

KEEN GREATER DC-BALTIMORE ANNUAL REPORT 2017

**YEARS
KEEN**

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 fostering the confidence, self-esteem and inclusion in the community of youth with disabilities; strengthening the community through education of volunteers; and providing families with respite and a supportive network.



DEAR KEEN *friends*

KEEN SILVER STARS

This year, we celebrated our 25th anniversary of providing free-of-charge programs for young people with significant disabilities. KEEN started in 1992 with just one sports program and only a handful of children and volunteers. In the 25 years since, both volunteer and funding support has grown tremendously, allowing us to expand program offerings, extend our reach from Montgomery County, Maryland, to the District of Columbia, Baltimore and Northern Virginia, and increase the number of programs and young people we serve exponentially.

To commemorate our silver jubilee, we established a new bowling program in Baltimore, created a new sports program in Arlington, Virginia, and began a partnership with the Edlavitch DCJCC to build a new Zumba program in the District of Columbia. With the addition of these three new programs, we were able to enroll more participants, and today KEEN has 30 programs in 15 locations, serving more than 500 very special young people!

None of that would be possible without the generous support of KEEN Greater DC-Baltimore sponsors, contributors, volunteers and our many friends who make KEEN's programs possible year after year. All of our donors and Silver Stars are listed in this annual report.

As we begin another quarter century, we hold firm to our promise to grow, expand and continue to serve all young people with special needs regardless of the severity of their disabilities, and entirely free of charge. With your support, there's no limit to what KEEN can accomplish!



