

we're **PROUD**  
of our ability



KIDS ENJOY EXERCISE NOW  
usa

annual report 2005



KEEN (Kids Enjoy Exercise Now) is a national, nonprofit, volunteer-led organization that provides one-to-one recreational opportunities for children and young adults with developmental and physical disabilities at no cost to their families or caregivers. ***KEEN's mission is to foster the self-esteem, confidence, skills and talents of its athletes through non-competitive activities, allowing young people facing even the most significant challenges to meet their individual goals.***

Photos by Alan Kresse and KEEN families and volunteers.



**Dear Families, Volunteers,  
Supporters and Friends of KEEN USA:**

**W**hen we launched KEEN in the United States nearly 14 years ago, we set out to develop an innovative program that provided free, one-to-one recreational opportunities to young people with more severe and profound disabilities in metropolitan Washington, DC. Each year, generous and enthusiastic support from the community has allowed KEEN to establish new programs, serve hundreds of people with disabilities, and train and influence thousands of volunteers.

But nothing could prepare us for the exciting opportunity presented to KEEN by the national law firm of Sonnenschein Nath & Rosenthal LLP: to expand nationally, bringing KEEN's unique approach to children in cities across the United States. After 18 intense months of planning, 2005 proved to be an extraordinary year for KEEN. Drawing from our experience in the Nation's Capital, we spread KEEN's mission across the country, opening new affiliates in Chicago, Kansas City, Los Angeles in St. Louis. In each community, volunteers, families and local leaders banded together to learn about the KEEN mission and to seize the opportunity to bring KEEN to their communities.

Following KEEN's model of free, one-to-one programs targeting the hardest-to-serve population of kids with disabilities, KEEN was able to begin serving hundreds of new families with thousands of new volunteers in 2005. And that's only the beginning. With lessons learned from launching four new affiliates and continued generous funding from Sonnenschein, KEEN is now poised to spread its mission to new communities, with affiliate development in New York and San Francisco underway.

KEEN USA is a new entity, with each affiliate separately incorporated under its direction and having representation on the national board. KEEN USA's directors will remain intensely focused on our mission and the young people we serve, ensuring that, across the Nation, KEEN's athletes are receiving consistently high-quality programs.

KEEN USA — and each of our affiliates — has been given the unparalleled opportunity to enhance the lives of KEEN's athletes and their families. We face the future with a strong foundation, dynamic leadership, and a commitment to bring KEEN's service to young people across the country. At KEEN, we truly are proud of our ability.

Sincerely,

Elliott I. Portnoy  
President, KEEN USA

“I wish KEEN were available every day of the week.

My son just lights up when he  
He loves the attention of the coaches and watching all

#### About Us

**K**ids Enjoy Exercise Now (KEEN) is a nonprofit, 501(c)(3) volunteer organization that provides free one-to-one sports and recreational programs for children and young adults with more severe and profound disabilities such as autism, cerebral palsy, Down syndrome, and various intellectual disabilities and learning disabilities. Because of the nature of the challenges they face, most KEEN athletes cannot participate in typical adaptive sports teams and leagues. Indeed, for many of our athletes, KEEN is the only organization that can accommodate their special needs. At KEEN, with the help of their volunteer coaches, athletes can participate in a variety of age-appropriate, non-competitive activities ranging from shooting hoops to bouncing on large therapy balls to simply going for a walk.

Led by volunteers who, nationally, donated more than 13,000 hours of their time in 2005, KEEN provides these recreational services entirely free-of-charge. The facility rentals, equipment, and other services required to operate KEEN's programs are funded through fundraising events, grants and private donations.

What makes KEEN unique is that every child is accepted in the program, regardless of the nature or severity of his or her disability. In its open, unstructured and non-competitive environment, every child can enjoy every activity without the fear of losing or not being the best. Athletes gain confidence and self-esteem, and perhaps most important, a sense of social belonging. And they have fun!

sees his **coach** waiting just for him.  
of the other athletes play around him.”

