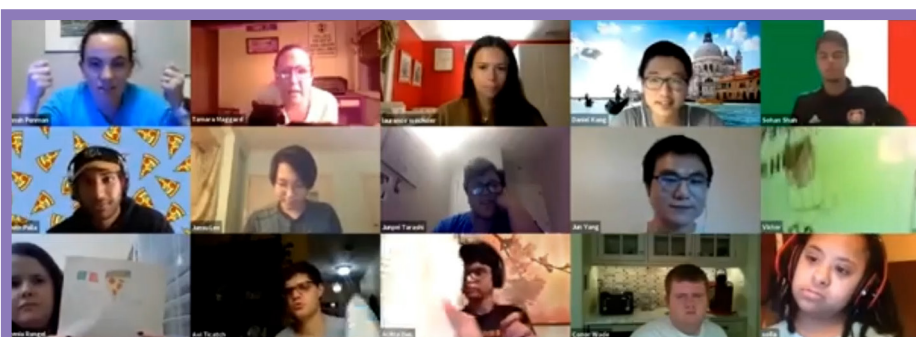
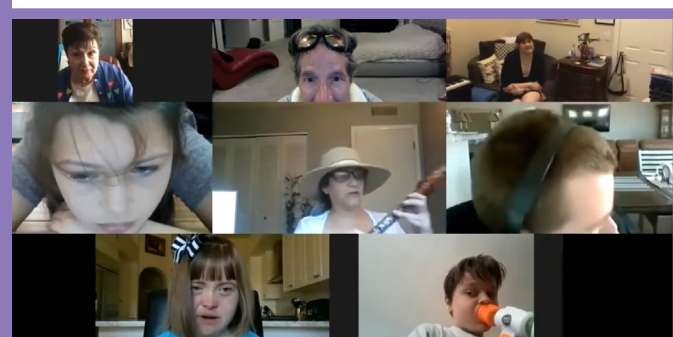