Burt Braverman
Board President



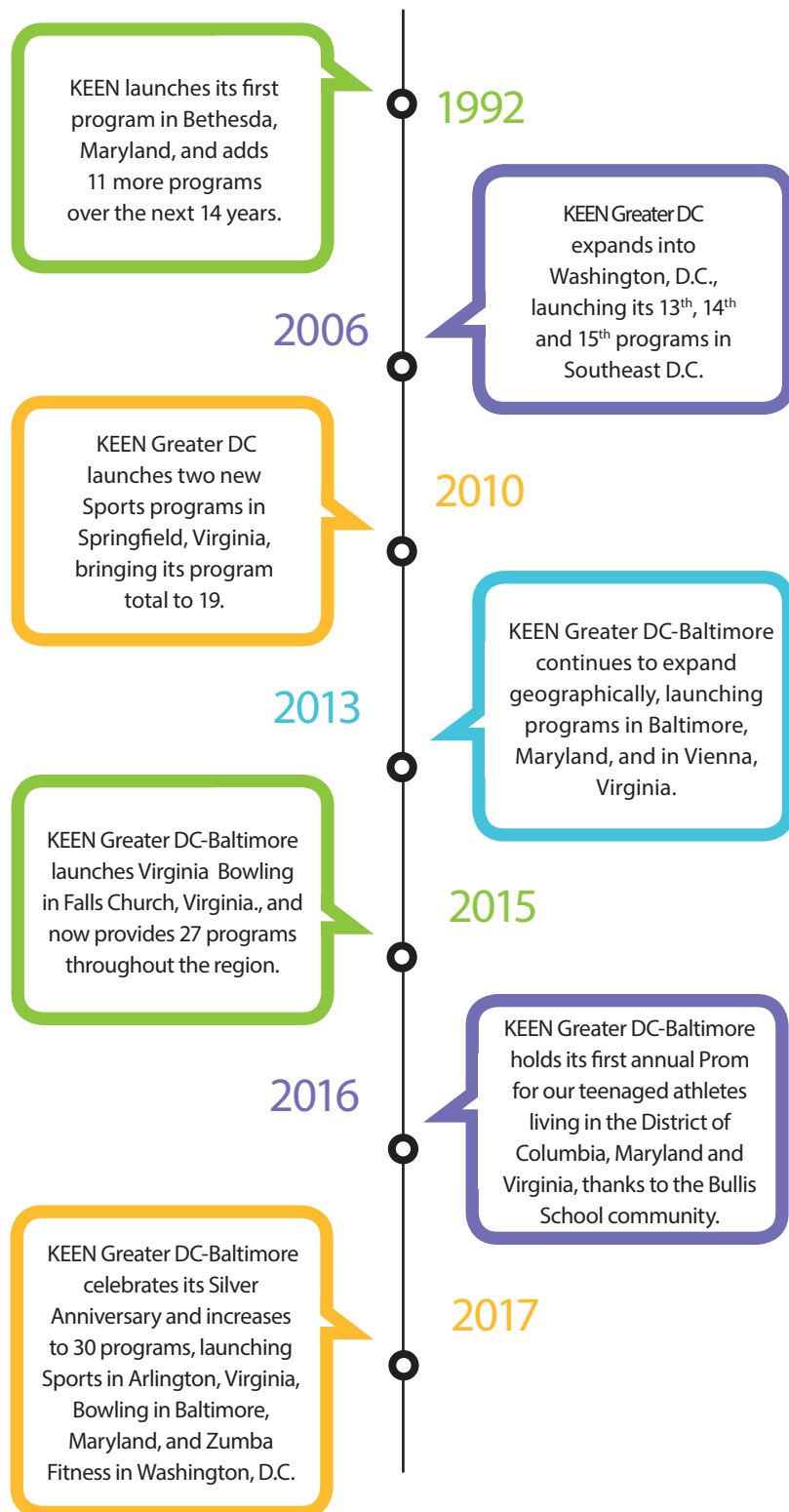
Beata Okulska
Executive Director

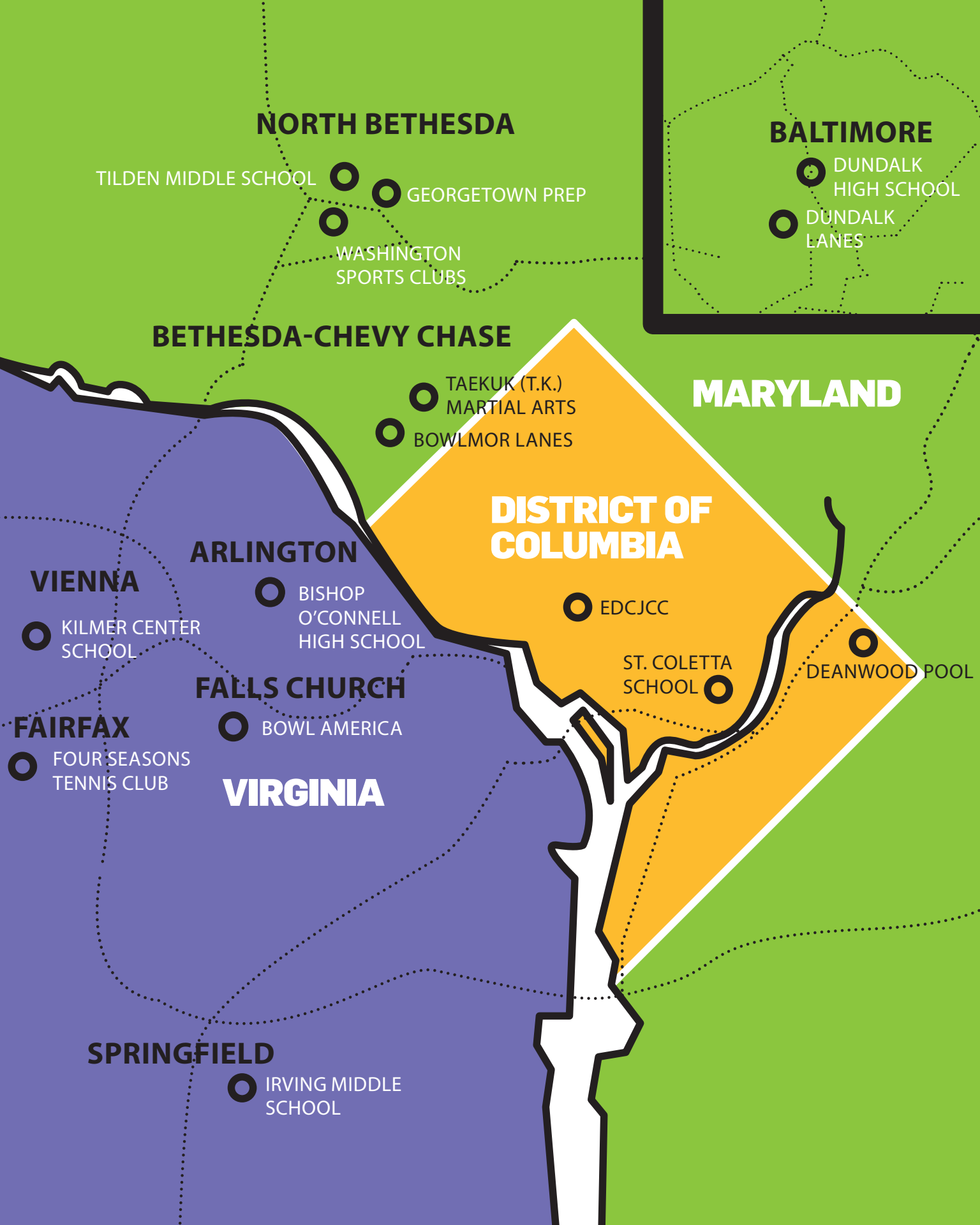


ABOUT US

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 25 years, KEEN Greater DC-Baltimore has launched 30 free-of-charge programs in the District of Columbia, Maryland and Virginia.

PROGRAMS





NORTH BETHESDA

TILDEN MIDDLE SCHOOL

GEORGETOWN PREP

WASHINGTON
SPORTS CLUBS

BALTIMORE

DUNDALK
HIGH SCHOOL

DUNDALK
LANES

BETHESDA-CHEVY CHASE

TAEKUK (T.K.)
MARTIAL ARTS

BOWLMOR LANES

