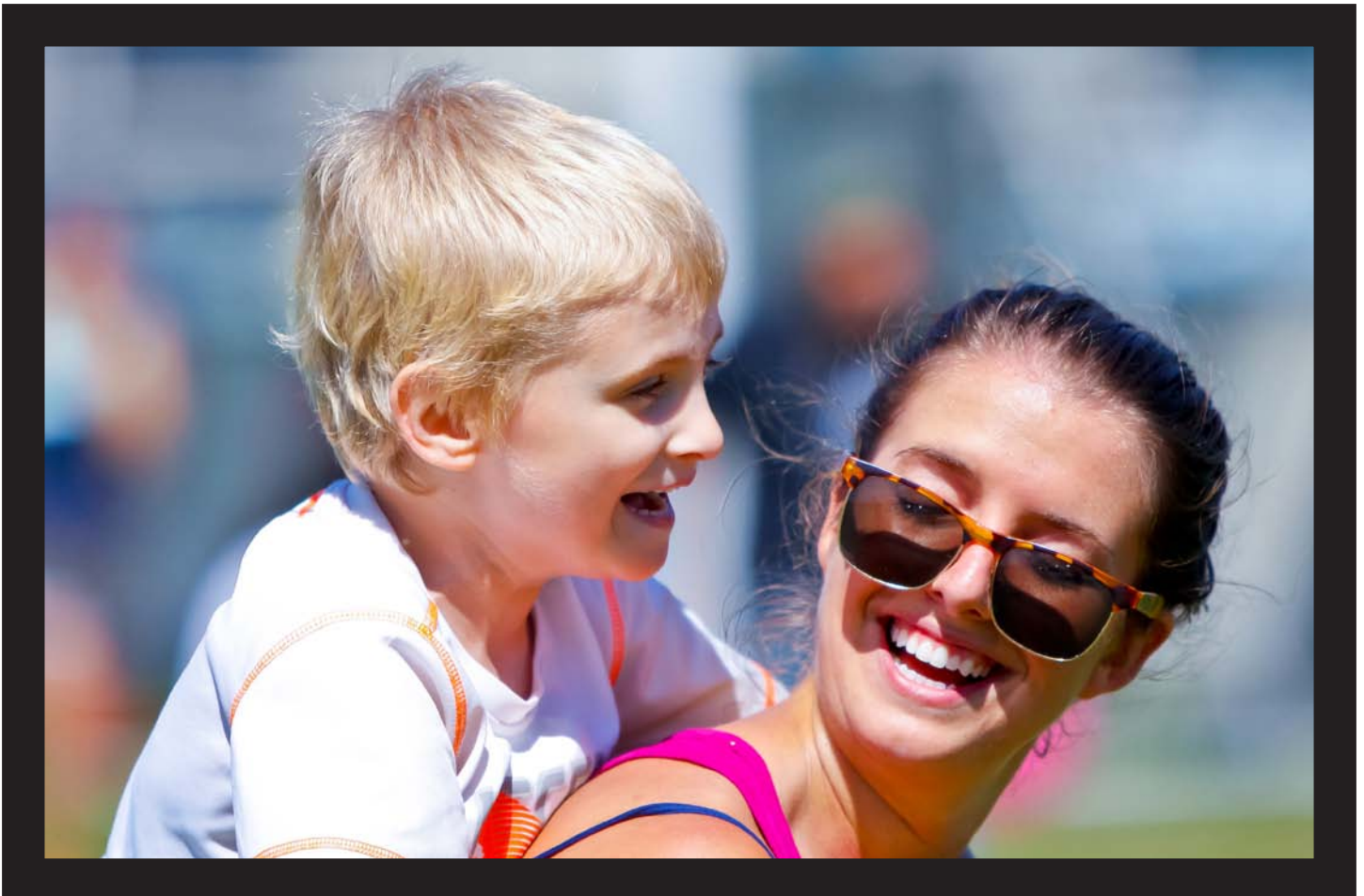


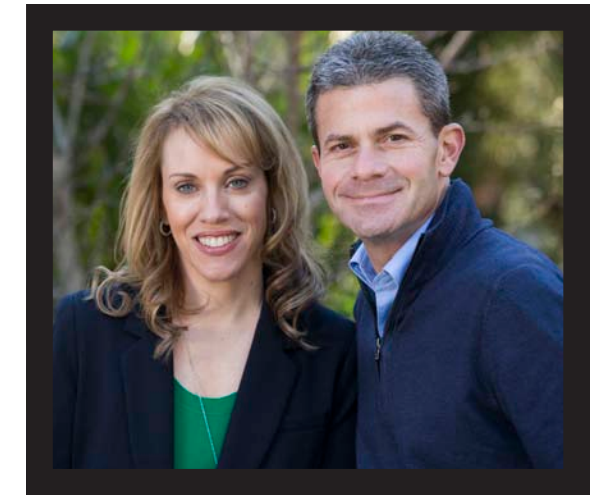


We're Proud of Our Ability





From The Founders



April 2014

Dear KEEN USA Families and Friends,

We would like to share a letter from a KEEN parent whose child's life was profoundly impacted by KEEN.

