



KEEN^{usa}

CROSSING THE FINISH LINE

KIDS ENJOY EXERCISE NOW
Annual Report 2022

MISSION

Empower youth with disabilities and impact volunteer coaches through participation in free, non-competitive, one-on-one programs of physical activity and fun, supporting the overall health and well-being of all participants.



VISION

Create communities in which individuals with disabilities have equal opportunities for recreation, fitness, and friendship; provide families with respite and a supportive network; foster a lifelong commitment to positive change for volunteers through their engagement with KEEN athletes; develop partnerships to actively promote disability awareness.

CORE PRINCIPLES

- Accept every child, regardless of the nature or severity of their disability
- Provide all programs entirely free of charge
- Meet the needs of the individual athlete, allowing everyone to find success and joy

PRESIDENT'S LETTER

Dear KEEN USA Friends:

In my tenure with this organization, I've had the pleasure of seeing the impact of KEEN from several viewpoints. As a former board president, I helped to steer my affiliate, enjoying successes around programming, events, and impact on my local community. As a staff member I can attest to the effort, ingenuity, and love that is put into every KEEN program. Now, as president of the KEEN USA board, I know that I am helping to serve a wonderful population of people while working with dedicated staff members who are committed to delivering fun and engaging programming for the communities we serve. KEEN continues to be sensitive to the transitional nature of programming moving from primarily remote interactions to working with our athletes and volunteers in an in-person environment. Our affiliates, staff members, and volunteers have shown incredible ingenuity and resilience to keep KEEN athletes, and their families engaged.

This year KEEN celebrated a milestone, as the board of directors voted to grant self-sufficiency to three of our affiliates (KEEN Chicago, KEEN Los Angeles, and KEEN New York). These affiliates have reached a point where they are financially and functionally independent of KEEN USA and this speaks volumes for our organization, demonstrating that our model of consistent KEEN USA support and guidance to our affiliates and their staff eventually leads to the development of independent organizations who carry out KEEN's mission and vision set forth over 30 years ago.

Our next year will be pivotal. As we continue to evolve our board of directors will work toward three distinct goals. 1) the growth of the organization in areas of need, 2) raising the visibility of KEEN through innovative marketing, and 3) continuing to provide mentorship and guidance to our affiliates. By focusing on these three areas KEEN will continue to flourish as our current and new affiliates work with their local communities. This year we look to effectively strategize for the next 2-3 years putting KEEN in a strong position around organizational growth, fund raising, and programming, remaining committed to our core principles: providing fun and engaging activity for every child with a disability regardless of severity and providing those programs free of charge.

KEEN thanks the donors that continue to support our effort with strong financial commitments, without which none of our programming would be possible. Through the support and love of our local staff, volunteers, athlete's families, and board of directors, I am confident we can make this year successful for those who we serve. I am proud to be the president of this organization.

With deepest gratitude,

David Spierer

President, KEEN USA



Crossing the Finish Line

KEEN Los Angeles athletes and volunteers participated in the Big 5K, part of the LA Marathon weekend. Athletes and their families traversed the 5K course from Dodger Stadium, through Elysian Park, and back to the stadium, where, after crossing the finish line, they received their medals.



KEEN USA’s past president, John Hayato Branderhorst, and KEEN New York’s then Executive Director, Amanda Alvarado Frantz, formed a duo-team. Their story was filmed and told by the Click & Pledge Foundation. Their video “The Finisher” can be seen at www.tinyurl.com/KEEN-Hero-22.

LA Marathon Duo-Teams

KEEN USA sponsored four duo-teams in the 2022 LA Marathon, with able-bodied runners pushing rider-athletes for 26.2 miles. It was cold and dark when the teams arrived at Dodger Stadium at 4:30 am, and the windiest marathon veterans could recall, but everyone was all smiles “Crossing the Finish Line.”



Peter Kline and Ananda Wang; Ananda and mom Cathay Liu; Nikita Wang and Josh Kline; Miguel Equina and Adrian Rakfeldt; Adrian, Miguel and dad Jerry Rakfeldt; KEEN USA past president John Branderhorst and then KEEN New York Executive Director Amanda Alavarado Frantz with Chris Douglas.