MARYLAND

DISTRICT OF COLUMBIA

EDCJCC

ST. COLETTA
SCHOOL

DEANWOOD POOL

ARLINGTON

BISHOP
O'CONNELL
HIGH SCHOOL

VIENNA

KILMER CENTER
SCHOOL

FALLS CHURCH

BOWL AMERICA

FAIRFAX

FOUR SEASONS
TENNIS CLUB

VIRGINIA

SPRINGFIELD

IRVING MIDDLE
SCHOOL



“ We love KEEN because KEEN loves our children and shows that through each and every program. ”

-KEEN Greater DC-Baltimore parent

PROGRAMS: **DISTRICT OF COLUMBIA**



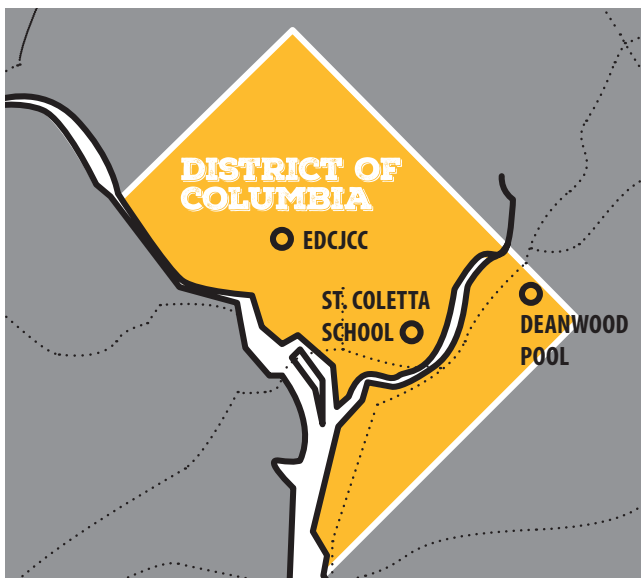
KEEN SILVER STARS

We can serve more kids throughout D.C. with your help.

