



KEEN USA
Annual Report 2015
We're Proud of our Ability

KEEN ON!





Imagine a world where all youth have equal opportunities for recreation, fitness, and friendship—regardless of their abilities.

KEEN’s Mission

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

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.

KEEN ON our Founders



Dear KEEN USA Families and Friends,

What an extraordinary year we have had at KEEN USA! We’ve been KEEN ON many firsts in 2015, thanks to the generosity of our supporters and participation of our wonderful athletes.

Through our national network of affiliates in Chicago, Greater Washington DC, Los Angeles, New York, Phoenix, San Francisco, and St. Louis KEEN has fostered volunteerism – training thousands of volunteers, provided much needed respite for families of children with disabilities and empowered youth with disabilities to celebrate their unique talents and ability. We are KEEN ON our affiliate programs.

The highlight of the year was hosting our first annual Symposium “Mom, I Want to Play!” – Creating Fitness Opportunities for Youth with Disabilities, addressing the unique challenges young people with disabilities have staying fit and healthy. We set out to raise awareness on how the childhood obesity epidemic is impacting the population of youth with disabilities and understand the additional obstacles facing these children in their efforts to participate in fitness programs that support their overall wellbeing. The event surpassed our expectations with our inspirational Keynote Speaker Bob Lujano from the National Center on Health, Physical Activity and Disability (NCHPAD), our own KEEN New York Volunteer Coach and fitness expert Steve Ettinger, speakers from Special Olympics, Shape America, the YMCA, and a very special session led by our own KEEN DC Athlete Yonina Fairley. The symposium forged partnerships that will continue to work toward inclusion for children with disabilities. We are excited to be working with the Childhood Obesity Conference and look forward to bringing kids with disabilities into their discussion at the 2017 Conference in San Diego as part of our upcoming 25th anniversary celebration.

We launched our national fundraising campaign KEEN for Coffee – our do-it-yourself event where family, friends and colleagues have been getting together for coffee, tea or a drink, having fun raising awareness and funds for our KEEN Athletes. Whether they raised \$5 or \$5000 – every event was a success! We are looking forward to the growth of KEEN for Coffee in the future.

The year ended with a successful Annual Appeal, including a generous gift from Michael Jordan – who recognized the work KEEN Chicago was doing in the community for children with special needs!

We are mostly KEEN ON our wonderful supporters. It is through the generosity of our donors that KEEN is able to continue providing free, non-competitive one-to-one programs of exercise, fitness and fun, led by volunteer coaches.

With best regards,

Estee + Elliott

Estee and Elliott Portnoy, Founders

KEEN ON ADVOCACY

Keynote Speaker
Bob Lujano
University of Alabama Birmingham/
Lakeshore Foundation Research Collaborative
NCHPAD

Featured Speaker
Steve Ettinger
Author, Speaker, Fitness Expert
KEEN Volunteer

Moderator
Dr. Donald Rosenstein
Professor Psychiatry & Medicine
University of North Carolina at Chapel Hill

Panelists
Janice Williams
SVP Program Development,
YMCA of Metropolitan Washington
Cheryl Richardson
Senior Director of Programs
SHAPE America
Kate Hurson
Executive Director, KEEN USA



Special Guests
Yonina Fairley
KEEN Athlete
Garrett Barnes
Special Olympics

“Mom, I Want to Play!”

“Obesity rates for children with disabilities are 38 percent higher than for children without disabilities,” according to the National Health and Nutrition Examination Survey, yet children with disabilities are too often left out of the childhood obesity conversation.

To address this inequity, KEEN USA hosted a symposium addressing childhood obesity for youth with disabilities. KEEN brought in expert speakers and panelists including representation from the YMCA, Special Olympics, The National Center on Health, Physical Activity and Disability (NCHPAD), and SHAPE America who discussed the need for, availability of, and obstacles to providing fitness programs for this population.