While most KEEN Athletes don’t participate in Marathons, every week across the country, young people with disabilities attending KEEN programs “cross the finish line” in their own way. Their unique achievements are celebrated, whether it was shooting hoops, swimming, or practicing yoga. Every day, all of our athletes are winners.

INNOVATIVE PROGRAMMING



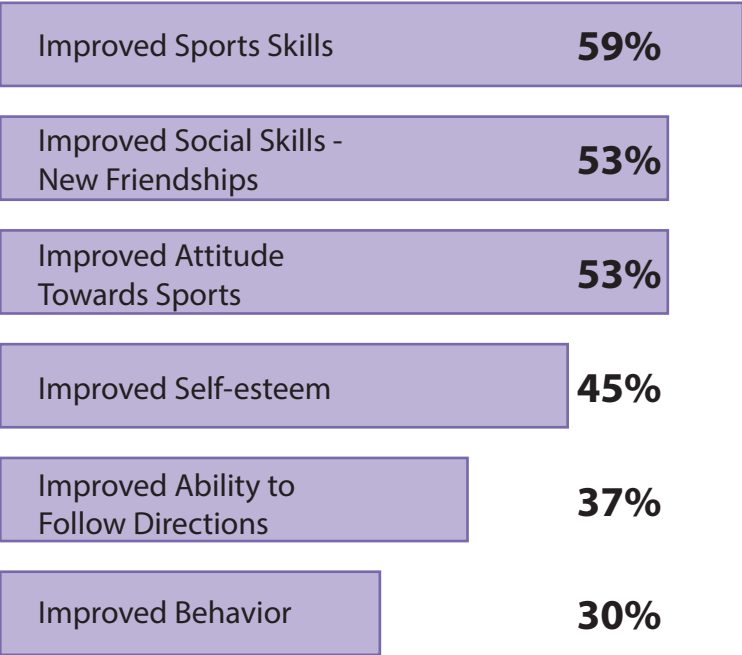
2022 saw a return to in-person programming. KEEN athletes, volunteers, and families were able to resume favorite activities such as yoga, basketball, swim, and fit as well as special events such as a trip to a Chicago White Sox or St. Louis Cards game, athlete make-overs at a salon in New York, roasting marshmallows over a campfire in Chicago, the KEEN Any K, or events in Central Park.



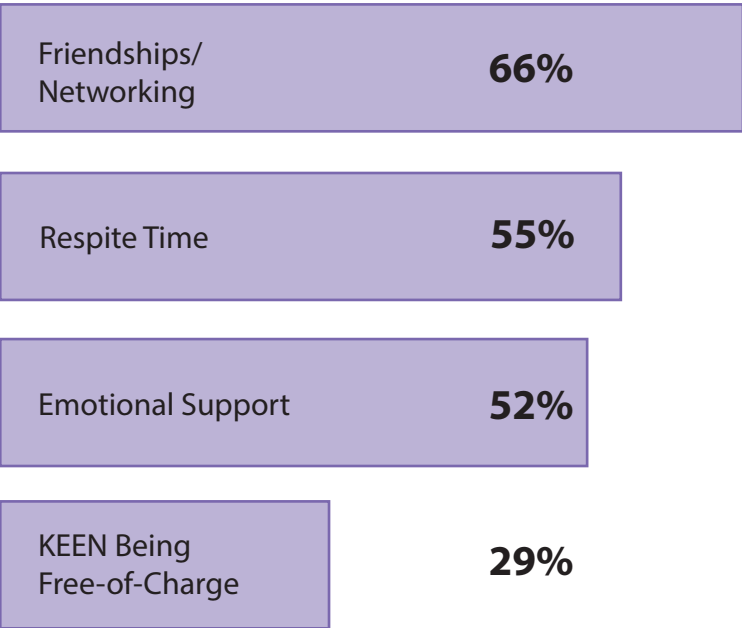
KEEN OUTCOMES

Parents tell us how KEEN impacts their children and their families.