usa
KIDS
ENJOY
EXERCISE
NOW

Annual Report 2020

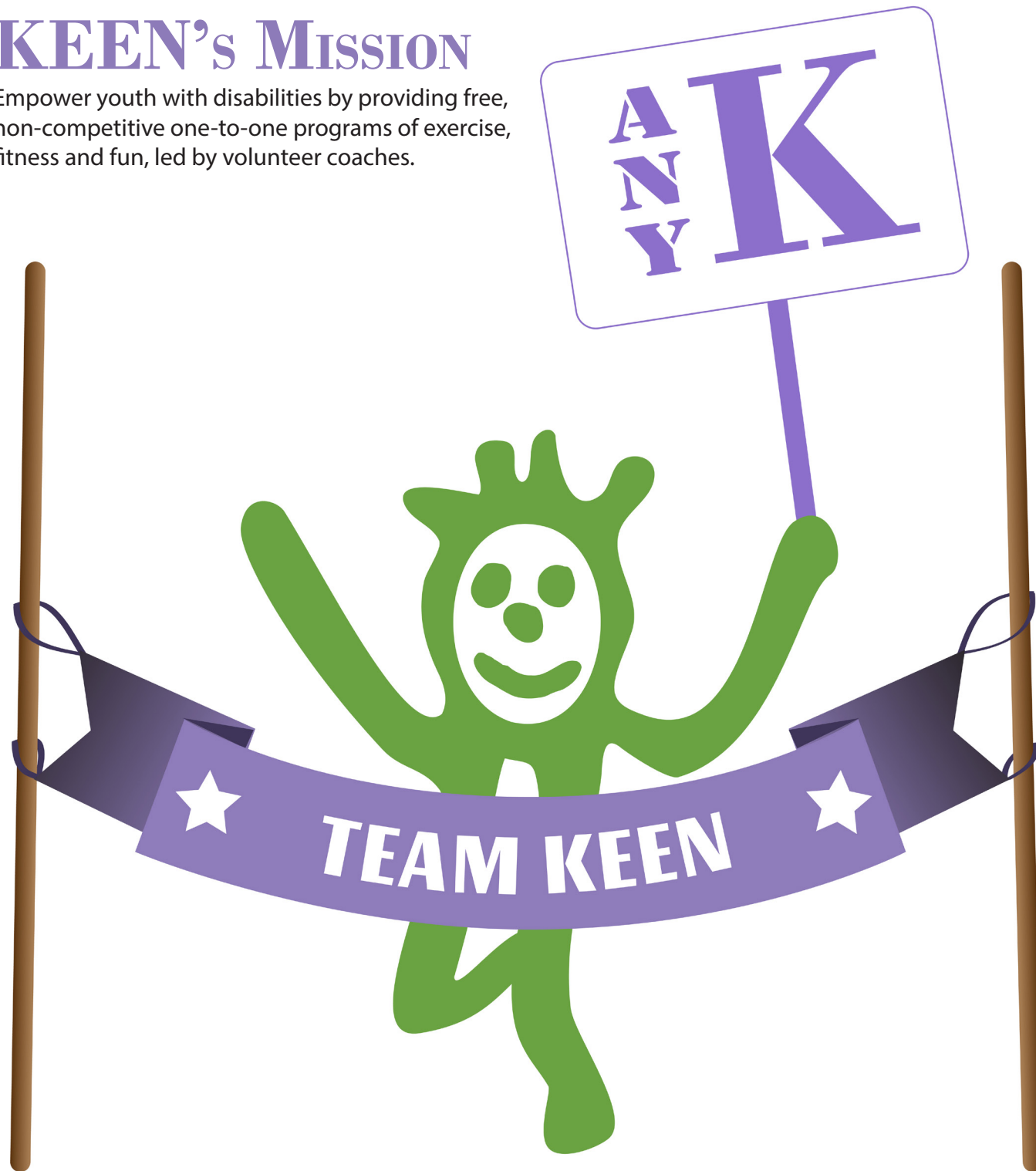


IMAGINE A WORLD...

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 of youth with disabilities; strengthen communities through education of volunteers; and provide families with respite and a supportive network.

THINKING OUTSIDE THE BOX

Dear KEEN Friends and Supporters:

2020 was a year of unprecedented challenges. Looking back, I am filled with awe by how the KEEN family continued to push forward, designing new and creative “outside the box” programming and service delivery to support our KEEN athletes and families. When I wrote this letter last year we never imagined we would be holding only virtual programs for over a year. I’m very proud, inspired, and excited by all the ways KEEN Affiliates have kept pursuing different ways to keep kids active and offering solutions for caregivers to have even the smallest amount of respite time.

I’m hopeful for a return to in-person programming in 2021, and while there is currently no time table for this, we will continue to stay true to our mission of providing free, non-competitive programs of fitness and fun for youth with disabilities. We also will kick off the second year of the KEEN ANY K, KEEN’s innovative virtual fundraising event, and look forward to seeing all the creative activities athletes, families, and volunteers commit to as we all work together to grow awareness of KEEN and its mission. In its inaugural year, the ANY K raised over \$50,000. We hope to double that this year. In light of all the cancelled in-person fundraising events, your support has never been more needed or greatly appreciated.

A letter we received from a KEEN parent, excerpted below, is a true testament to the impact your generosity has had on our athletes, their families, the volunteers, and the communities we serve.



With deepest gratitude,

John Hayato Branderhorst
President, KEEN USA

“Thank you so much from the bottom of my heart for the amazing job, and the generous service your organization has been providing our children over the years. But most importantly I personally wanted to tell you, how much KEEN has SAVED our children during this unprecedented pandemic we are experiencing. KEEN has quickly figured out a way to ZOOM the activities and get our babies some kind of support. KEEN [live online programming] has been the most joy my son has gotten since he has been sheltered in. I want to take this time to say KEEN has been the MVP for our Children during this pandemic!”