—KEEN parent

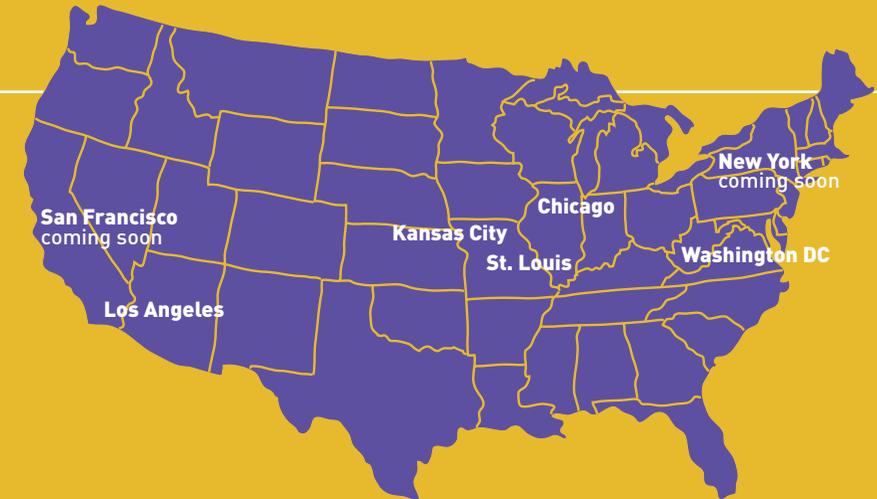




# KEEN opens 4 new locations.

**Chicago**  
**Kansas City**  
**Los Angeles**  
**St. Louis**

In 2005, KEEN expanded beyond Washington, DC, to four new locations, opening affiliates in Chicago, Kansas City, Los Angeles and St. Louis. San Francisco and New York City are on the horizon.



Impressed by the impact of KEEN on athletes and volunteers in the greater Washington, DC, area, Sonnenschein, Nath & Rosenthal LLP, a national law firm, decided to get involved. As part of their centennial celebration, the firm is underwriting the launch of KEEN affiliates in select cities across the nation.

Now, KEEN's innovative programs for young people with disabilities — especially those facing more severe and profound challenges — are being replicated in several new communities. Our core values of providing individualized activities for children with any type of disability entirely free-of-charge have been implemented with great success. KEEN's mission has been embraced enthusiastically in each new location, inspiring volunteers to secure facilities, coaches and athletes in record time. Each new affiliate opened earlier than originally planned, exceeding all expectations.

With the experience and knowledge gained in 2005, KEEN USA stands ready to seize new opportunities to roll out additional affiliates in the coming years.



Greater DC opened in 1992. It provides nine different programs throughout the greater Washington DC area.

# history

*"After starting KEEN in England, I brought the concept to the U.S. in 1992. We launched KEEN with a handful of athletes and coaches, and a simple idea: pair a trained volunteer coach with each athlete, and let them discover together what they could do."*

— Elliott Portnoy, KEEN Founder

*"The growth of KEEN Greater DC has been amazing. From a single monthly session, we have grown to nine age-appropriate programs serving kids, teens, and young adults. In addition to our core gym-based program, we now offer swimming, tennis, bowling, fitness, music, and more. I never would have imagined we would have come so far!"*

— Beata Okulska, Executive Director



**KEEN  
Greater DC**  
Board of  
Directors

- Daniel C. Murphy**, President
- Kate Hurson**, Vice President
- Sheila Sankaran**, Secretary
- Laura M. Franklin**, Treasurer
- Elliott I. Portnoy**, Founder
- Rich Blumenreich**
- Burt Braverman**
- Scott Brunton**
- Marty Clark**
- Devra Lee Cohen**
- Cathy Dirksen**
- Ehab H. Hammad**
- Karen Hutchison**
- Eileen Kao**
- Alison L. Kutler**
- Karen J. Migdail**
- Daryl Nickel**
- Donald L. Rosenstein**
- Beth Wenger**



