

# POWERED BY EVERYDAY HEROES

KEEN GREATER DC  
**ANNUAL REPORT**  
2010





**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.

## DEAR KEEN FRIENDS:

**WE HAD A TERRIFIC YEAR IN 2010**, the kind of year that makes us believe we can fly! KEEN Greater DC is strong because of the everyday heroes who come together to create fun, fitness and a more inclusive community for KEEN's athletes.

It is fitting that we ended our year by being selected by Discovery Communications to produce two fantastic public service announcement videos that profile our KEEN Greater DC Heroes – the athletes, volunteers and families who make our programs possible. Every weekend they reflect the best that we can possibly be, never giving up and treating each other with respect and equality.

KEEN Greater DC is bringing this philosophy to more and more special young people with profound disabilities. In 2010, we launched KEEN Sports programs for Kids and Teens in Springfield, VA, and KEEN Basketball Clinics for Teens in Southeast DC. KEEN Greater DC now serves approximately 300 children in 19 programs in DC, Maryland and Virginia, at *no charge* to their families. Although we made great strides in 2010, our goal for 2011 is to eliminate our waiting list and serve even more children.

It is through the amazing contributions of KEEN Greater DC's many individual, business and institutional supporters that we will accomplish our goal. With the continued difficult economic climate, we are even more grateful for all of your generous support.

KEEN Greater DC's unique approach is being recognized by many influential organizations.

- KEEN GDC was again chosen to be included in the highly selective Catalogue For Philanthropy as one of the best small non-profits serving the Washington metropolitan area. We were profiled on the Catalogue's website and blog.

- The European Union's Kids Euro Festival invited KEEN athletes to a special event organized by the French Embassy for KEEN. Acrobats, dancing, face painting and balloons made it a memorable day for all.

- The President's Council on Fitness, Sports and Nutrition partnered with KEEN Greater DC to show that ALL children should have the opportunity to be active, have fun and live a healthy lifestyle. KEEN athletes played soccer on the White House lawn with members of DC United and the Washington Freedom, and received Presidential Active Lifestyle Awards, presented at an official White House ceremony by First Lady Michelle Obama (*with a surprise visit from the President himself!*).

All of you, our athletes, families, volunteers and generous supporters, embody the true spirit of heroes – humility, determination and respect. We thank you and hope we can count on your continued support as we reach for even greater heights in 2011.

Sincerely,

**Burt Braverman**  
President

**Beata Okulska**  
Executive Director

“

KEEN offers a safe, welcoming place where every child is celebrated for his or her abilities, friendships are formed and fun and fitness are the order of the day.

”

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# PROGRAMS

## SPORTS, ACTIVITIES AND OUTINGS

### ABOUT KEEN

KEEN provides young people with significant disabilities, such as autism, cerebral palsy or Down syndrome, an opportunity to participate in weekend exercise 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 18 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. The group meets in a large gymnasium to partake in activities such as 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.

**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.



My son Mathani does not typically engage in or enjoy physical events, but he enjoys the KEEN Sports Program at Key Center immensely. I can see his excitement begin to rise as we talk about the KEEN Sports Program on our way to Key Center and it remains long after the program ends.



– KEEN Parent

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As a parent, it brings me joy to watch my boys participate in activities that normally would be unobtainable to them. I am thankful to the KEEN organization and to the caring individuals that volunteer to coach my guys.



- KEEN Parent

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**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.

**BASKETBALL CLINICS:** With direction and guidance from a local high school basketball coach and support from individual coaches, teenage athletes in DC have fun working on their ball handling, team playing and social skills.

**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** are vital to the continuity and success of KEEN Greater DC. 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 19 programs. In 2010, our coaches contributed thousands of volunteer hours. Volunteering with KEEN is flexible and fun. Thank you to all of our outstanding volunteers!

**COACHES COMMITTEE**

- |                     |                       |
|---------------------|-----------------------|
| Maria Blake         | Paige Lester          |
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**VOLUNTEERS**  
COACHES COMMITTEE



To play with a KEEN athlete is to know pure, unadulterated joy.



- KEEN Volunteer

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# 2010 EVENTS

## KEEN at the White House

**PRESIDENT BARACK OBAMA AND FIRST LADY MICHELLE OBAMA** congratulated 18 KEEN Greater DC athletes for being among the first to earn their Presidential Active Lifestyle Awards (PALAs) at a special event at the White House.

## Soccer on the South Lawn

**AS PART OF THE PALA CHALLENGE** and through a partnership with the President's Council on Fitness, Sports and Nutrition, KEEN Greater DC athletes participated in fun soccer drills and games led by DC United and the Washington Freedom on the South Lawn of the White House.

## KEEN at the Keys

**THANKS TO THE INCREDIBLE GENEROSITY** of one of our most dedicated volunteers who organized this special event and covered all costs, KEEN Greater DC athletes and their families and volunteers enjoyed a day of baseball and fun at the Frederick Keys. Highlights included a picnic lunch, face painting, amusement rides and games, a chance to meet some ball players and get their autographs, giveaways, a ball game and more.