Creating Fitness Opportunities for Youth with Disabilities

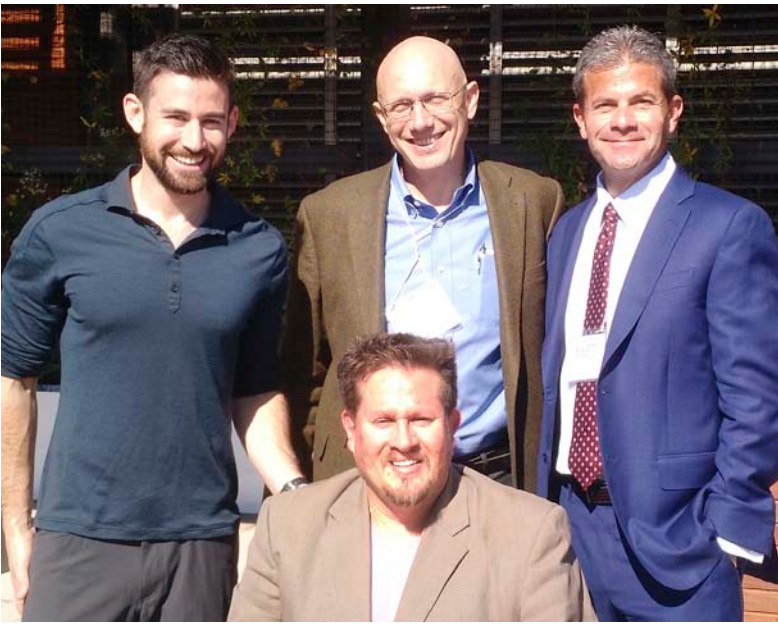
The Symposium was designed to promote a better understanding of the challenges facing children with disabilities and the obstacles preventing them from participating in sports and fitness programs. By addressing the disparity facing this under-served population, the event served to foster collaboration among community partners in implementing accessible and inclusive fitness and recreational programs to support youth with disabilities.

Videos from the symposium are available for viewing on the KEEN website.

Presented by



Cheryl Richardson, Janice Williams, Kate Hurson.



Steve Ettinger, Donald Rosenstein, Elliott Portnory and Bob Lujano



Above: Garrett Barnes Below: Yonina and Adrienne Fairley



KEEN San Francisco Athletes are now enjoying programing in Marin County as well as in the heart of the city.



KEEN St. Louis Athletes examine the foot-balls prior to game play under the watchful eye of the volunteer coach.



Athletes love to jump and bounce on the huge trampolines at KEEN Chicago's "Jump" program.



It was a very Happy HalloKEEN for this would-be Yankee and his Fishy Friend at KEEN New York's annual costumed celebration.



KEEN athletes in both Los Angeles and Phoenix take a break from the summer heat as they splash the afternoon away at KEEN Swim Programs.



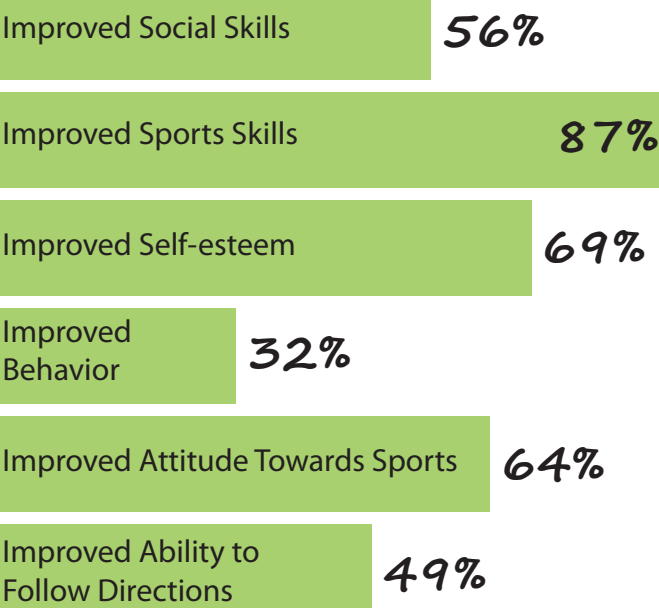
This KEEN Greater DC athlete is bouncing for joy with his volunteer coach from ReebokOne.



