

# KEEN

USA



## CREATING COMMUNITY

KIDS ENJOY EXERCISE NOW  
Annual Report 2021

# KEEN's 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.



## KEEN's 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.

## Dear KEEN Friends and Supporters:

2021 was a transition year for KEEN, as we continued with our online programming, while reintroducing in-person programming as weather and local conditions permitted. Going into the summer, we had hoped to back to “normal” with a full slate of in-person programs and special events. But once again, KEEN affiliates around the country had to pivot, adapting plans to meet the challenges presented by COVID-19 and its variants. I am once again filled with awe by how the KEEN family continued to push forward, changing programming and service delivery methods to support our KEEN athletes and families in an uncertain and ever-shifting environment, pursuing different ways to keep kids active and offering solutions for caregivers to have even the smallest amount of respite time. Always creating community.

As KEEN's 29th year of providing free programs for youth with disabilities drew to a close, we looked to update our mission and vision statements to more accurately reflect KEEN's role in year 30 and beyond. As KEEN advances its mission from simply providing services to empowering our athletes and impacting our volunteers, we remain committed to our core principles of accepting every child, regardless of the nature or severity of their disability, providing all programs entirely free of charge, and meeting the needs of the individual athlete, allowing everyone to find success and joy.

None of this would be possible without the continued support from our many donors throughout the country. It is their generosity that makes everything we do possible, and we remain grateful for their continued support.

With deepest gratitude,



*John Branderhorst*  
John Hayato Branderhorst  
President, KEEN USA

## CREATING COMMUNITIES

- That Empower Youth with Disabilities Through Inclusive Recreation and Fitness Programs
- That Foster Volunteerism and a Commitment to Positive Change
- That Support Overall Health and Well-Being
- That Provide Families with Respite and a Supportive Network



# INNOVATIVE PROGRAMMING

KEEN  
Fit

Saturday  
KEEN  
Live!

KEEN  
ZOOMba

KEEN  
Cooking

KEEN  
Friends

KEEN  
Caregivers  
Club

KEEN  
Movie  
Night

KEEN  
Yoga



2021 was a hybrid year for KEEN as affiliates across the country offered as many in-person programs as possible, while maintaining a strong online presence, as COVID-19 variants ebbed and flowed. Outdoor programming in warmer months allowed for joyous reunions for our athletes who had not seen each other in person for such a long time. KEEN's continued ability to be nimble in the face of ongoing uncertainty enabled young athletes to stay active and engaged.



KEEN  
Music

KEEN  
Story  
Time

KEEN  
Art &  
Games

KEEN  
Tae  
Kwon Do

KEEN  
Performs

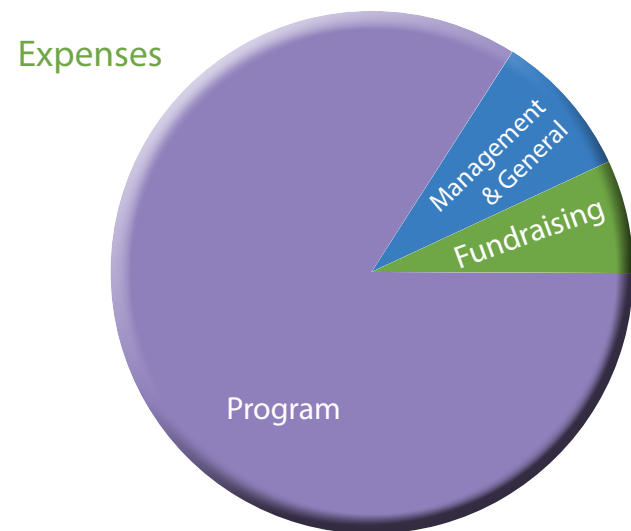
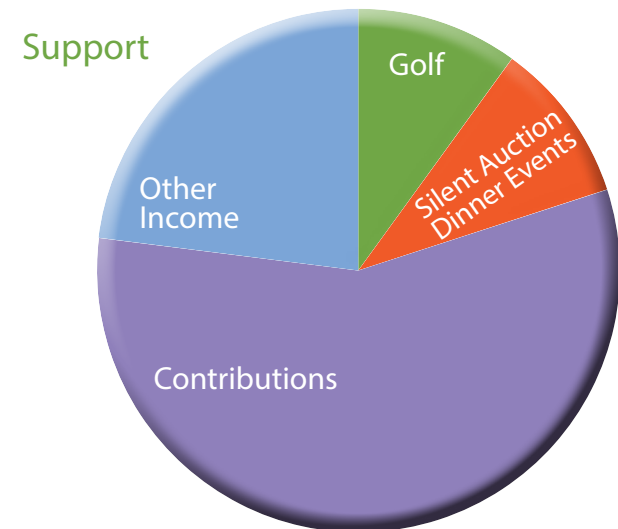
KEEN  
Podcast