— KEEN Parent”

INNOVATIVE PROGRAMMING

- KEEN
Fit
- Saturday
KEEN
Live!
- KEEN
ZOOMba
- KEEN
Cooking
- KEEN
Friends
- KEEN
Caregivers
Club
- KEEN
Movie
Night
- KEEN
Yoga



KEEN's move to virtual programming opened a world of new possibilities. Programs were offered throughout the week, with creative content, from foreign travel to summer camp themes. KEEN Athletes and Volunteers gathered to cook, enjoy stories, and watch movies together. They sang and danced, and displayed their own unique talents. Wearing their favorite KEEN T-shirt or Halloween costumes,



Athletes and Volunteers celebrated birthdays and holidays, all via ZOOM. KEEN bikes were shared, KEEN families were invited to community food drives, and parents were invited to special caregivers sessions, ranging from Town Hall meetings to discuss life under COVID, to financial planning for special needs families, to relaxing yoga and meditation. KEEN was there for the community!

Join us for our...
HallowKEEN
Extravaganza 2020!!!

Saturday, October 31st 2PM-4PM

Join us for 2-hours of fun:

- Activity
- Music
- Art
- Crafts
- Storytelling
- Costume Contest
- All attendees will receive PRIZES!

Register below to get the link for the event...

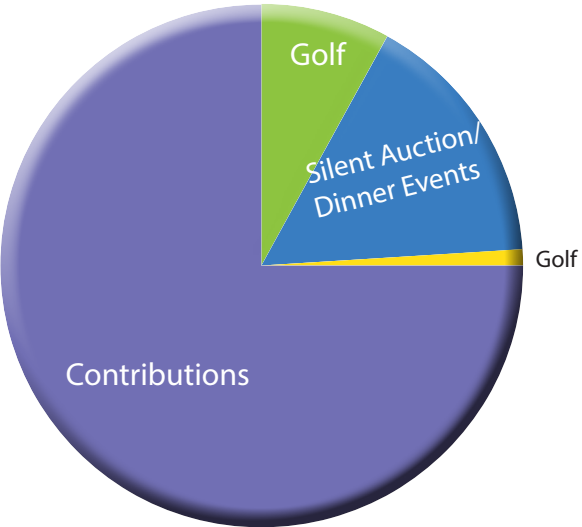


- KEEN
Music
- KEEN
Story
Time
- KEEN
Art &
Games
- KEEN
Tae
Kwon Do
- KEEN
Podcast
- KEEN
Performs
- KEEN
Dance
Party
- KEEN
Karaoke

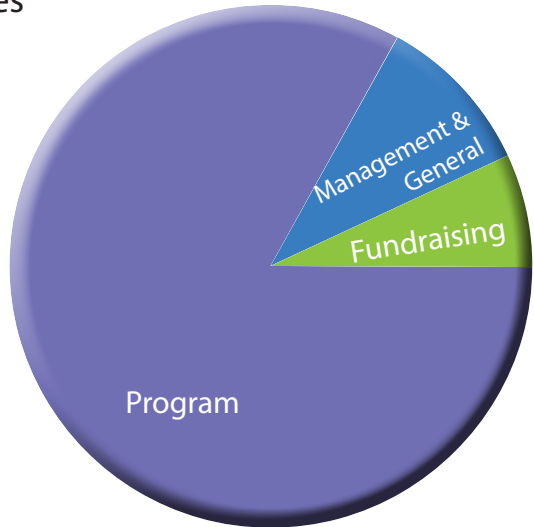
FUNDING THE CAUSE

FINANCES

Support



Expenses



Consolidated Statement of Activities
Kids Enjoy Exercise Now Foundation Inc.
and Affiliates
For the year ended 12/31/2020