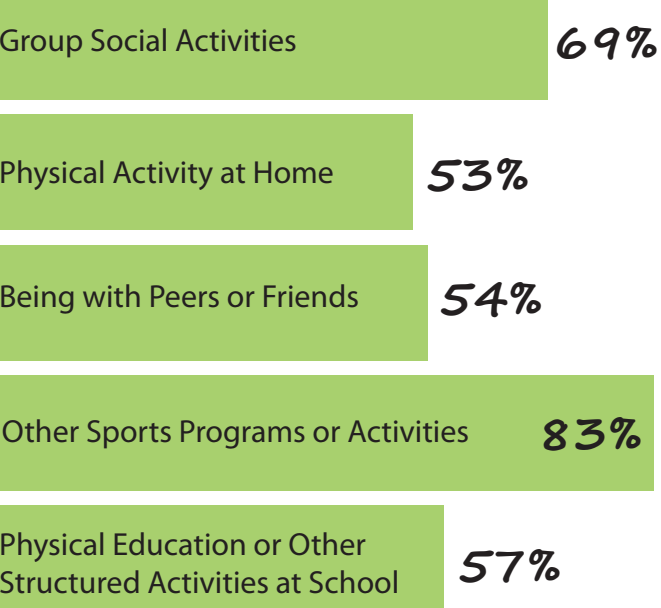
Parents Tell Us How We Help Their Athletes,

Their Families, and a Bit About Who We Serve

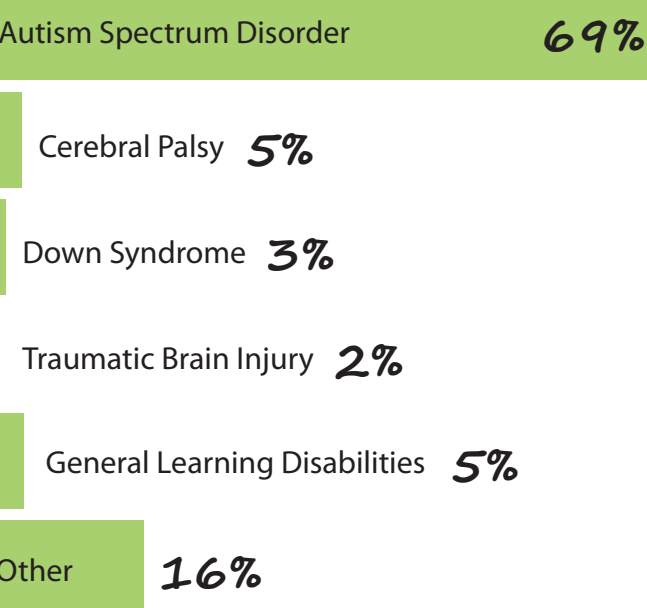
What **skills** has your child learned at KEEN that have been useful outside of KEEN?



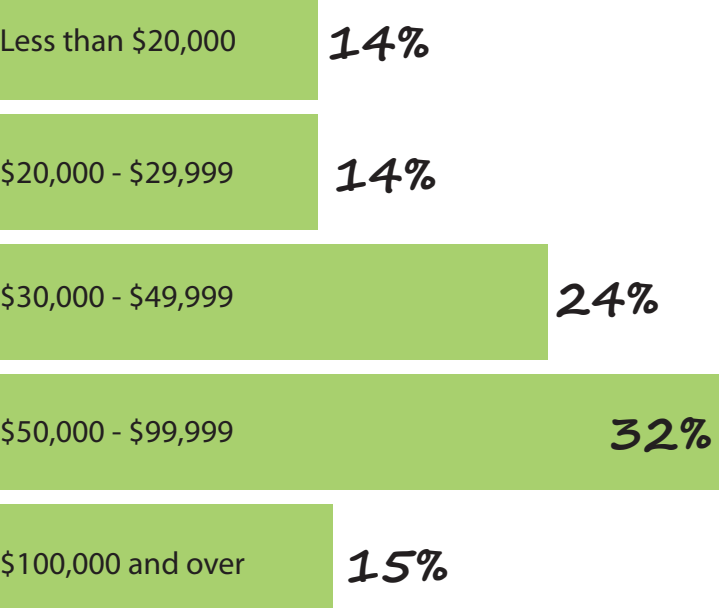
Is your child more willing to **engage** in any of the following activities because of KEEN?