KEEN  
Dance  
Party

KEEN  
Kara



# FUNDING THE CAUSE — FINANCES



## Consolidated Statement of Activities Kids Enjoy Exercise Now Foundation Inc. and Affiliates For the year ended 12/31/2021

Support	
Special Events	
Golf Tournament	\$165,545
Silent Auction and Dinner Events	<u>167,659</u>
Total Special Events	<u>333,204</u>
Contributions	971,776
Other Income <sup>1</sup>	377,893
Donated Services, Facilities & Materials	19,073
Interest Income	<u>2,437</u>
<b>Total Support</b>	<b><u>\$1,704,383</u></b>
Expenses	
Program Services	<u>1,043,674</u>
Supporting Services	
Management and General	113,556
Fundraising	<u>87,126</u>
Total Supporting Services	<u>200,682</u>
<b>Total Expenses</b>	<b><u>\$1,244,356</u></b>

## Consolidated Statement of Financial Position Kids Enjoy Exercise Now Foundation Inc. and Affiliates For the year ended 12/31/2021

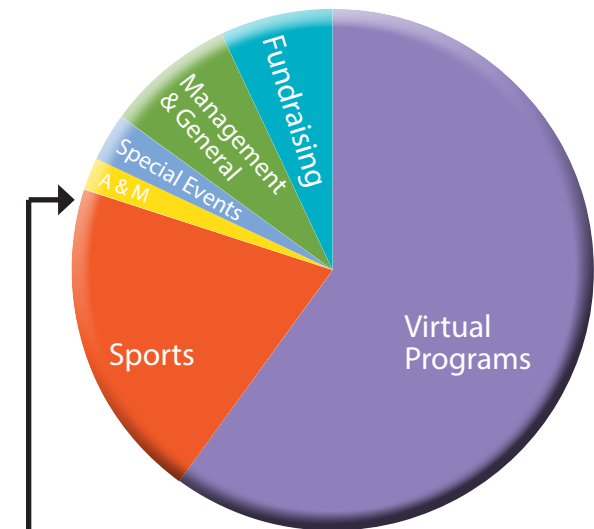
Assets		Liabilities and Net Assets	
Current Assets		Current Liabilities	
Cash and Cash Equivalents	\$1,969,390	Accounts Payable	\$12,702
Pledges Receivable	62,931	Accrued Expenses	24,340
Prepaid Expenses	<u>34,627</u>	Total Current Liabilities	<u>37,042</u>
Total Current Assets	2,066,948		
Fixed Assets, Net <sup>2</sup>	<u>10,552</u>	Net Assets	<u>2,040,458</u>
<b>Total Assets</b>	<b><u>\$2,077,500</u></b>	<b>Total Liabilities and Net Assets</b>	<b><u>\$2,077,500</u></b>

<sup>1</sup>Includes \$372,893 in PPP loan forgiveness, \$181,232 for a loan issued in 2020, and \$191,661 for a loan issued in 2021.  
<sup>2</sup>Net of \$62,040 in accumulated depreciation.

