



KEEN: **15** **YEARS OF
EXTRAORDINARY MOMENTS**

KEEN GREATER DC ANNUAL REPORT 2007



1992 Elliott Portnoy establishes KEEN in Maryland. His idea was to pair volunteers with disabled athletes and see what they can discover together.

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.

Dear KEEN Families, Volunteers, Supporters and Friends:

In 2007, KEEN Greater DC celebrated 15 years of extraordinary moments with children and young adults who have disabilities. A simple game of catch, a ride on a scooter, laughter in a swimming pool, passing around a basketball, a high-five at the bowling alley—at KEEN, we live for these delightful moments. Our athletes grow with them, our coaches learn through them, and all of us are enriched by KEEN's expanding network of connectedness. Each of you plays a critical role in KEEN's efforts to establish and maintain engagement with our athletes and for that we are deeply appreciative.

In the past year, we continued to grow the number and scope of programs in Washington DC, Maryland and Virginia. Our newest programs in Southeast DC blossomed and now serve dozens of children and teenagers in the beautiful facility at St. Coletta of Greater Washington. Working closely with St. Coletta has been particularly gratifying as the missions of our two organizations are closely aligned in serving the special needs community. We also added a new swim session in Maryland last year. KEEN Greater DC now operates 13 programs, serves hundreds of athletes with special needs and provides hundreds of coaches with meaningful volunteer experiences.

The larger family of KEEN supporters continued to astound us with extraordinary levels of commitment and generosity in 2007. Our major fundraising events, the Annual KEEN Golf & Tennis Classic and KEENFest, broke new records. Our 2007 Annual Sports Festival was a rain-drenched yet wildly successful commemo-

ration of KEEN's 15th Anniversary. Olie Kolzig, star goalie for the Washington Capitals, came early, stayed late and thrilled a crowd that celebrated KEEN despite a torrential downpour.

KEEN Greater DC is fortunate to have a creative and enthusiastic Coaches Committee, a spectacular pool of volunteer coaches, dedicated parents, tireless and talented staff, a deeply committed Board of Directors, and countless other supporters. We thank each of you for recognizing the significance of KEEN's role in enriching the lives of our athletes and our community.

"KEEN at 15" is a solid, well-run organization with a compelling mission. We look ahead with a clear sense of purpose, an endless amount of energy, and great anticipation of many more extraordinary moments.

Sincerely,

Donald L. Rosenstein, President

Beata Okulska, Executive Director



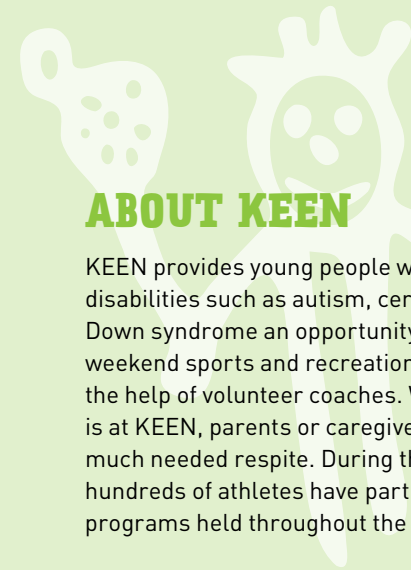


KEEN'S PROGRAMS
CONTINUE
TO **GROW**
STRONG.

1994 KEEN Club opens for teens and peer coaches.

1997 KEEN collaborates with JCC and launches KEEN Swim on Saturdays.

2001 KEEN introduces Fit & Sports programs for young adults with disabilities.



ABOUT KEEN

KEEN provides young people with significant disabilities such as autism, cerebral palsy or Down syndrome an opportunity to participate in weekend sports 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 15 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. On weekends, the group can be found in a large gymnasium, 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.



MORE sports, activities, AND outings

2002 KEEN expands sessions to every weekend and creates Kids, Teens & Young Adult age groups.

2003 KEEN Tennis begins in Virginia and KEEN Bowling starts for young adults.

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.

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 DONATE
MORE THAN
12,000 HOURS
OF THEIR TIME TO
KEEN EACH YEAR!**

"KEEN provides fun and exercise for the athletes and gives me a fresh way of looking at the world." -Volunteer



2004 KEEN Music debuts allowing KEEN athletes to sing and dance to the music.

2007 COACHES COMMITTEE:

Jonathon Anderson	Jane Meacham
Ava Asher	Karen Migdail
Chalita Atallah	Sara Moss
Beth Barringer	Penny O'Kelley
Maria Blake	Rachel Paul
Michele Doyle	Julia Poltorak
Karen Friedner	Rebecca Reed
Nancyellen Gentile	Becca Rosenberg
Charlie Gilbert	Garret Sern
Marsha Glazer	Jane Stein
Christine Grant	Joanna Szczepanik
Lisa Josephowitz	Natalia Szczepanik
Colleen Kennedy	Lauren Wagner
Hillary Lerner	Kristen Walton
Lisa Matthews-Martin	Beth Wenger

AN ENRICHING EXPERIENCE

Who gets more out of the interactions at KEEN—the coaches or the athletes? Because of the magical connections that occur between athletes and coaches, volunteers return again and again and again. Some volunteers 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 the program and the athletes. Whether they volunteer two or 20 times a year, coaches begin to look at the world through a different lens and discover that their participation is essential to KEEN's success.