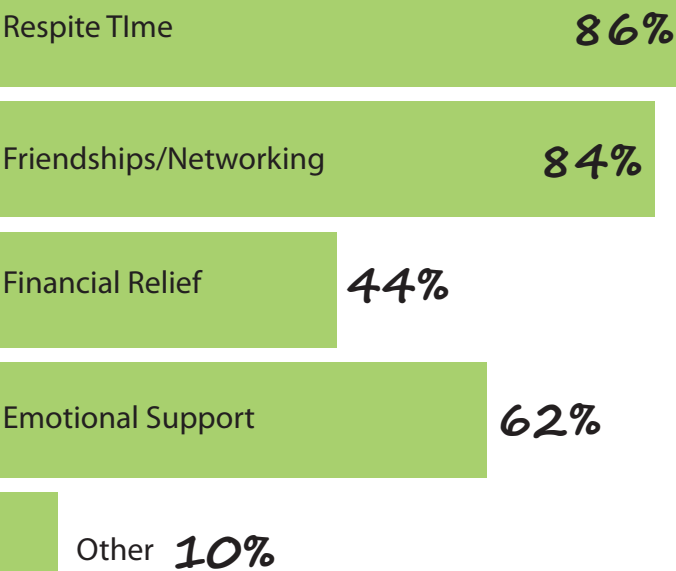
Nature of Child's **Disability**



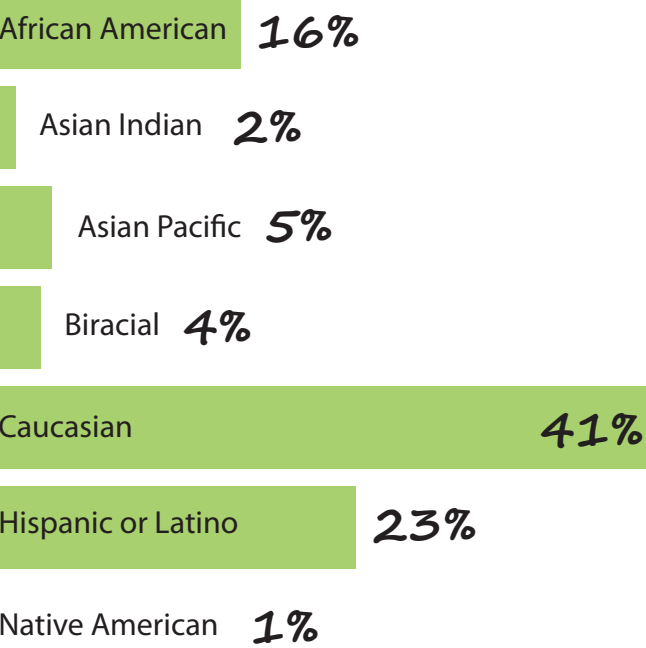
Household **Income**



How does your **family** benefit from KEEN?



Race/Ethnicity of Child



Volunteer Service Hours



Athlete Program Hours



In 2015, KEEN provided approximately 19,000 hours of programming to over 1,100 athletes through 63 programs through 7 local affiliates. KEEN volunteers served 33,200 hours with a total value of approximately \$770,000.¹

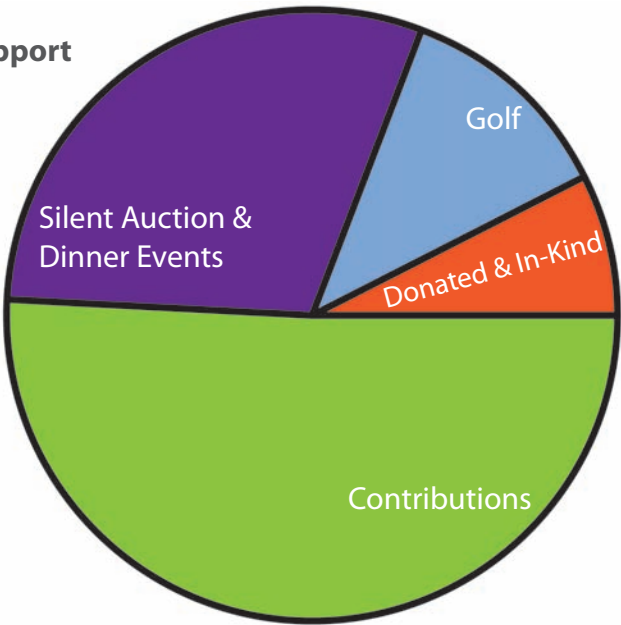
¹ Calculated using the Independent Sector's hourly rate.