## Consolidated Statement of Activities Kids Enjoy Exercise Now Foundation Inc. and Affiliates For the year ended 12/31/2021

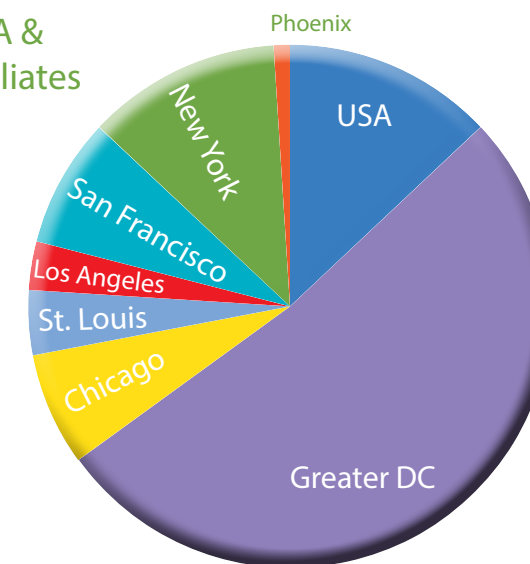
Program Services	
Virtual Programs	\$741,272
Sports Programs - General	242,679
Swim Programs	2,994
Art & Music Programs	23,585
Bowling Programs	688
Special Events	<u>32,456</u>
Total Program Services	<u>\$1,043,674</u>
Supporting Services	
Management and General	113,556
Fundraising	<u>87,126</u>
Total Supporting Services	<u>200,682</u>
<b>Total Expenses</b>	<b><u>\$1,244,356</u></b>

## Program and Supporting Services Allocation of Expenses



## Consolidated Statement of Functional Expenses Kids Enjoy Exercise Now Foundation Inc. and Affiliates For the year ended 12/31/2021

### KEEN USA & Affiliates



Location	
KEEN USA	\$160,992
KEEN Greater DC	664,390
KEEN Chicago	91,724
KEEN St. Louis	49,848
KEEN Los Angeles	34,959
KEEN San Francisco	97,156
KEEN New York	158,346
KEEN Phoenix	<u>17,011</u>
transfers eliminated in consolidation	<u>-30,000</u>
<b>Total Expenses</b>	<b><u>\$1,244,356</u></b>

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](http://www.keenusa.org).

QUALITATIVE OUTCOMES

Parents Describe KEEN’s Impact During the Pandemic

Gracias por el soporte para nuestros hijos. Mi hijo tiene la oportunidad de convivir con otros niños y hacer amigos.

Liza always has a great time at KEEN. She learns to play with others--- and is happy!

We have been a part of KEEN for a long time and we love it. It helps not just during the sessions. It's a community!

This program has been a blessing!

KEEN

I love the way KEEN program modifies activities. My children have so much fun!

He's enjoyed everything from virtual classes/sessions, podcasts, to now the outdoor field activities. It's always fun and excitement for him.

I love that KEEN provides them a welcoming, nurturing environment.

(Because KEEN is) free it is particularly helpful to low income families, single-family homes, and single moms. At KEEN I am able to watch my son socialize in his own way with other kids.

KEEN offers a space for my son to be able to have recreation and find friendships.

KEEN is a wonderful social and physical outlet for Dylan. KEEN by brings parents together who have similar concerns for their children. Since the pandemic opportunities have been between slim to none and Keen has been a lifesaver!

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.

\$50,000+

Dentons  
Laureus Sport for Good

\$20,000+

Philip L. Graham Fund  
Joyce Koons Honda Buick GMC  
Meringoff Family Foundation

\$10,000+

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Estee & Elliott Portnoy  
Rock Spring Contracting LLC  
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\$5,000+

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Venable Foundation

\$4,000+

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Donoho Companies

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Laura & Steven Rothbloom  
Shanahan Family Foundation

Every effort has been made to correctly list 2021 major donors. Please contact us at info@keenusa.org if there has been an oversight.



COMMUNITY SUPPORTERS

\$3,000+

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\$1,000+

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As of June, 2022

IN MEMORIAM

KEEN recently lost two members of our leadership team. Ray Bennett, President, Franchising U.S. and Canada at Marriott International, served on the KEEN USA Board of Directors since 2012. Joanna Winsborough was KEEN's National Development Director since 2014. Each brought their passion for serving the community and advancing inclusion for youth with disabilities to KEEN, making a significant difference in the lives of the athletes we serve.



Ray Bennett



Joanna Winsborough





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