**Beata Okulska**, Executive Director  
**Denise Brownlee**, Development Director



*"It is amazing to see the change in the athletes in just a few months. Kids who were afraid to leave their parents or enter a strange place are now charging into the gym! I knew KEEN would make a difference in the lives of the kids, I just didn't know how dramatic the difference would be."*

— KEEN volunteer

*"The response to KEEN in Chicago has been tremendous. In one short year we have established ourselves as a key program for kids with disabilities. We incorporated music into each of our sessions and the kids just love it. They really respond! We're planning to add a swim program in the near future."*

— Alison Kutler, Board Member



**CHICAGO** opened in January 2005. Sessions are held at the New City YMCA.

**KEEN Chicago**  
Board of Directors

**Christine Preissig**, President  
**Zoe Allen**, Treasurer  
**Caryn Chalmers**  
**Renee Derdaele**  
**Mark Doyle**  
**John Guy**  
**David Hudspeth**  
**Alison L. Kutler**  
**Monique Sattler**  
**David Schadler**  
**Gerry Sherman**

**Bethany Cook**, Program Director



**KANSAS CITY** opened in January 2005. Sessions are held at the Gregg Klice Community Center.

# Volunteers

*"KEEN doesn't ask its volunteers to make a commitment of their time —we simply come when we are able. But we have such a good time, we want to come back, again and again. It is a great thing for us to do as a family!"*

— KEEN volunteer

*"Kansas City Cares has played an integral part in the development of KEEN in Kansas City. They have been a key player since the early planning stages, and their support has been critical to our success. The dedication of the young, professional volunteer is the backbone of KEEN, and KEEN offers volunteers the opportunity for leadership in our organization."*

— Robin Russell, KEEN Kansas City Board Member

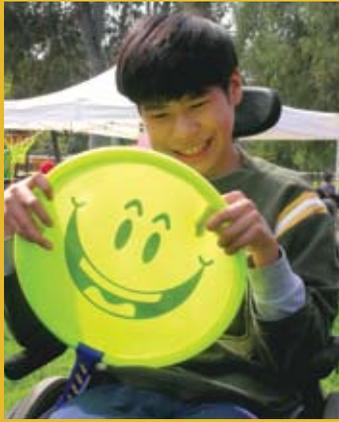


**KEEN Kansas City**  
Board of Directors

**Robin G. Russell**,  
President/Treasurer  
**James Kirkland**,  
Secretary  
**Al Fitzmorris**  
**Danielle Gibbons**  
**Toni Harrison**  
**Craig Layman**

**Angel Harkins**,  
Program Coordinator





*"From its very start, KEEN Los Angeles has enjoyed enthusiastic support from the community. The City of Los Angeles Department of Recreation and Parks, delighted to have KEEN bring its unique program to the area, has provided us with an ideally suited venue at the Elysian Park Therapeutic and Recreation Center. The Department also is assisting KEEN Los Angeles to increase access to our programs by instituting a special shuttle bus from the nearest municipal bus stop. The Frank D. Lanterman Regional Center, a California-funded entity that provides or coordinates services and support for individuals with developmental disabilities in the Los Angeles area, has given KEEN invaluable assistance from the very beginning. They have provided us with experts in the field, offered extensive training for our key volunteers and publicized KEEN's programs to their extensive base of consumers."*  
 — Marjorie Heller, Executive Director, KEEN Los Angeles

*"KEEN was launched in Los Angeles based on a comprehensive community needs assessment and the valuable input of a Community Advisory Board that included community leaders, business people, and volunteers. The initial response to KEEN from local agencies, nonprofit entities, parents, athletes and other members of the community has confirmed our recognition that KEEN can make a significant contribution to the Los Angeles community."*  
 — Jack Gilbertson, KEEN Los Angeles Governing Board Member