THE FIRST PROGRAM KEEN GREATER DC-BALTIMORE brings to any new area is Sports. As with all KEEN programs, Sports provides a non-competitive opportunity for KEEN athletes to play with a variety of sports equipment in their own way and at their own pace while having the support and friendship of a one-on-one volunteer coach.

KEEN athletes and their coaches may throw a basketball, kick a soccer ball, bounce on large therapy balls, pull each other on indoor scooters or find other ways to have fun with the variety of sports equipment provided.

In 2006, KEEN brought its Sports program to Southeast Washington, D.C., where it was met with such enthusiasm that Swim, Music, Basketball Clinics and Soccer Clinics soon followed. In 2017, in celebration of our 25th anniversary and in partnership with the Edlavitch Jewish Community Center of Washington DC (EDCJCC), we launched Zumba Fitness for young adults.



PROGRAMS & LOCATIONS

SPORTS (KIDS AND TEENS)

MUSIC (KIDS AND TEENS)

BASKETBALL CLINICS

SOCCER CLINICS

St. Coletta School
1901 Independence Avenue SE
Washington, DC 20003

SWIM

Deanwood Pool
1350 49th Street NE
Washington, DC 20019

ZUMBA FITNESS

EDCJCC
1529 16th Street NW
Washington, DC 20036

PROGRAMS: **MARYLAND**

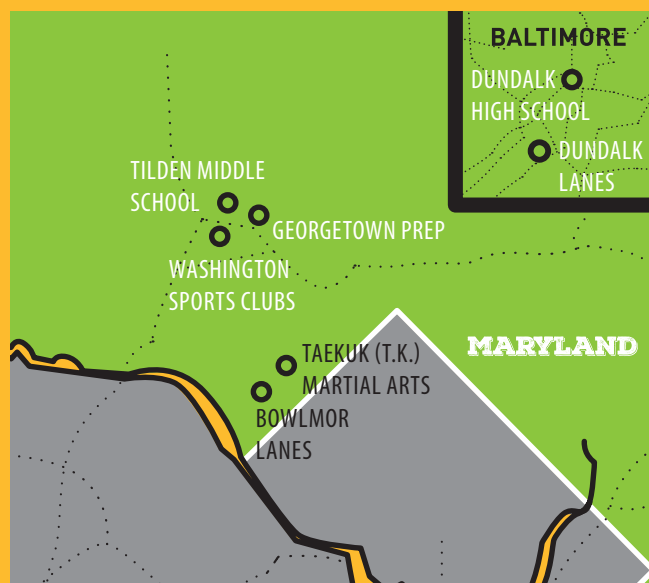


KEEN SILVER STARS

We can create more opportunities and serve more kids in Maryland with your help.

KEEN SPORTS, KEEN GREATER DC-BALTIMORE'S SIGNATURE PROGRAM,

launched in 1992 with five KEEN athletes and a handful of volunteer coaches in North Bethesda. As word spread, the need for KEEN—a recreational program where everyone is accepted and celebrated for who they are and no one is judged—became immediately apparent. In the years since, KEEN Greater DC-Baltimore has expanded its free-of-charge programming to include bowling, swimming, tae kwon do and more, offering 12 programs in Montgomery County, Maryland. In 2013, in partnership with Johns Hopkins University, we expanded our geographical reach and launched Sports programs in Baltimore! In 2017, in celebration of our 25th anniversary, we launched Baltimore Bowling.



PROGRAMS & LOCATIONS

SPORTS (KIDS, TEENS, AND YOUNG ADULTS) / MUSIC (KIDS AND TEENS) / KEEN CLUB/ MD DANCE

Tilden Middle School
11211 Old Georgetown Road
Rockville, MD 20852

SWIM

Hanley Center at Georgetown Prep
10900 Rockville Pike
North Bethesda, MD 20852

YOUNG ADULT FIT/FAMILY FIT

Washington Sports Clubs
10400 Old Georgetown Road
Bethesda, MD 20814

YOUNG ADULT BOWLING

Bowlmor Lanes
5353 Westbard Avenue
Bethesda, MD 20816

KIDS TAE KWON DO

TaeKuk Martial Arts
6831 Wisconsin Avenue, 402
Chevy Chase, MD 20815

BALTIMORE SPORTS

Dundalk High School
1901 Delvale Avenue
Baltimore, MD 21222

BALTIMORE BOWLING

AMF Dundalk Lanes
1101 Merritt Boulevard
Baltimore, MD 21222

PROGRAMS: **VIRGINIA**

KEEN SILVER STARS

We can provide more opportunities to more kids in more locations in Northern Virginia with your help.