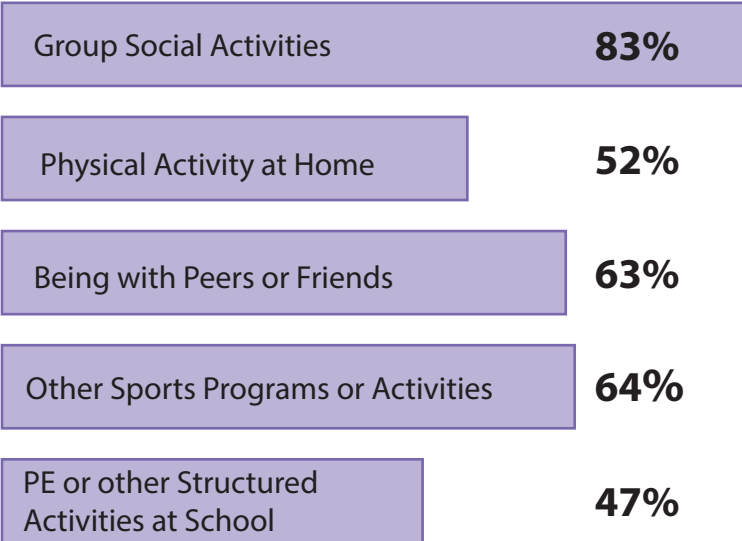
What **skills** has your child learned at KEEN that have been useful outside of KEEN?



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



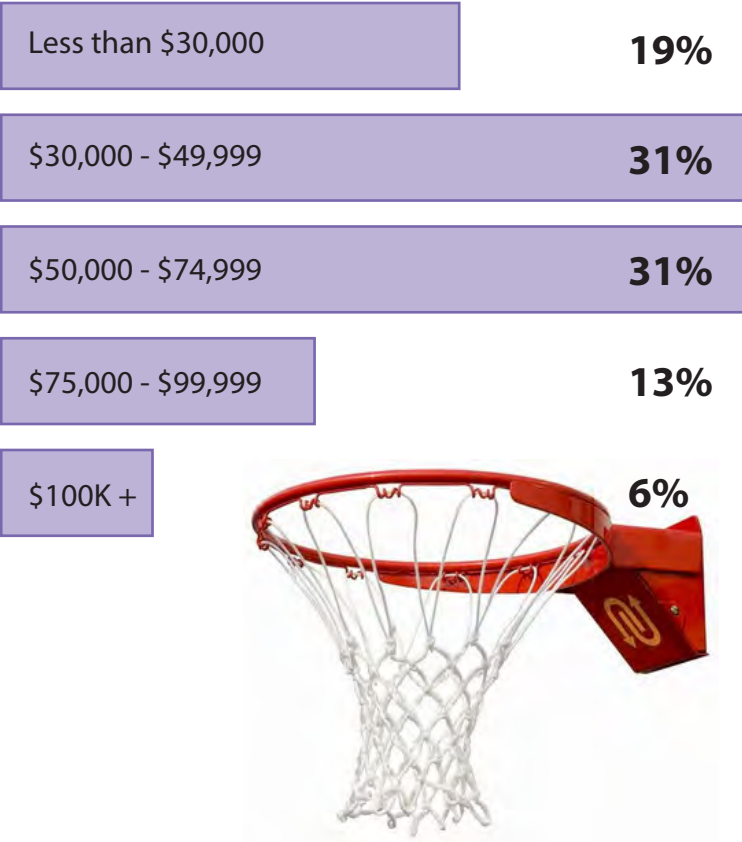
Is your child more willing to **engage** in any of the following activities because of KEEN?



