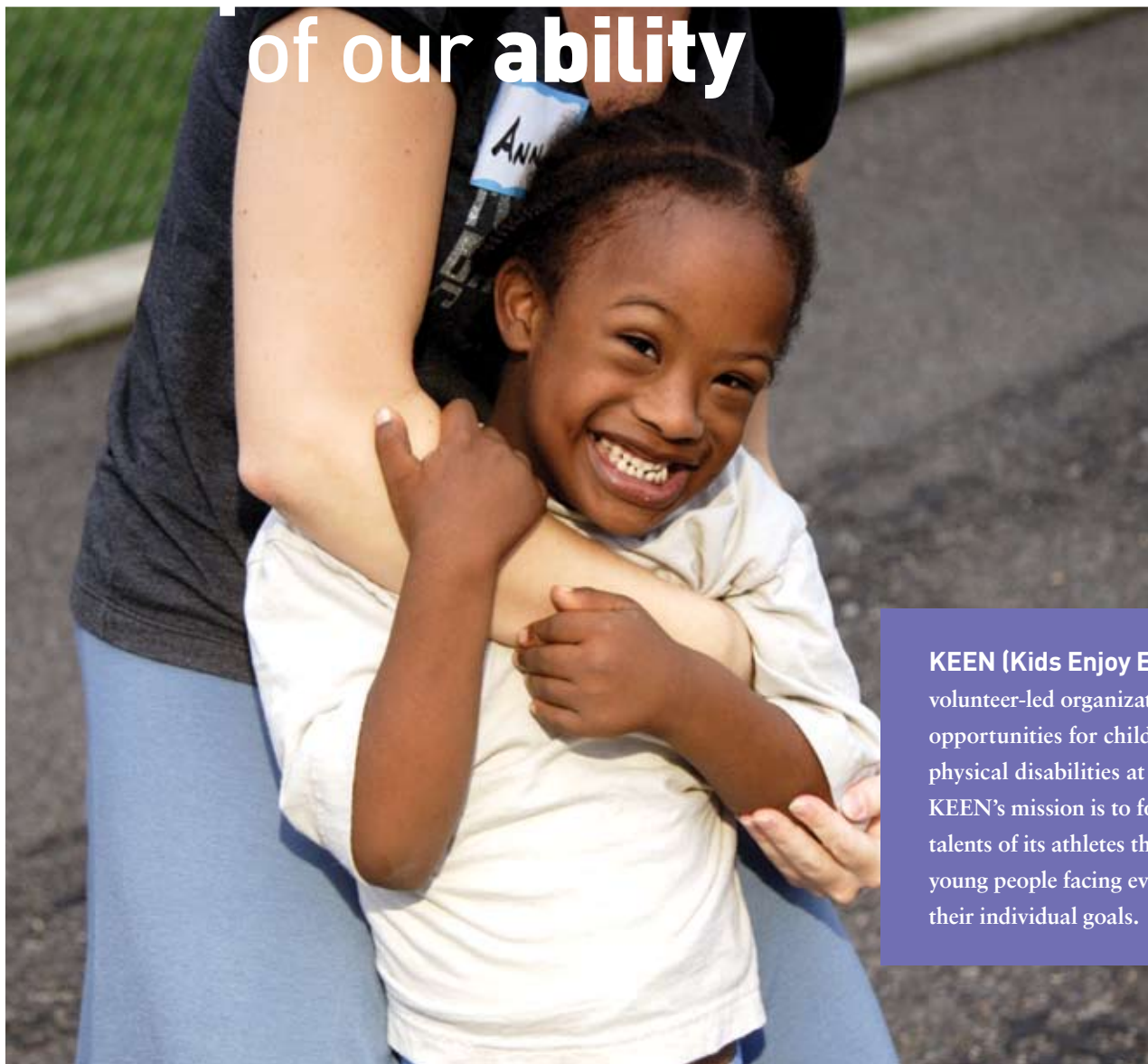
KIDS ENJOY EXERCISE NOW  
greater dc

ANNUAL REPORT 2006

[www.keengreaterdc.org](http://www.keengreaterdc.org)



we're proud  
of our ability



PHOTOS BY ALAN KRESSE

**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 mental 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.



greetings

FROM BOARD PRESIDENT AND EXECUTIVE DIRECTOR

**Dear Friends:**

For KEEN Greater DC, 2006 was a year of success beyond all expectations. Our longstanding vision of bringing KEEN to families in Washington, DC, was realized on March 18, 2006, when KEEN Swim opened its doors for the first time at the William H. Rumsey Aquatic Center in Southeast Washington. A month later, KEEN Sports held its first sessions at Payne Elementary School. Now, with a strong foothold in DC, KEEN is firmly established as a “Greater DC” organization, serving children and young adults with disabilities throughout the Washington metropolitan area.