VOLUNTEER OF THE YEAR

Awards were given to Maria Blake and Colin Christian for their crucial role in starting our new KEEN Swim Program in Southeast DC.



From the left: Beata Okulska, Executive Director; Honorees Maria Blake and Colin Christian; Don Rosenstein, President, KEEN Greater DC Board of Directors; and Mary Rosenstein.



Daryl Nickel, Board Member, with golfers from Marriott at the KEEN Golf & Tennis Classic.



Olie Kolzig celebrates KEEN's Sports Festival with an athlete who is a fan!



Sue Hartung speaks about 15 years of KEEN after receiving the Founder's Award from Elliott Portnoy at KEENFest.

2005 KEEN's Board votes to expand nationally to six other cities with KEEN Greater DC as the flagship affiliate.



2006 Thanks to a major grant from the FCBA, KEEN establishes new programs in Southeast DC.

WHOLE FOODS BETHESDA, 5% DAY

Friends of KEEN filled their shopping carts on March 7 at the Whole Foods Bethesda as 5 percent of the store proceeds from that day benefited KEEN. Thanks to the efforts of all who publicized and shopped, nearly \$5,000 was raised for KEEN.

KEEN GOLF & TENNIS CLASSIC

Close to 200 golfers teed off in bright sunshine at the 14th Annual KEEN Golf & Tennis Classic held on April 23 at Woodmont Country Club in Rockville, Maryland. Thanks to our generous sponsors, golfers and tennis players, \$80,000 was raised to support KEEN Greater DC.

KEEN SPORTS FESTIVAL

On June 3, hundreds of athletes, family members and volunteers from KEEN's thirteen programs gathered at Hadley's Park in Potomac, Maryland for the annual Sports Festival. Olie Kolzig of the Washington Capitals joined in this festive and high-spirited celebration that was filled with games, fun and friendship for everyone involved with KEEN.

KEENFEST RAISES \$140,000+

KEENFest, an annual dinner, silent auction and awards ceremony, was held on Oct 17 at the Bethesda North Marriott Hotel & Conference Center. KEEN honored Susan Hartung with the first Founder's Award for her contributions as a parent and board member and also thanked all supporters as we celebrated our 15th year of KEEN in the greater DC area.



\$15,000+

Marriott International
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\$7,000+

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United Way of the National Capital Area

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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!!!



KEENFest Co-chairs: Estee Portnoy, Suzanne Mazer and Sheila Sankaran



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Washington Sports Club
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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 2007 major donors. Please contact us at support@keengreaterdc.org if there has been an oversight.



KEEN Greater DC LLC

Statement of Activities

For the year ending 12/31/2007 (unaudited)

SUPPORT	
Foundations/Organizations	17,759
United Way/CFC	7,599
Business Contributions	5,017
Individual/Family Contributions	19,017
Government Contributions	17,030
Special Event Income	
KEEN Golf & Tennis Classic	178,076
KEENFest	193,570
TOTAL SPECIAL EVENT INCOME	\$371,646
Investment Income	\$2,021
TOTAL REVENUE AND SUPPORT	\$440,089

EXPENSES	
Program Services	
KEEN Kids – Maryland	21,245
KEEN Teens – Maryland	21,110
KEEN Young Adults – Maryland	14,774
KEEN Sports – Southeast DC	38,427
KEEN Swim – Southeast DC	4,472
KEEN Swim – Maryland	8,703
KEEN Tennis – Virginia	3,876
KEEN Music – Maryland	12,947
KEEN Bowling – Maryland	4,699
KEEN Adults – Maryland	2,630
Sports Festival – Maryland	8,194
TOTAL PROGRAM SERVICES	\$141,077
Supporting Services	
Management and Administration	74,970
Fundraising	18,886
TOTAL SUPPORTING SERVICES	\$93,856
Special Events	
KEEN Golf & Tennis Classic	98,835
KEENFest	73,215
TOTAL SPECIAL EVENTS COSTS	\$172,050
TOTAL EXPENSES	\$406,983
NET INCOME	\$33,106

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.



2007 KEEN celebrates its 15th year of making extraordinary moments possible for athletes with disabilities and their volunteer coaches.

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