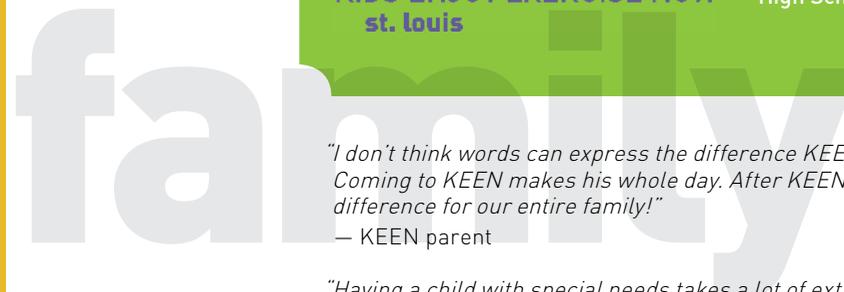
**KEEN LOS ANGELES** opened in October 2005. Sessions are held at the Elysian Park Therapeutic and Recreation Center.

**KEEN LOS ANGELES**  
Board of Directors

**Jack Gilbertson**, President  
**Darry A. Sragow**, Vice President  
**Rebecca Keating-Edelstein**, Secretary  
**Marjorie Heller**, Executive Director



**KEEN ST. LOUIS** opened in October 2005. Sessions are held at Saint Louis University High School.



*"I don't think words can express the difference KEEN has made in my son's life. Coming to KEEN makes his whole day. After KEEN he is so happy — it makes a huge difference for our entire family!"*  
 — KEEN parent

*"Having a child with special needs takes a lot of extra time from parents. While their athlete is at KEEN, they can spend some quality time with their other children. I know they are thankful to KEEN for that opportunity."*  
 — Laura Liese, Program Director

*"Sometimes during KEEN I go to the grocery store all by myself. Sometimes I just push back the car seat and take a nap. KEEN provides a rare moment of respite on the weekend. Knowing that my son is in an environment where he is having fun and is totally accepted for who he is — it's just tremendous. It gives me peace."*  
 — KEEN parent



**KEEN St. Louis**  
Board of Directors

**Stacey L. Murphy**, President  
**Tammy Appleton**, Treasurer/Secretary  
**Roger K. Heidenreich**  
**Kimberly P. Morgan**

**Laura Liese**, Program Director



KEEN USA is dedicated to its mission of providing its services entirely free of charge. In order to do so, we rely on entirely upon the generosity of our donors. *On behalf of the athletes we serve, and their families, we extend our heartfelt thanks.*

#### A Window Into KEEN

All of KEEN's programs are run by volunteer coaches, whose dedication and attention to detail make each session run smoothly. Volunteers arrive early to set up the equipment and organize the athlete registration materials. Prior to the athletes arrival, a seasoned coach holds a training and orientation session with new volunteers. All coaches receive profiles of the athletes with whom they'll be paired, so that they gain insight into each athlete's needs.

At the beginning of each session, all athletes and their coaches warm up as a large group and then pursue individual activities that are tailored solely to the needs of the athlete. They may throw a basketball or kick a soccer ball, or they may take a walk around an outdoor track. Each session ends with "Prouds": Everyone comes together in a circle and shares with the group what they did that day "that made them very Proud." Everyone literally goes out dancing to such great tunes as the Hokey-Pokey or the Macarena. Athletes burn energy, meet and interact with new volunteers, see old friends, and then rejoin their parents, who have had some precious respite time. It's hard to tell who has had more fun — the athletes or their coaches.



#### Board of Directors

**Elliott I. Portnoy**  
President

**Donald L. Rosenstein**  
Vice President

**Sheila Sankaran**  
Secretary

**Laura M. Franklin**  
Treasurer

**Susan C. Hartung**  
**Marjorie Heller**  
**Kate Hurson**  
**Alison Kutler**  
**John McGraw**  
**Daniel C. Murphy**  
**Stacey L. Murphy**  
**Estee R. Portnoy**  
**Christine Preissig**  
**Robin G. Russell**



P.O. Box 341590, Bethesda, MD 20827-1590  
301.770.3200 • [info@keenusa.org](mailto:info@keenusa.org) • [www.keenusa.org](http://www.keenusa.org)