33,000 Volunteer Service Hours!
19,000 Athlete Action Hours!

"Helping KEEN athletes reminds me to slow down from the ordinary schedule and play and smile and laugh. I love carving out a couple of hours to appreciate the little moments of joy that are present in life."



Support



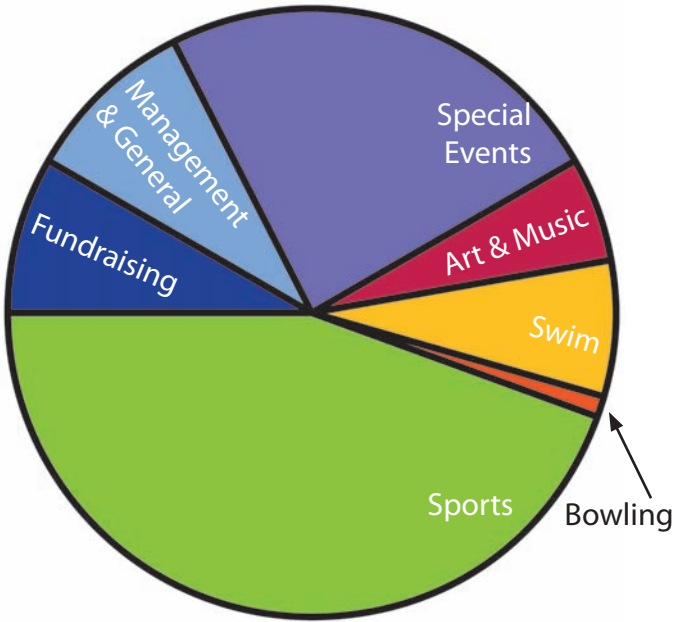
Consolidated Statement of Activities
Kids Enjoy Exercise Now Foundation, Inc.
and Affiliates
For the year ended 12/31/2015

Support	
Special Events	
Golf Tournament	\$191,503
Silent Auction and Dinner Events	482,289
In-Kind Donations	<u>46,179</u>
Total Special Events	719,971
Contributions	822,969
Donated Services, Facilities & Materials	71,013
Interest Income	<u>324</u>
Total Support	<u>\$1,614,277</u>
Expenses	
Program Services	\$1,287,018
Supporting Services	
Management and General	143,168
Fundraising	<u>128,451</u>
Total Supporting Services	<u>271,619</u>
Total Expenses	<u>\$1,558,637</u>

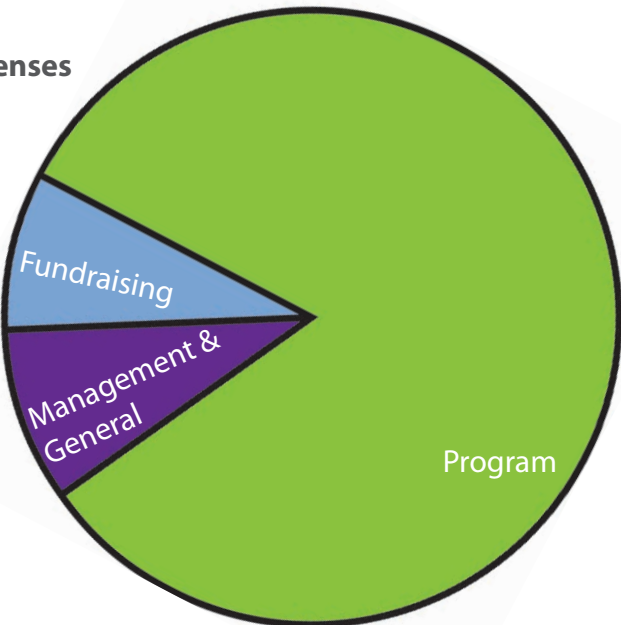
Consolidated Statement of Activities
Kids Enjoy Exercise Now Foundation, Inc.
and Affiliates
For the year ended 12/31/2015