IN 2010, KEEN GREATER DC-BALTIMORE LAUNCHED SPORTS AND MUSIC PROGRAMS in Springfield. Since then our programs have more than doubled, and support from the community has greatly increased, leading to KEEN's launch in spring 2013 of new programs in Vienna and the 2015 launch of an additional sports program in Springfield and Bowling in Falls Church. In 2017, in celebration of our 25th anniversary and in partnership with Bishop Denis J. O'Connell High School, we launched KEEN Sports in Arlington.



PROGRAMS & LOCATIONS

SPORTS (KIDS AND TEENS) / MUSIC (KIDS AND TEENS)

Irving Middle School
8100 Old Keene Mill Road
Springfield, VA 22152

VA SPORTS

Kilmer Center School
8102 Wolftrap Road
Vienna, VA 22182

TENNIS

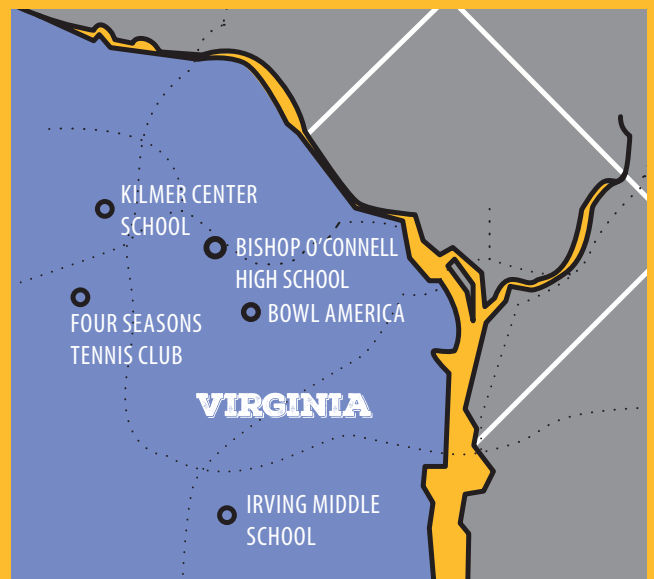
Four Seasons Tennis Club
3010 Williams Drive
Fairfax, VA 22031


BOWLING

Bowl America
140 South Maple Avenue
Falls Church, VA 22046

ARLINGTON KIDS SPORTS

Bishop O'Connell High School
6600 Little Falls Road
Arlington, VA 22213





“ Thank you, KEEN, for the respite time and for giving my child a sense of belonging and increased confidence.”

-KEEN Greater DC-Baltimore parent

KEEN SILVER STARS

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 30 programs. In 2017, our coaches contributed thousands of volunteer hours. Volunteering with KEEN is flexible and fun. Thank you to all of our outstanding volunteers!

COACHES COMMITTEE

Christine Antoniou
Sydney Axelrod
Darryl Badley
Jeffrey Bialos
Emma Bixler
Tammy Bronstein
Kara Brusher
Allison Burns
Hyder Chowdhry
Rochelle Coleman
Jonathan Daulte
Sarah Dowd
Michele Doyle
Bernadette Duffy
Nancyellen Gentile

Charlie Gilbert
Marsha Glazer
Son Huynh
Lisa Josephowitz
Colleen Kennedy
Emily King
Hillary Komma
Maureen Liu
Catherine Lynch
Gage Maddy
Victoria "Vicky"
Manalanson
Sarah McMahon
Jane Meacham
Karen Migdail

Andy Miller
Jen Muething
Minh Thu Nguyen
Laura Partridge
Sean Robinson
Merrilee Seidman
Chimere Stevenson
Mary Tabakin
Eric Tarring
Maria Velegris
Denise Venero
Rachel Walega
Beth Wenger
Lela Williams
Christina Winkler

*As of March 2018

SOUND LIKE
FUN?