Support	
Special Events	
Golf Tournament	\$97,575
Silent Auction and Dinner Events	190,602
Total Special Events	288,177
Contributions	912,882
Donated Services, Facilities & Materials	17,554
Interest Income	5,149
Total Support	\$1,223,762
Expenses	
Program Services	1,062,760
Supporting Services	
Management and General	131,786
Fundraising	84,980
Total Supporting Services	216,766
Total Expenses	\$1,279,526

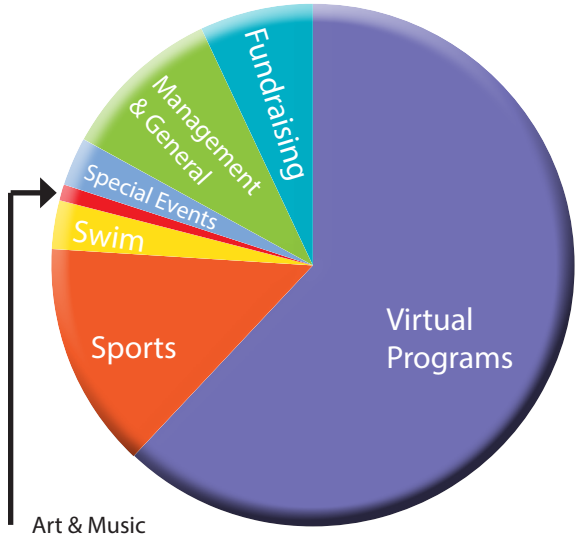
Consolidated Statement of Financial Position
Kids Enjoy Exercise Now Foundation Inc.
and Affiliates
For the year ended 12/31/2020

Assets		Liabilities and Net Assets	
Current Assets		Current Liabilities	
Cash and Cash Equivalents	\$1,713,258	Accounts Payable	\$4,869
Pledges Receivable	42,100	Accrued Expenses	27,785
Prepaid Expenses	24,184	Paycheck Protection Program Loan	181,232
Total Current Assets	1,779,542	Total Current Liabilities	213,886
Fixed Assets, Net	14,775	Net Assets	1,580,431
Total Assets	\$1,794,317	Total Liabilities and Net Assets	\$1,794,317

Consolidated Statement of Activities
Kids Enjoy Exercise Now Foundation Inc.
and Affiliates
For the year ended 12/31/2020

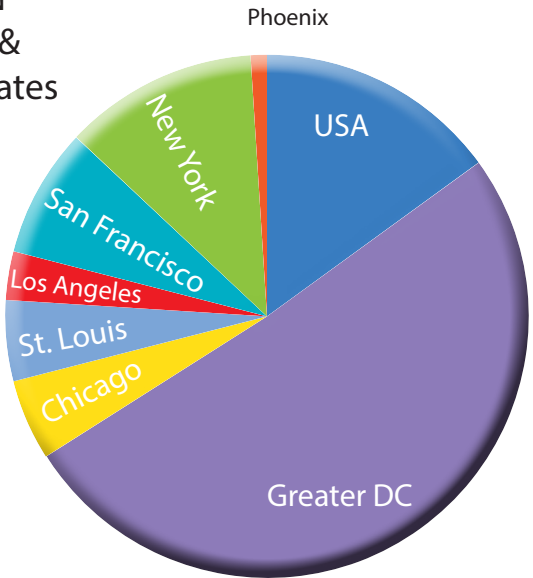
Program Services	
Virtual Programs	\$794,553
Sports Programs - General	179,003
Swim Programs	34,686
Art & Music Programs	18,433
Bowling Programs	6,142
Special Events	29,943
Total Program Services	\$1,062,760
Supporting Services	
Management and General	131,786
Fundraising	84,980
Total Supporting Services	216,766
Total Expenses	\$1,279,526

Program and Supporting Services
Allocation of Expenses



Consolidated Statement of Functional Expenses
Kids Enjoy Exercise Now Foundation Inc.
and Affiliates
For the year ended 12/31/2020

KEEN
USA &
Affiliates



Location	
KEEN USA	\$198,539
KEEN Greater DC	665,013
KEEN Chicago	68,817
KEEN St. Louis	70,697
KEEN Los Angeles	40,677
KEEN San Francisco	101,896
KEEN New York	153,131
KEEN Phoenix	10,756
transfers eliminated in consolidation	-30,000
Total Expenses	\$1,279,526

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.