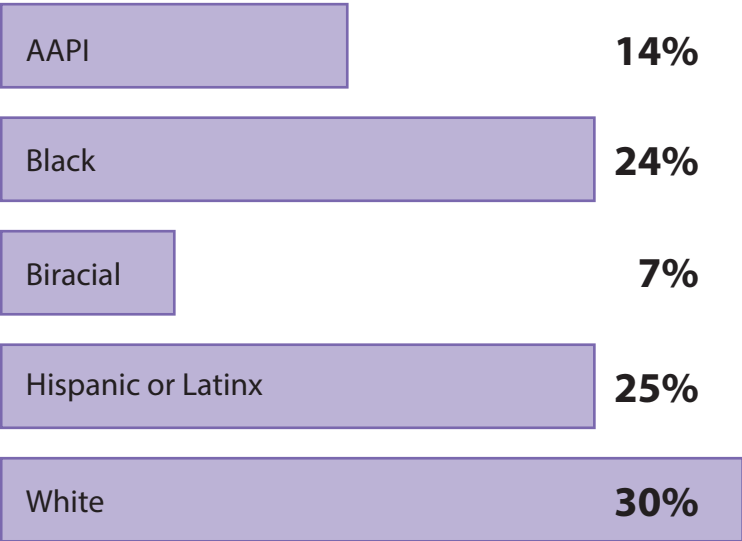
WHO WE SERVE

A Breakdown of our athletes by disability, race/ethnicity, and gender. KEEN does not collect income information: this data is drawn from athlete zip code as reported in localista.com.

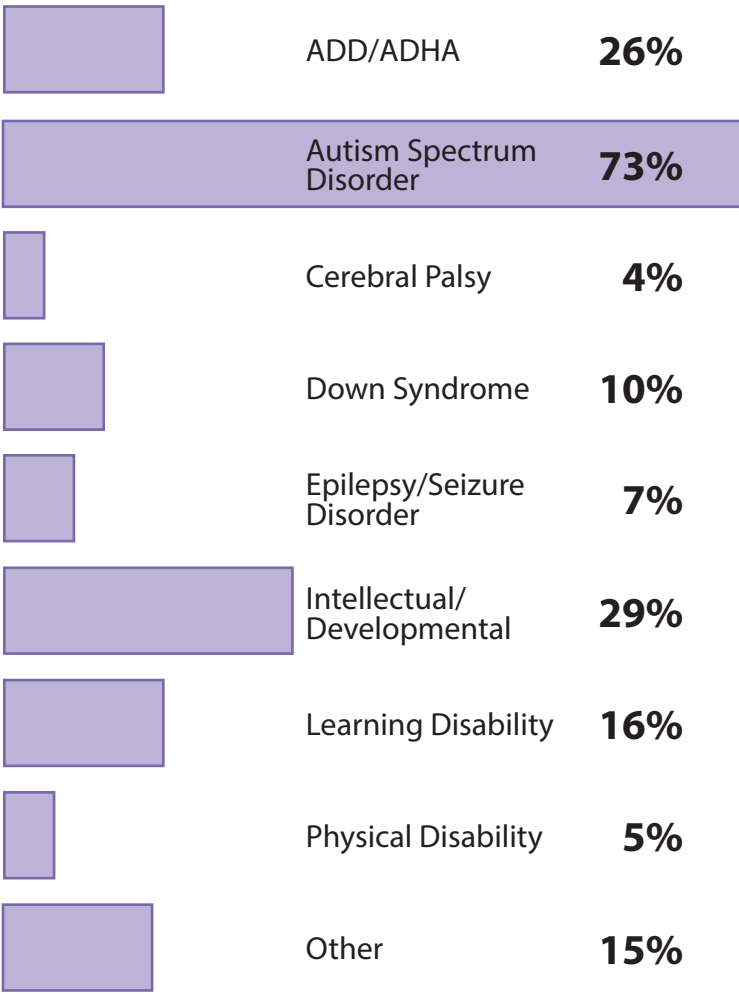
Household **Income***
*KEEN does not collect income. Data derived from zip code analysis.