The expansion of KEEN’s programs into Southeast Washington, DC, would not have been possible without the generosity of the Federal Communications Bar Association Foundation, which made KEEN the sole beneficiary of its silent auction in 2005. We also received overwhelming support from DC Public School officials, the DC Parks and Recreation Department, and a host of Washington parents who enthusiastically welcomed KEEN into their children’s lives.

Launching these new programs while ensuring that our existing programs in Maryland and Virginia continued to grow was a formidable challenge for KEEN. Thanks

to the commitment of our Coaches Committee and the hundreds of volunteers who bring our programs to life each week, we successfully met that challenge. Our ten recreational programs flourished in 2006, giving hundreds of children and young adults with disabilities the opportunity to show that, at KEEN—**we’re proud of our ability.**

For 2007 and beyond, the prospects are equally bright. Under the leadership of Don Rosenstein, KEEN Greater DC’s new President, KEEN will continue to reach out to young people with disabilities throughout greater DC and provide programs where friendship, self-esteem and confidence are the true measures of success.

Sincerely,

**DANIEL C. MURPHY**, PRESIDENT

**BEATA OKULSKA**, EXECUTIVE DIRECTOR



## Having Fun

As the mother of two KEEN athletes who both have autism, I have many KEEN memories.

One of my earliest memories is watching my son through a window at the gym playing with one of the KEEN coaches. I had never seen anybody having fun with my child before...and I can’t begin to tell you what that felt like.

Other recreational programs say that “anybody can participate,” but, as I learned a long time ago, that’s simply not true. At KEEN, that statement is 100% true and for more than 14 years, there has never been a time when both of my children weren’t happy to be there. At KEEN, they can be themselves and be accepted.

**Sue Hartung**, KEEN Parent



first session –  
**1992**

- ▶ 5 KIDS
- ▶ 10 VOLUNTEERS
- ▶ 1 PROGRAM
- ▶ 1 LOCATION
- ▶ 2 SESSIONS  
A MONTH

**now**

- ▶ **100s** OF KIDS  
& YOUNG ADULTS
- ▶ **1000s** OF  
VOLUNTEERS
- ▶ **13** PROGRAMS
- ▶ **7** LOCATIONS
- ▶ AS MANY AS **11**  
SESSIONS IN A GIVEN WEEK





KEEN's programs  
**have grown** beyond  
all expectations.



### SPORTS

Twice each month, kids, teens and young adults expend their energy and expand their skills in a wide range of sporting activities in KEEN's signature Sports program. On most Sunday afternoons, any one of six KEEN Sports groups can be found in a large gymnasium, gliding on scooters, riding state-of-the-art three-wheel bicycles, bouncing on huge balls, or perfecting their ball-playing skills. Volunteer coaches from the community, each paired with an athlete, help rev up the fun in this unstructured environment where spontaneity reigns! All sessions start with a warm-up and end with a group activity: Hokey Pokey for the kids; Macarena for the older athletes. Our young adults receive instruction in martial arts, too!

### SWIM

Athletes of all ages come together to enjoy an hour of splashing and swimming in an indoor pool under the vigilant eyes of our 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 an aquatic tug-of-war that is not to be missed!



## Expanding KEEN's Reach

My 13-year-old daughter has Down syndrome, and we live in the District. Until recently, we had to drive out to Rockville to participate in the KEEN programs. KEEN provides a great opportunity for her to exercise and socialize...what teenager doesn't love that?

Thanks to the new DC programs, several of my daughter's friends from the District—who otherwise would not have access to anything like KEEN—have been able to join in the fun. And, the fact that the programs are free-of-charge makes them even more accessible.

I can tell you first-hand that the KEEN program is one-of-a-kind in the District and the word is getting out. The need is enormous and parents and caregivers are extremely grateful.

**Marty Clark, KEEN Parent**



## *more sports, activities and outings*

### **FIT**

Young Adult athletes work out on professional exercise equipment to help them achieve their personal fitness goals and improve their endurance, strength and range of motion. Coaches stand by to support them and celebrate achievements.