If you would like to help us grow by being a part of KEEN Greater DC-Baltimore, visit: www.KEENGreaterDC.org for more information.



2017 EVENTS

25TH ANNIVERSARY GALA

Community members, business leaders, volunteers and friends gathered at the Mayflower Hotel in Washington, D.C., to celebrate KEEN Greater DC-Baltimore's silver anniversary and the 17th annual KEENFest dinner and auction. On this special night, KEEN supporters participated in live and silent auctions, fun games and activities, and enjoyed a sit down dinner, music and dancing. All four past and present Board Presidents offered a toast to all who've contributed to KEEN's growth and success. Corporate sponsor and long-time donor Marriott International received the Visionary Award for its steadfast and growing support for more than 22 years. Sponsors Daryl and Sondra Nickel received the Lifetime Achievement Award for their 23 years of outstanding support of KEEN Greater DC-Baltimore. Special thanks to Presenting Sponsor Total Wine & More and all of our sponsors and donors, as well as our tireless KEENFest committees for making the 25th Anniversary Gala a spectacular event.



ANNUAL KEEN GOLF CLASSIC

Nearly 250 golfers enjoyed a great day of golf and games at Woodmont Country Club in Rockville, Maryland. The tournament raised more than \$240,000 for KEEN Greater DC-Baltimore programs. Thank you to our golf sponsors and supporters for making the event a huge success.



ANNUAL KEEN PROM: "ANIMAL SAFARI"

KEEN's teen athletes dressed up and danced the night away at their second annual KEEN prom held at the Bullis School in Potomac, Maryland. The Bullis School community created, organized and supported this event.

KEEN SILVER ST★RS



BULLIS GIVES BACK TO KEEN

For the fifth year in a row, the Bullis School Community in Potomac, Maryland, chose KEEN Greater DC-Baltimore as one of the beneficiaries of its Annual Bullis Gives Back 5K/1K Run/Walk and Festival. All KEEN athletes were invited to be a part of this special day.

KIDS EURO FESTIVAL

For the eighth year in a row, KEEN Greater DC-Baltimore athletes, families and volunteers enjoyed a special Kids Euro Festival at the Embassy of France. Thank you to the European Cultural Foundation and to the Embassy of France for creating this event, and for your generosity and hospitality.



THE ANNUAL KEEN SPORTS FESTIVAL – THE BEST DAYS ARE KEEN DAYS

Hundreds of KEEN athletes, family members and volunteers from all of KEEN Greater DC-Baltimore's Maryland, Northern Virginia and Washington, D.C., programs gathered at Avenel Park in Potomac, Maryland, to celebrate 25 years of fun, free KEEN programs in Greater Washington, D.C., and Baltimore.

Highlights From 25 Silver Stories of KEEN's PAST, PRESENT AND FUTURE

To celebrate KEEN's Silver Anniversary, volunteers, supporters, parents and athletes shared what makes KEEN great. (For the complete stories, visit keengreaterdc.org)

1



"KEEN literally has been life changing and is without a doubt the thing in my life about which I'm most proud, other than my three kids. But it's more than just pride. I actually believe some of the most important lessons that I have learned have come from being involved in KEEN.

- Lessons around patience;
- Measuring progress in small steps;
- Tolerance; and
- Inclusion.

It still profoundly affects what I do every day professionally and for that I'm enormously grateful."

~ Elliott Portnoy, KEEN Founder

"He knows when it's a KEEN day, and he does not like to miss it. He has a sense of belonging at KEEN. It is his group."

~ Kendra Collins, KEEN Parent



2

"KEEN targets individuals of all ability levels, and it's adaptable to any kid. That was the key for us as parents and for [our son] as an athlete."