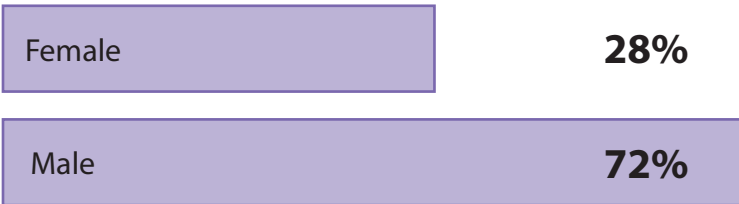
Race/Ethnicity of Child



Nature of Child's **Disability**



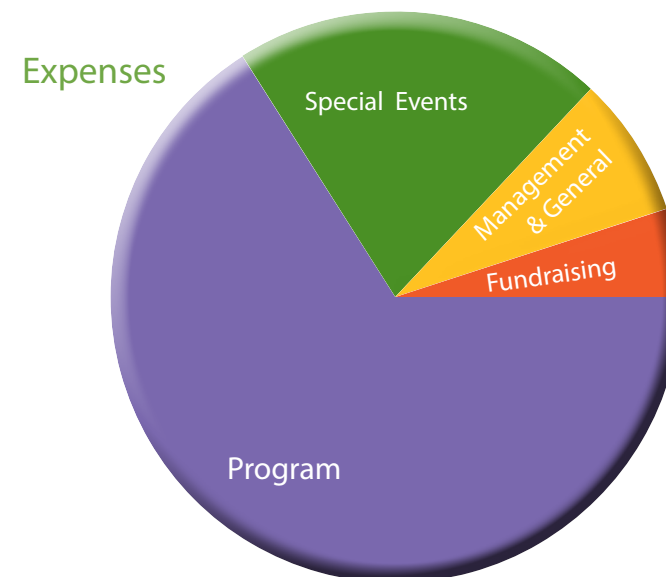
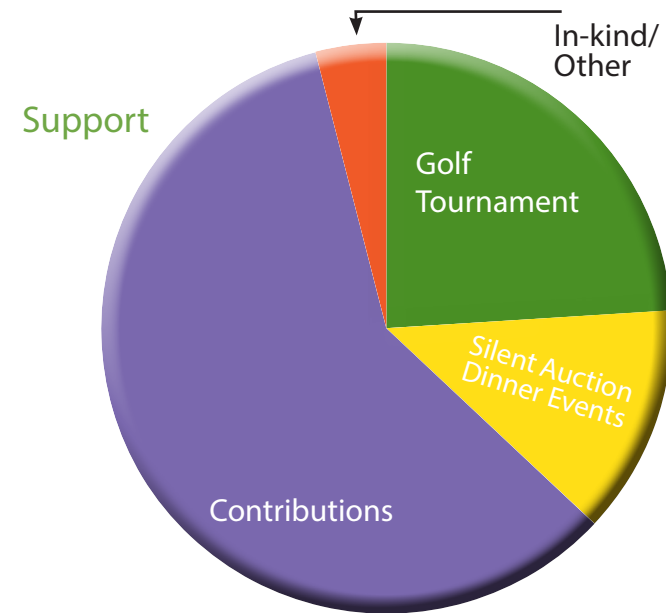
Gender of Child



FUNDING THE CAUSE — FINANCES

The information provided comes from the KEEN USA Audited Financial Statement.

A copy can be found on the KEEN USA website: www.keenusa.org/annual-report.



Consolidated Statement of Activities
Kids Enjoy Exercise Now Foundation Inc.
and Affiliates
For the year ended 12/31/2022

Support	
Services	
Auction/Dinner Event	\$405,460
Golf Tournament	226,690
Contributions	
Contributions	1,005,670
In-kind Donations	58,986
Other Income	5,000
Interest Income	5,971
Total Revenue and Support	1,707,777
Expenses	
Program Services	
Program Services	1,072,405
Special Events	346,836
Total Program Services	1,419,241
Supporting Services	
Management & General	121,582
Fundraising	75,318
Total Supporting Services	196,900
Total Expenses	\$1,616,141