### **MUSIC**

Kids and teens sing, dance and play percussion instruments in this arts program facilitated by music teachers. KEEN's coaches and aspiring musicians alike enjoy the upbeat atmosphere of KEEN's fastest growing program, bringing lightness and joy to all.

### **TENNIS**

Junior Champs from the Bob Pass 4 Star Tennis Academy partner with KEEN athletes for a monthly tennis program. No one keeps score, but everyone has "love" in their column.

### **BOWLING**

Young Adults and their coaches meet at bowling alleys to cheer one another on as they try their hand at getting a strike. Everyone is a star!

### **KEEN CLUB**

This program matches teenaged athletes with peer companion coaches for friendships that last the entire school year. In addition to playing more structured basketball or kickball games, KEEN Club participants go out into the community to attend professional sporting events such as Washington Wizards games. Coaches have found the experience to be so enjoyable and rewarding that many have returned for a second year's commitment.







## proud of our ability

At the end of every KEEN session, athletes join together in one big circle for “Prouds.” This is the time when each athlete lets everyone else know what they did that day that made them very proud. The accompanying smiles and applause give athletes a boost and end the session on a high note. No one ever has to ask the volunteers what they did that day that made them very proud—they coached a KEEN athlete!



## Compassion and Acceptance

My 19-year-old son has autism and is a KEEN athlete. My 17-year-old son is a coach who coordinates KEEN Club, the program that my older son participates in.

Without a doubt, KEEN is an amazing program for kids with disabilities, but I think it’s even more amazing for my younger son. It’s not easy having an older brother who has autism. As a result of his participation in KEEN, he is a lot more compassionate. He’s more willing to plan activities with his older brother, like going to a Wizards basketball game. It’s nice to see both boys excited about the same thing.

KEEN has really helped my son to be more accepting of his brother and, as their mother, I can’t begin to tell you how grateful I am for that.

**Karen Hutchison, KEEN Parent**



# volunteers

FRIENDS, COACHES AND PROGRAM COORDINATORS



**FROM THE LEFT:** Dan Murphy, President, KEEN Greater DC; Honorees Natalia Szczepanik and Nancyellen Gentile; and Beata Okulska, Executive Director, KEEN Greater DC.

## Who gets more out of the **interactions at KEEN**— the coaches or the athletes?

**T**ime and time again, volunteers find that the experience of coaching at KEEN takes them beyond all expectations. Because of the magical connections that occur between athletes and coaches, volunteers return again and again and again. Some join the Coaches Committee and take on leadership roles, while others help when they can. KEEN provides training for first-time volunteers at an orientation session where they learn about KEEN and the athletes. Whether they volunteer two or twenty times a year, coaches begin to look at the world through a different lens after participating in KEEN. And they also discover that their participation is a crucial element of KEEN's success.

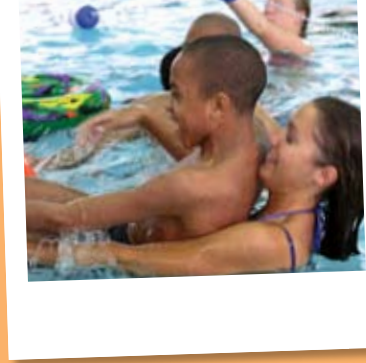
### **VOLUNTEER OF THE YEAR AWARDS**

Volunteer of the Year Awards were given to Nancyellen Gentile for her role in leading KEEN Teens as well as co-chairing the Coaches Committee and to Natalia Szczepanik for her commitment to KEEN Music.



# 2006 Coaches Committee

Jonathon Anderson  
Sruti Balakrishnan  
Maria Blake  
Scott Brunton  
Colin Christian  
Jennifer Colaguori  
Kimberley Dustin  
Karen Friedner  
Nancyellen Gentile  
Charlie Gilbert  
Marsha Glazer  
Christine Grant  
Susan Holleran  
Tim Hutchison  
Lisa Josephowitz  
Lisa Martin  
Jane Meacham  
Karen Migdail  
Juliana Minak  
Penny O'Kelley  
Rachel Paul  
Julia Poltorak  
Becca Rosenberg  
Garret Sern  
Jane Stein  
Joanna Szczepanik  
Natalia Szczepanik  
Kristen Walton  
Beth Wenger



## Building A New Program

We are extremely proud to be a part of the newest KEEN Swim program serving Southeast DC. The goal of this program is to bring opportunity and access to a community with an enormous need.