~ Mike Brocato, KEEN Parent and Board Vice President

3



4



"There are a lot of moments at KEEN where you see an athlete do something that you know they weren't able to do before. The look on their faces, they are so joyful, when someone catches a ball, makes a basket... those are the little moments that make KEEN so special."

~ Karen Migdail, KEEN Volunteer

"At KEEN you are always treated with respect no matter how different your outsides are. KEEN is a place where differently abled individuals are inspired, empowered and believed to succeed. If I still had never found my voice, KEEN would be my saving grace. The staff trusts me and treats me with dignity."

~ Gordy B., KEEN Athlete*

*Gordy is a non-speaking autistic young man who typed these words using a letterboard.

5



6



"You have to have a vision not only for the individual but of a society where everyone is treated equally and is a valued member of their community. People involved with KEEN have always had that vision."

~ Sue Hartung, KEEN Parent

"We chose to support KEEN for a variety of reasons, but the most important is the country is only as great as how we help those that are most vulnerable. Making the lives better for children with disabilities, there is nothing more important."

~ David Trone, Owner of Total Wine & More

7



8



"These kids set goals for themselves. They want to play, and they're fun to be with. When they smile, the whole room lights up. It's a great experience. You can't teach that in a classroom."

~ JHU Student Volunteer

"KEEN has given Lucienne independence. KEEN is her time — The non-competitive programs are designed perfectly for her."

~ Kati Penney, KEEN Parent

9



10



"KEEN is a nurturing environment where you can be yourself no matter whether you are an athlete, a volunteer or a parent. The laughter and friendships are truly rewarding. Volunteering with KEEN is my favorite part of the week."

~ Michele Doyle, KEEN Volunteer

"At KEEN, kids with disabilities have friends to play with on the weekend that they often wouldn't have otherwise. In addition, their parents get time for other things while knowing their child is in good hands."

~ Charlie Gilbert, KEEN Volunteer

11



12



"KEEN is his only opportunity to socialize. He is increasingly letting more people into his world. His school even noticed his improvements, giving him an award for most improved social skills."

~ Alisha Pretto, KEEN Parent

13

"KEEN is her thing. This is her home. What I get from the organization is a sense of dignity and respect. Genuine love—that is KEEN!"

~ Adrienne Fairley,
KEEN Parent



14

"I started as a CPA and now am a teacher. Part of my transition to teaching is based on KEEN. As I kept volunteering and taking on leadership roles in KEEN, I really looked forward to every session."

~ Laura Partridge,
KEEN Volunteer

John began attending KEEN programs when he was 12 years old. John, now 21, has literally grown up with KEEN. "This is pure fun and enjoyment. We love KEEN and we think that it is wonderful!"

~ Barbara Bucknam, KEEN Parent



15



16

"We see how successful the organization is and how well it achieves its goals. In terms of investing money, there aren't many organizations that do so much with volunteers supported by such a small staff."

~ David Hish, President of Joyce Koons
Honda Buick GMC and
KEEN Board Member

"Brian has never had a bad day at KEEN in his 15 years. We have seen him grow socially, while exercising. And we are sure that KEEN has played a big role in giving Brian the tools he needs to live with others independent of us."

~ Linda Blumenreich,
KEEN Parent



17

"We had our first session and the kids came in and it was so much fun! That was seven years ago. Many of the original kids are still in the program. So, I had these five-year old's that are now 12, still coming. I get to see the different skills they pick up. I love getting to see how they have grown."

~ Lela Williams, KEEN Volunteer



18



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"Since we first volunteered, KEEN has grown tremendously but what makes KEEN so special has not changed. KEEN has never wavered from its extraordinary mission of providing free programs for kids with disabilities. We simply love being part of the KEEN family. We cannot imagine ever giving that up."

~ Daryl and Sondra Nickel,
KEEN Sponsors

"The joy I see on the faces of the kids at our sessions, the hugs they give me and the wonderful stories I hear from KEEN parents about their kids' experiences at KEEN — are all constant reminders of the important role KEEN plays in the lives of the very special young people we serve and their families."