Program Services	
Sports Programs - General	\$695,180
Swim Programs	113,447
Art & Music Programs	87,706
Bowling Programs	15,372
Special Events	<u>375,313</u>
Total Program Services	1,287,018
Supporting Services	
Management and General	143,168
Fundraising	<u>128,451</u>
Total Supporting Services	<u>271,619</u>
Total Expenses	<u>\$1,558,637</u>

Program and Supporting Services
Allocation of Expenses



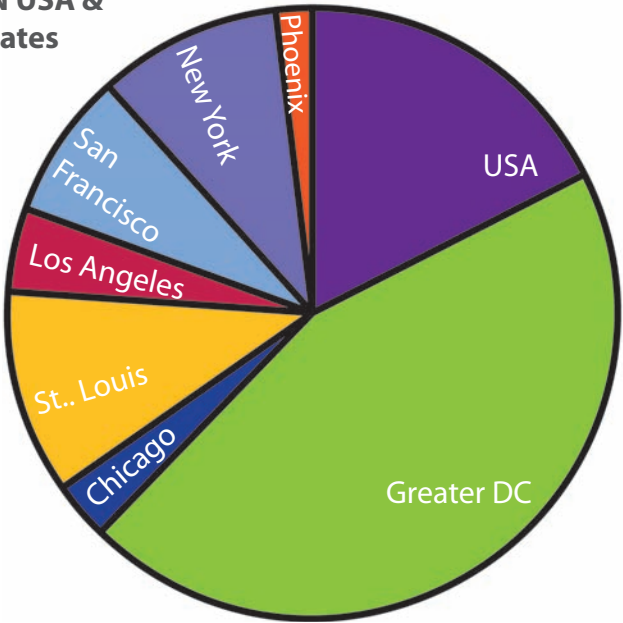
Expenses



Consolidated Statement of
Financial Position
Kids Enjoy Exercise Now Foundation, Inc.
and Affiliates
As of 12/31/2015

Assets		Liabilities and Net Assets	
Current Assets		Current Liabilities	
Cash and Cash Equivalents	\$963,232	Accounts Payable	\$17,895
Pledges Receivable	97,616	Accrued Expenses	<u>45,145</u>
Prepaid Expenses	<u>34,390</u>	Total Current Liabilities	63,040
Total Current Assets	1,095,238		
Fixed Assets, Net	<u>14,270</u>	Net Assets	<u>1,046,468</u>
Total Assets	<u>\$1,109,508</u>	Total Liabilities and Net Assets	<u>\$1,109,508</u>

KEEN USA &
Affiliates



Consolidated Statement of
Functional Expenses
Kids Enjoy Exercise Now Foundation, Inc.
and Affiliates
For the year ended 12/31/2015

Location	
KEEN USA	\$273,516
KEEN Greater DC	697,112
KEEN Chicago	50,777
KEEN St. Louis	168,223
KEEN Los Angeles	69,608
KEEN San Francisco	121,322
KEEN New York	149,696
KEEN Phoenix	<u>28,383</u>
Total Expenses	<u>\$1,558,637</u>

Kids Enjoy Exercise Now Foundation, Inc. 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 USA, or on our website at www.keenusa.org.

KEEN ON SUPPORTERS



KEEN for Coffee

Who doesn't love coffee and cakes? That's the very simple premise behind "KEEN for Coffee," a national fund-raising event launched by KEEN in 2015. Parents, volunteers, board members, supporters and friends can get together for coffee, tea—even a mimosa or two—and slip a donation to KEEN into the "cookie jar." All events are a success, regardless of the amount raised. Friday, September 18 was the 2015 national kick-off date, but coffees may be held at any time, in any location. Look for this signature event to grow in the coming years!