DC Swim is the only program of its kind for many of our athletes and the fact that it's free makes an enormous difference to the families that participate.

In just six months, we built up a waiting list for families who would like to join KEEN Swim. With additional resources, we can expand the program by adding additional sessions, recruiting more volunteers and buying new equipment, which will allow us to increase the number of athletes we serve.

**Maria Blake and Colin Christian,**  
Volunteer Co-coordinators  
KEEN Swim

## 2006—Events beyond all expectations

### KEEN GOLF & TENNIS CLASSIC

**Fabulous new venue!** Close to 200 golfers teed off in bright sunshine at the 13th Annual KEEN Golf & Tennis Classic held on April 24, 2006, at a fabulous new venue, Woodmont Country Club in Rockville, Maryland. Thanks to our generous sponsors, golfers and tennis players, \$54,000 was raised to support KEEN Greater DC.

### KEEN SPORTS FESTIVAL

**Our 5th!** On June 4, 2006 hundreds of athletes, family members and volunteers from KEEN's ten programs gathered at one location, Hadley's Park in Potomac, Maryland, for the fifth annual Sports Festival. This festive and spirited celebration was filled with games, food and friendship for everyone involved with KEEN.

### KEENFEST

**Record-setting fundraiser!** KEENFest, our annual dinner, silent auction and awards event, was our most successful ever, raising more than \$130,000 to support KEEN's programs for children and young adults with disabilities. At the event, which was held on November 1, 2006, at the Bethesda North Marriott Hotel & Conference Center, KEEN honored the Federal

Communications Bar Association Foundation for their enormous contribution to our program expansion in Southeast, Washington, DC.



Jennifer Warren, President of the Federal Communications Bar Association, accepts KEEN's award honoring FCBA's contribution to KEEN's expansion to Southeast, DC.

### KEEN RECEIVES SUPPORT

**From the community!** A special thanks to the following organizations who selected KEEN as the beneficiary of their fundraising events:

- Corporate Volunteer Council of Montgomery County, Booz Allen Classic
- Cure Autism Now, Potomac 4th of July 5K Run
- Potomac Chamber of Commerce, Potomac Day



KEENFest co-chairs Sheila Sankaran, Suzanne Mazer and Estee Portnoy.



A foursome from Marriott International enjoys KEEN's Annual Golf & Tennis Classic including Daryl Nickel, Board Member (far right).

## Generosity beyond all expectations

### \$10,000+

American Amusement Machine Association  
Cap & Renee Potter  
Carl M. Freeman Foundation  
Federal Communications Bar Association  
Marriott International  
Sonnenschein Nath & Rosenthal LLP

### \$5,000+

Cole, Raywid & Braverman  
Cosmetic, Toiletry & Fragrance Association  
Fernandez Foundation  
Tammy & Steven Goldberg  
Kelly Tinker Laughlin  
Potomac Chamber of Commerce  
Mark & Helen Russell  
United Way of the National Capital Area  
Venable LLP Foundation

### \$2,000+

Altria Group  
Bartlett Family  
Empowerment Fund  
Christina & Scott Brunton  
Corporate Volunteer Council  
of Montgomery County  
Cure Autism Now  
Jack Davies  
John Devierno & Nancy  
Burns  
DLA Piper Rudnick Gray  
Cary US LLP  
The Donohoe Companies/  
Donohoe Hospitality  
Services  
www.Elantes.com  
Boomer Esiason  
Gatorade Sports Marketing  
Harman Family Foundation  
Jewish Youth Philanthropy  
Institute  
John C. Grimberg Co., Inc.  
Jonathan Nehmer +  
Associates, Inc.

Kay 4 Family Foundation  
Dana & Michael Landow  
Mattress Warehouse  
Miller & Chevalier Charitable  
Foundation  
The Murphy Team at  
Long & Foster  
Michelle & Dan Murphy  
Sondra & Daryl Nickel  
PNC Bank  
Provident Bank  
RCM&D ...an Assurex  
Global Partner  
Reznick Group, P.C.  
Mary & Don Rosenstein  
SEEC  
The Service Guild of  
Washington  
Kit & Diana Smith  
Jay Weinstein  
Wells Fargo -  
R.E. Merchant Banking  
Whiting-Turner  
Contracting Co.