~ Burt Braverman,
KEEN Board President

"KEEN resonates very powerfully with the values of the company, the values of the founder and the founder's family and the legacy they still have today. The ability to help people find meaning and purpose in their lives, regardless of what disabilities they might have, gives me, and this company, a great sense of satisfaction in terms of our ability to provide opportunities for all people."

~ Liam Brown, Marriott Executive and
KEEN Board Member

20



"Emotionally and socially KEEN helps him a lot, to feel good about himself and to feel accepted. It changes his spirit. He goes from low to high. He is always so happy at KEEN."

~ Fahimeh Bagheri,
KEEN Parent

21



23



"What I find interesting is the number of people who come to KEEN for one weekend and make it a long-time commitment because of the program, because of the athletes, because of the other volunteers. It's almost not fair when you are supposed to be helping others that you get that much satisfaction yourself."

~ Bob Stein,
KEEN Volunteer

24



25



"I've been coming to KEEN all my life, and I've never seen people come together the way they are here. It's amazing. Truthfully, KEEN for me isn't even about the programs. It's about the peacefulness that I bring back home with me. Everyone should have the kind of peace and love I get from KEEN and the volunteers. I love all the volunteers."

~ Dale D., KEEN Athlete

22



"KEEN's programs put the students front and center. The athletes from KEEN and volunteer coaches from Bullis develop a bond that is clearly evident. KEEN is not just community service to our students—it's deep friendships, and making a genuine difference in the lives of others, person-to-person, day by day."

~ Dr. Boarman, Head of
The Bullis School



“ KEEN has been a vital part of my child’s life. Not only does she benefit from the physical activities, she is cared about by the volunteers who work with her. She is accepted and encouraged to participate in the sessions. It has been much needed support for my family and so many others with special needs children. ”

-KEEN Greater DC-Baltimore parent

2017 DONORS

Because of the incredible generosity of businesses, foundations and individuals, KEEN Greater DC-Baltimore continues to provide all 30 of our programs at no charge to our athletes and their families.

THANK YOU!

\$45,000+

Marriott
INTERNATIONAL

\$30,000+

 **Joyce Koons** honda buick gmc

\$25,000+

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SUPPORT US

Please donate through:

- www.KEENGreaterDC.org
- United Way #8065
- Combined Federal Campaign #75656

Please contact us at support@keengreaterdc.org if there has been an oversight. Every effort has been made to correctly list 2017 major donors.

FINANCIALS

KEEN GREATER DC, LLC STATEMENT OF ACTIVITIES

FOR THE YEAR ENDING 12/31/17 (UNAUDITED)

SUPPORT

Foundations/Organizations	166,505
Corporations/Businesses	4,852
United Way & CFC	6,023
Individual Donors	153,170

SPECIAL EVENT NET REVENUE

KEEN Golf Classic	134,365
KEENFest	193,433
Investment Income	2,097

TOTAL NET REVENUE AND SUPPORT **\$660,445**

EXPENSES

Program Services for Kids, Teens and Young Adults

KEEN Sports and Fit Programs

Maryland - Montgomery County	124,148
Maryland - Baltimore	36,724
District of Columbia	38,765
Virginia	69,226

KEEN Music

Maryland - Montgomery County	30,571
District of Columbia	33,182
Virginia	22,472

KEEN Swim

Maryland - Montgomery County	21,434
District of Columbia	25,308

KEEN Tennis and Bowling

Maryland - Montgomery County	11,511
Maryland - Baltimore	7,941
Virginia	13,904

KEEN Dance

District of Columbia	1,158
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Sports Festival	4,469
Adult Program Support	1,200
Special Programs and Events	6,906

Total Program Services **\$448,918**

Supporting Services

Fundraising*	23,169
Management & Administration	21,403

TOTAL EXPENSES **\$493,490**

NET INCOME **\$166,956**

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.

*Nonevent





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KEEN Greater DC-Baltimore is a 501(c)3 organization.
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