American Amusement Machine Charitable Foundation Kids Event for KEEN Athletes

On August 14, 2015, longtime KEEN supporter AAMCF opened the doors at their annual meeting and gala to KEEN athletes and their families, inviting them to come to the Regency Ballroom at the Hilton Lisle outside of Chicago to experience first-hand the newest and most innovative arcade machines in the industry.

AAMCF rolled out the red carpet, providing transportation aboard a glamorous party bus and goodie bags for all. Company representatives had a blast watching KEEN athletes enjoy their machines. Several participants had to be pried off the machines by their parents at the event's conclusion, prompting vendors to open their machines and distribute plush prizes to kids, turning their tears into beaming smiles. Thank you AAMCF!



Each year, hundreds of individuals, corporations, foundations and groups generously support KEEN USA and its affiliates* with financial gifts. This generosity allows KEEN to continue to provide all programs entirely free-of-charge, helping to make a difference in the lives of the children, their families, and the volunteers who take part in our programs. Thank you!

*Funds donated to a specific KEEN affiliate are used to support that affiliate.

\$50,000+ Dentons Michael Jordan Marriott International	\$10,000+ American Amusement Machine Charitable Foundation Bullis School Inc. Laura & Bob Deutsch Gilbane Building Company LA Clippers Foundation The J. Willard & Alice S. Marriott Foundation San Francisco Baseball Associates LLC Harriet Singer Pacific Gas and Electric Company Pine River Domestic Management LP Estee & Elliott Portnoy Variety Children's Charity of Southern CA
\$25,000+ Anonymous Community Foundation Chicago Teachers Union Foundation Joyce Koons Honda Buick GMC Turbana Corporation	
\$20,000 Gatorade Joey Pizzano Memorial Fund	
\$15,000+ Malice Domestic LTD Shanahan Family Foundation, Inc.	\$7,500+ Arent Fox LLP Marie & Stuart Block Sheila Sankaran & Lane Koenig Davis Wright Tremaine LLP

Accenture Bay Area Youth Sports Foundation Thomas Bradley Foundation Inc. Buckley Sandler LLP Burt Braverman & Kathleen Meredith Karen & Michael Brocato Fareportal Dr. Brad Frey & Joseph Watkins, III Harvey-Cleary Builders Anita & Andy Higginbotham	Corina Higginson Trust Jewish Communal Fund Thomas Kelly & Colleen Kennedy Mary & Jay Kloefer Luxor Capital Group LP M&T Bank MAXIMUS Foundation McKinney Elizabeth & John Mosby Murad Family Foundation Mary & Eugene Murphy Charitable Gift Fund	Michelle & Dan Murphy Neiman Marcus Tysons Galleria Sondra & Daryl Nickel T Rowe Price Program for Charitable Giving The San Francisco Foundation Diana & Kit Smith Linda & John Steinway UBS Financial Services E.C. Wareheim Foundation Whiteco Pool Solutions Christine & James Wiehl Jason Williams and Angel Trapp
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KEEN ON

SUPPORTERS

\$4,000	\$2,500	\$2,000	\$1,500
Linda & Richard Blumenreich	Anonymous	Anonymous	Zoe Allen
John Branderhorst	Baywood Hotel Inc.	AT&T	Kyle Ballard
Karen Brinkmann & Fred Johnsen	Kathryn & John Beggins	Noreen Axon	Bryan Butvick
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		Julie Scott & Rod Soffner	
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		Treliant Risk Advisors	
		The Jack R. Walter Foundation	
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\$3,000
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Neighborhood Development Company
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XLA

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\$500, Continued.

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	Jim Roth	Jack Twellman	
		Bridget Vaughan	

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4 Star Tennis Academy	Steve Little
American Reprographic, Inc.	Master Joo H Moon
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The Children's Institute, Inc.	St. Louis University High School
Preeti Chojar	Rebecca Starer
Rochelle Coleman	Total Wine and More
Fairfax County, Virginia	Potomac Pizza
Georgetown Preparatory School	Washington Sports Club
Gilbane Building Co.	Westwood Catering

Every effort has been made to correctly list 2015 major donors. Please contact us at info@keenusa.org if there has been an oversight.



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