**In 2006, once again,** the incredible generosity of businesses, individuals and foundations, allowed KEEN Greater DC to provide all of its programs to hundreds of young people with disabilities at no charge.



## Helping Kids Make New Friends

It's been a privilege to be a part of the start of the KEEN Sports program in Southeast.

Additional resources would help us serve more children, but for the athletes that we are able to help right now, we know that KEEN is making a difference.

At the end of each KEEN session, every athlete and coach answers the question, "What did I do today that made me very proud?" At a recent session, one little boy said that what he was most proud of was that he'd made a new friend.

As a volunteer coach, when you hear things like that...you know you are spending your Sunday afternoons in the right place.

**Jane Meacham and Becca Rosenberg**  
Volunteer Co-coordinators  
KEEN DC Sports



# more supporters of KEEN

## A Friend to KEEN

The greater DC area lost a business and philanthropic leader in December 2006 when **Josh Freeman**, President and CEO of Carl M. Freeman Associates and Chairman of the Carl M. Freeman Foundation, died suddenly.

"Josh integrated giving back to the community in everything we did," said Cheryl Kagan, Executive Director of the Freeman Foundation. "He believed in building community, not just communities. His work was about more than building houses and shopping centers; it was about building quality of life."

As a grateful recipient of Josh's endless generosity through the foundation's innovative micro-grant program, F.A.C.E.S., and, more recently, through a Freeman Major Grant to support KEEN Sports, KEEN remains committed to the ideals that Josh embraced and embodied.

### \$1,000+

Anne Slaughter Andrew & Joseph J. Andrew

Autism Society of America

Suchitra & Murali Balakrishnan

BB&T

Linda & Richard Blumenreich

The Bozzuto Group

Nancy & Gene Carter

CBRE Realty Finance

Cresa Partners

Estelle Friedman Gervis Family Foundation

Marc Fleisher

Gallagher Evelius & Jones, LLP

Lisa & Murry Gunty

Richard C. Harris

Herb Gordon Auto Group/  
Tischer Auto Group

Adam Ishaiek

Claude & Nancy Keener

Cynthia H. & Jeong H. Kim

Mark David Ein Foundation

Jaime & David Matyas

Lesley & Mike McNamara

The Meltzer Group

Karen J. Migdail

Mills Limited Partnership

Montgomery County Councils,  
Knights of Columbus

Myrtle Herbst Charitable Trust

Estee & Elliott Portnoy

Sandy Spring Builders, LLC

Sheila Sankaran & Lane Koenig

Schiff Hardin LLP

Sroka Design, Inc.

Studio Z Design Concepts, LLC

Union Financial Corporation —  
Beth & Rob Eisman

Wachovia Insurance Services

White Flint/Lerner Enterprises

### \$500+

Ronald D. Abramson

Kevin Anderson

Richard & Deborah Bailine

Kevin & Dodie Bass

Ross & Nanette Bevan

The Bomstein Agency

Burt Braverman & Kathleen  
Meredith

William & Devin Burak

Lawrence Chandler

Michael Citren

John Dodge

Danny & Tiffany Ferry

The Friends Foundation

Ken & Judy Gilman

Helene & Andy Glick

Paula & Barry Goldsmith

Barry Gudelsky

Hansan Family Foundation

Dena Henry & John Ahern

David Hering

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High Street Enterprises, Inc.

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Sherry & Carl Migdail

Curtis & Amanda Polk

Gary Quintiere

Kathy & Mitch Racoosin

Idelle & Gerald Rosenberg

Rosenthal Companies

Randy & Shari Rothstein

Scott Salmon

Sanders Foundation

Theodore Segal

### \$500+ CONTINUED

Shoe Train Ltd.  
Joy & Stuart Stein  
James & Joan Sullivan  
Jeffrey Vogel  
The Washington Group Special  
Care Planning Team  
Washington Real Estate  
Investment Trust  
Elizabeth & Steve Whisnant