QUALITATIVE OUTCOMES —

Parents Describe KEEN's Impact During the Pandemic

“

It has helped her to continue seeing and living with the people she met in the face-to-face programs, in addition to making her feel happy and being able to participate in the activities.... and she is excited to know that they will soon see each other again.

”

- KEEN Chicago Parent

“

Saturday KEEN has been the bright light of my daughter's weekends for almost a year! Don't know what we'd do without it!

”

- KEEN Phoenix Parent

“

KEEN has been very supportive of my daughter. She is very happy to participate and it helped her understand how there are changes in life that we have to adjust to.

”

- KEEN Los Angeles Parent

“

KEEN has made a tremendous impact during the pandemic. The KEEN virtual programs have been my daughter's primary social activities during the pandemic. While everything else stopped (special needs adapted sports activities) KEEN has been a consistent activity. My daughter has enjoyed the variety of virtual activities and I am so impressed with how engaging the volunteers make each session. My daughter always feels welcomed and acknowledged and celebrated!

”

- KEEN San Francisco Parent

“

A Godsend!

”

- KEEN New York Parent

“

KEEN has helped my child maintain the connection between KEEN staff and coaches and its programming. It has taken KEEN to a whole new level we never thought before. It has helped maintain unity and maintain the relationship between my two children since KEEN does not only let my child with disability attend but also her sibling. Both always feel welcomed at KEEN even virtually!!

”

- KEEN New York Parent

“

My son has had a very difficult time with all of his in person activities being cancelled. Having virtual KEEN on Sundays has been a huge positive in our lives. He very much looks forward to those meetings and has fun participating.

”

- KEEN St. Louis Parent

“

KEEN has offered excellent activities!

”

- KEEN Chicago Parent

“

KEEN has been a godsend during this time! It has given my son an incredible social outlet for him. The coaches who run it are wonderful! They have done so much to build my son's confidence including making him an assistant coach! I really appreciate everything KEEN has done. Being on lockdown at home would have been so grueling without this group!

”

- KEEN San Francisco Parent

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.

<p>\$50,000+</p> <p>Dentons</p>	<p>\$15,000+</p> <p>American Amusement Machine Association Charitable Foundation</p>
<p>\$40,000+</p> <p>Joyce Koons Honda Buick GMC</p>	<p>Anonymous</p> <p>Maximus Foundation</p> <p>Montgomery County Collaboration Council for Children, Youth and Families</p>
<p>\$20,000+</p> <p>Meringoff Family Foundation</p>	
<p>\$10,000+</p> <p>Altria Companies Employee Community Fund</p> <p>Clark - Winchcole Foundation</p> <p>Disability Opportunity Fund</p> <p>Andrew & Alice Fischer Charitable Trust</p> <p>Aliah Greene</p> <p>LA84 Foundation</p> <p>George Preston Marshall Foundation</p> <p>State of Maryland COVID-19 Emergency Relief Grant</p>	<p>Mirnahill Foundation</p> <p>Montgomery County Maryland Community Grant</p> <p>Montgomery County Maryland Public Health Emergency Grant</p> <p>J. P. Morgan Charitable Giving Fund</p> <p>Joey Pizzano Memorial Fund</p> <p>Estee & Elliott Portnoy</p>
<p>\$7,000+</p> <p>18 Reasons</p> <p>The Antler Foundation</p> <p>Thomas W. Bradley Foundation</p>	<p>Host Hotels & Resorts</p> <p>Michelle & Daniel Murphy</p> <p>Tonal Systems Inc</p>
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\$4,000+

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has been an oversight.

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As of May, 2021

We'll Be Back!



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info@KEENusa.org