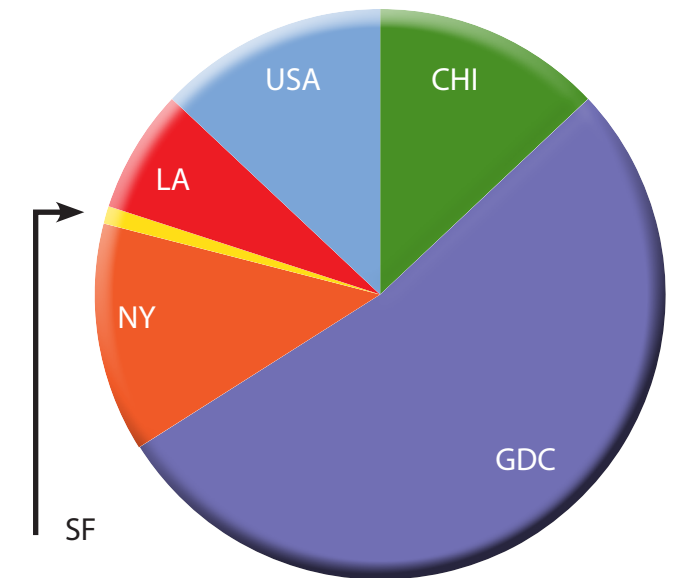
Consolidated Statement of Financial Position
Kids Enjoy Exercise Now Foundation Inc.
and Affiliates
For the year ended 12/31/2022

Assets		Liabilities and Net Assets	
Current Assets		Current Liabilities	
Cash and Cash Equivalents	\$2,068,856	Accounts Payable	\$24,348
Pledges Receivable	86,883	Accrued Expenses	28,712
Prepaid Expenses	17,445	Total Current Liabilities	53,060
Total Current Assets	2,173,184		
Fixed Assets Net ¹	11,970	Net Assets	2,132,094
Total Assets	\$2,185,154	Total Liabilities and Net Assets	\$2,185,154

¹Net of \$68,498 in accumulated depreciation.

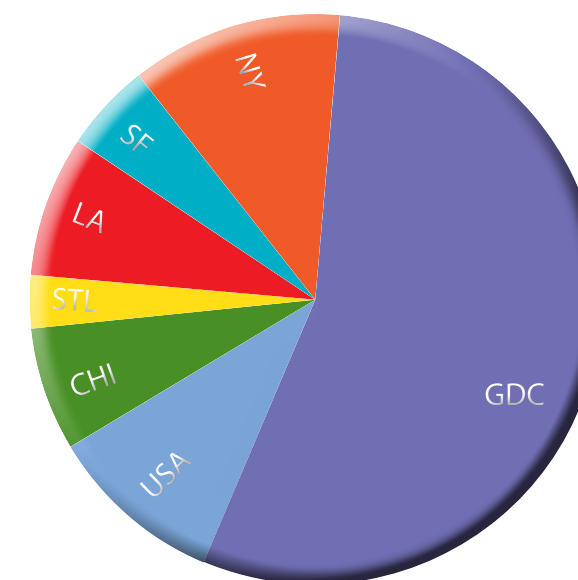
Consolidating Statement of Activities
Kids Enjoy Exercise Now Foundation Inc.
and Affiliates
For the year ended 12/31/2022

Location	
KEEN Chicago	\$232,797
KEEN Greater DC	902,983
KEEN Los Angeles	127,057
KEEN New York	224,378
KEEN Phoenix	768
KEEN San Francisco	19,837
KEEN St. Louis	12,987
KEEN USA	216,970
Transfers Eliminated in Consolidation	(30,000)
Total Assets	\$1,707,777



Consolidating Statement of Functional Expenses
Kids Enjoy Exercise Now Foundation Inc.
and Affiliates
For the year ended 12/31/2022

Location	
KEEN Chicago	\$120,004
KEEN Greater DC	900,129
KEEN Los Angeles	134,654
KEEN New York	198,212
KEEN Phoenix	9,387
KEEN San Francisco	82,317
KEEN St. Louis	43,423
KEEN USA	158,015
Transfers eliminated in consolidation	(30,000)
Total Expenses	\$1,616,141



KEEN USA is a 501(c)3 nonprofit. Donations made to KEEN USA are tax-deductible to the full 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.

COMMUNITY SUPPORTERS

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.

\$100,000

Living on the Go Foundation

\$75,000+

American Amusement Machine
Charitable Foundation

Dentons

\$30,000+

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Every effort has been made to correctly list 2022 major donors.
Please contact info@keenusa.org if there has been an oversight.



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As of January, 2023



KEEN USA
1900 K Street NW
Suite 100
Washington, DC 20006

866-903-KEEN (5336)
www.KEENusa.org
info@KEENusa.org