## Sports Festival – The Best Days are KEEN Days

**MORE THAN 500 ATHLETES**, family members and volunteers from all of KEEN's Washington DC, Maryland and No. Virginia programs gathered at Hadley's Park in Potomac, MD, for a day of fun and friendship. Highlights included climbing through an obstacle course, volleyball, badminton, softball, individualized play among athlete and volunteer coach pairs, face painting, bubbles, kite flying, zumba, tae kwon do, tug of war and photographs with special guest, Olympic Gold Medalist and Honorary KEEN Greater DC Board Member Dominique Dawes.

## Kids Euro Festival

**KEEN GREATER DC** athletes, families and volunteers enjoyed a special Halloween day at the Kids Euro Festival at the Embassy of France. The event included an Estonian circus, a Polish shadowbox theater show, and a Portuguese "Around the Body in 40 minutes" show, as well as face painting, air brush tattoos, balloons, caricatures and more. Thank you to the Embassy of France for your generosity and hospitality!

## 17th Annual KEEN Golf and Tennis Classic

**NEARLY 200 GOLFERS AND TENNIS PLAYERS** enjoyed a great day of sports at Woodmont Country Club in Rockville, MD, to raise funds for KEEN Greater DC. Special guests included Chick Hernandez of Comcast SportsNet. We deeply thank all of our participants and sponsors, especially our major sponsors, Marriott International Inc., KPMG LLP and SNR Denton LLP, whose support has enabled us to grow in tough economic times.

## KEENFest: Passport to Paris

**MORE THAN 400** community members, business leaders and volunteers gathered at the Embassy of France for KEENFest 2010. This evening of friends, food and fundraising celebrated 18 years of KEEN's sports and recreation programs for kids with disabilities and built support to ensure that KEEN is able to continue to fulfill its mission and keep all of its programs entirely free of charge. Thank you to our major donors and supporters, and to our KEENFest co-chairs, Michelle Benaim, Amy Bowser, Lesley McNamara and Karen Migdail!

“

Children with disabilities have precious few activities that fill them with joy and a sense of accomplishment. So, when something comes along that sets their hearts aglow it is to be all the more cherished. KEEN has been nothing less than a treasure for our family.

”

- KEEN Parent

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# 2010 DONORS

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!

“

KEEN's mission, providing recreational opportunities to kids with disabilities, is dear to my heart, and KEEN's efficient operations and large volunteer corps make it a great way to leverage my charitable donations to produce maximum effect.

– KEEN Donor”

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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 2010 major donors. Please contact us at support@keengreaterdc.org if there has been an oversight.

# FINANCIALS

## KEEN GREATER DC, LLC STATEMENT OF ACTIVITIES

FOR THE YEAR ENDING 12/31/2010 (UNAUDITED)

### SUPPORT

Foundations/Organizations	56,923
United Way/CFC	4,381
Business/Corporate Contributions	5,617
Individual/Family Contributions	48,293
Government Agencies	15,088
Special Event Income	
KEEN Golf & Tennis Classic	133,796
KEENFest	214,461
BeachyKEEN	675
<i>Total Special Event Income</i>	<i>\$348,932</i>
Investment Income	763
SUBTOTAL	\$479,996
Co-Sponsored KEENFest Revenue*	(64,728)
<b>TOTAL NET REVENUE AND SUPPORT</b>	<b>\$415,268</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

Program Services	
KEEN Sports (Kids)- MD	26,707
KEEN Sports (Teens) - MD	29,184
KEEN Sports and Fit (Young Adults) - MD	20,597
KEEN Sports (Kids and Teens) - DC	23,311
KEEN Sports (Kids and Teens) - VA	21,894
KEEN Swim - MD	13,222
KEEN Swim - DC	9,789
KEEN Music (Kids and Teens) - MD	16,045
KEEN Music (Kids and Teens) - DC	11,008
KEEN Bowling (Young Adults) - MD	6,069
KEEN Tennis	1,044
Sports Festival	7,532
<b>Total Program Services</b>	<b>\$186,400</b>
Supporting Services	
Management and Administration	34,478
Fundraising	27,887
<b>Total Supporting Services</b>	<b>\$62,365</b>
Special Events	
KEEN Golf & Tennis Classic	79,159
KEENFest	79,050
<i>Total Special Events Costs</i>	<i>\$158,209</i>
<b>TOTAL EXPENSES</b>	<b>\$406,974</b>
<b>NET INCOME</b>	<b>\$8,294</b>

\* KEENFest is a joint event with KEEN USA, under which KEEN Greater DC and KEEN USA have agreed to share revenues and expenses 50/50. The Co-Sponsored KEENFest Event Revenue shows KEEN USA's share of net proceeds.



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\*Board Members as of February 2011





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