### \$200+

Abramson Family Foundation, Inc.  
Edie & Michael Albert  
Kathy & Dean Baird  
Amy Bess & Jeff Leshner  
Tracy & Marc Birnbaum  
M.J. Bradford  
Karen & Michael Brocato  
Marilyn Brody  
Morton & Carol Brody  
Lisa & Larry Cines  
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Annie McDonald  
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Schafer  
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Sally & Mike Romansky  
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Brian Rubin & Jodi Siff  
Debbie & Rory Schick  
Linda & Gary Schoengold  
Michael & Jodi Schwalb  
Adam & Suzanne Singer  
Michelle & Larry Spott  
Scott Steinman  
Jeremy Stern  
TLC Vision

K.P. Tsolainos  
Jennifer Warren  
Washington Redskins  
Charitable Foundation  
Jessica & Howard Young

### IN-KIND DONORS

4 Seasons Tennis Club  
4 Star Tennis Academy  
Bates Creative Group  
Emily Cantor  
Chung's Martial Arts Center  
Gatorade Sports Marketing  
Good Earth Garden Market  
Krispy Kreme Doughnuts  
PineRock Productions  
Potomac Pizza  
Kathy & Mitch Racoosin  
SFX Sports Group  
Sonnenschein Nath & Rosenthal LLP  
Washington Sports Club  
Whole Foods — Bethesda

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

Every effort has been made to correctly list 2006 major donors. Please contact us at [support@keengreaterdc.org](mailto:support@keengreaterdc.org) if there has been an oversight.



## Being Included

My 17-year-old son is nonverbal and in a wheelchair. When he was born, he contracted a virus that caused encephalitis and mental retardation. It's extremely difficult to find activities for him that don't involve my wife and me. Other recreational programs—even those created for kids with disabilities—have been quick to shut us out, but not KEEN.

For more than 11 years, KEEN has been a safe haven for him. He loves to be around the volunteer coaches and staff and especially loves to interact and be included—that's what KEEN is all about.

He might not be able to shoot a basketball, but he likes to try...and the KEEN coaches know how to foster his independent spirit. For a 17-year-old, there is nothing more valuable than that.

**Gerry Rosenberg, KEEN Parent**



## KEEN Greater DC— financial statement

FOR YEAR ENDED DECEMBER 31, 2006 (UNAUDITED)

REVENUES & SUPPORT	
Grants	117,157
Contributions	47,073
<b>Special Event Revenues</b>	
KEEN Golf & Tennis Classic	151,635
KEENFest	182,677
<b>TOTAL SPECIAL EVENT REVENUES</b>	<b>334,312</b>
Investment Income	619
<b>TOTAL REVENUES AND SUPPORT</b>	<b>499,161</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	
<b>Program Services</b>	
KEEN Kids	24,945
KEEN Teens	24,048
KEEN Young Adults	23,242
KEEN Sports — Southeast DC	27,154
KEEN Swimming (DC and Maryland)	11,898
KEEN Tennis	2,184
KEEN Music	13,104
KEEN Bowling	3,706
Sports Festival	10,302
<b>TOTAL PROGRAM SERVICES</b>	<b>140,583</b>
<b>Supporting Services</b>	
Management and Administration	69,060
Fundraising	12,508
<b>TOTAL SUPPORTING SERVICES</b>	<b>81,568</b>
<b>Special Events</b>	
KEEN Golf & Tennis Classic	95,506
KEENFest	63,858
<b>TOTAL SPECIAL EVENTS COSTS</b>	<b>159,364</b>
<b>TOTAL EXPENSES</b>	<b>381,515</b>
<b>INCREASE IN NET ASSETS*</b>	<b>117,646</b>
<b>*Restricted grant income received in 2006 but obligated for program use in 2007:</b>	
KEEN Sports & Swim, Southeast DC	50,000
KEEN Sports, Tilden MS, Rockville, MD	20,000
KEEN Swim, Rockville, MD	2,500
<b>TOTAL TEMPORARILY RESTRICTED ASSETS</b>	<b>72,500</b>
<b>INCREASE IN UNRESTRICTED ASSETS</b>	<b>45,146</b>





**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

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**Burt Braverman**

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**Scott Brunton**

ESRI

**Marty Clark**

The Family Support Group

Parent Representative

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SEEC

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**Karen Hutchison**

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**Karen J. Migdail**

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**Daryl Nickel**

Marriott International

**Donald L. Rosenstein, M.D.**

Parent Representative

**Beth Wenger**

APIC

**STAFF**

**Beata Okulska**, EXECUTIVE DIRECTOR

**Denise Brownlee**, DEVELOPMENT DIRECTOR

**Mary Rosenstein**, PROGRAM MANAGER





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