"I'm writing to thank KEEN... My son...has been attending KEEN for some time now and he especially enjoys the swimming. Yesterday afternoon, while he and his class were having a special picnic, they were allowed to go in the water and on his way back to the shore he couldn't make it because of the tide. Somehow, he managed to remain calm and flip on his back to float and prevented himself from drowning. (He) was rushed to the hospital and was released after they made sure that he was alright... I'm so glad that children like him have the opportunity to have KEEN to enable him to have skills that saved his life. Thank you for all your and the staff's hard work, God Bless!"
— Parent of a KEEN Athlete

Inspirational stories like this are what we at KEEN like to call a "mission moment" and occur each weekend at KEEN sessions across the United States. "Mission Moments" remind us of why we started KEEN more than 20 years ago – to allow children and young people facing the most significant challenges and disabilities to enhance their self-esteem, skills and talents – all while having fun! Thanks to you and our thousands of volunteers, KEEN continues to offer innovative, one-to-one sports and recreational programming, completely free-of-charge, to children and young people with severe physical and cognitive disabilities in Chicago, Greater Washington D.C., Los Angeles, New York City, Phoenix, St. Louis and San Francisco.

We would like to take this opportunity to highlight and thank a few of our major supporters from 2013. The "Harriet Singer New Donor Matching Grant" challenges each KEEN affiliate to attract new donors through social media and crowd-sourcing to broaden the base of support for KEEN across the country. Thanks to renewed support from the May and Stanley Smith Trust, the Finish Line Youth Foundation, and NBA Cares, KEEN USA will continue to expand its reach by increasing the number of athletes served, volunteers trained, and programs offered by 5% across all seven affiliates.

In honor and in celebration of all of our athletes, volunteers, and families who benefit from KEEN, we thank you for contributing to KEEN's success and strengthened future.

With best regards,

Elliott & Estee

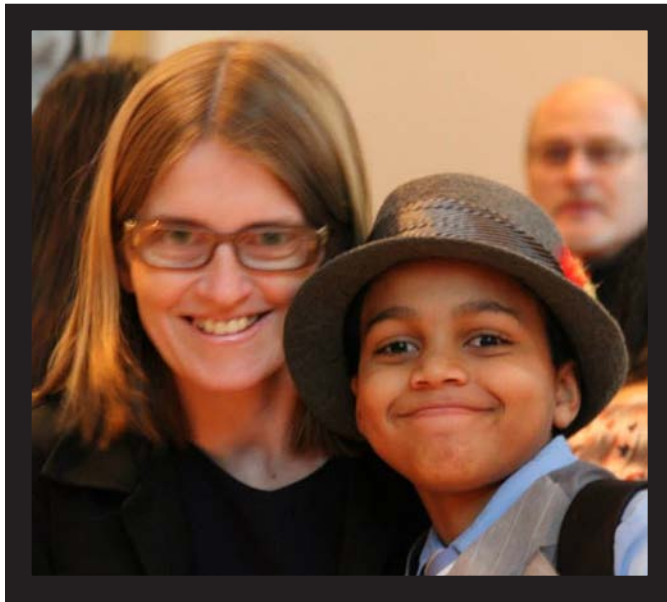
Estee and Elliott Portnoy, Founders

KEEN USA, through its network of affiliates across the country, provides free sports and recreation programs for young people with disabilities. KEEN's model is very simple: we pair a trained volunteer "coach," one-to-one, with a young "athlete," and let them discover together just what they can do. KEEN's programs are unstructured and non-competitive, allowing young people facing even significant challenges to find joy through play.

KEEN accepts every child, regardless of the nature or severity of their disability. And while their young athletes are spending time with our dedicated corps of volunteers, KEEN parents can find some much-needed respite: shopping, reading, exercising, or chatting with other parents — maybe even taking a nap!

KEEN'S programs consist of general gym-based activities, such as basketball and playing with a parachute to music-and-dance or arts-and-crafts, as well as swimming, bowling and tennis. With KEEN's one-to-one, unstructured approach, almost any activity is possible.

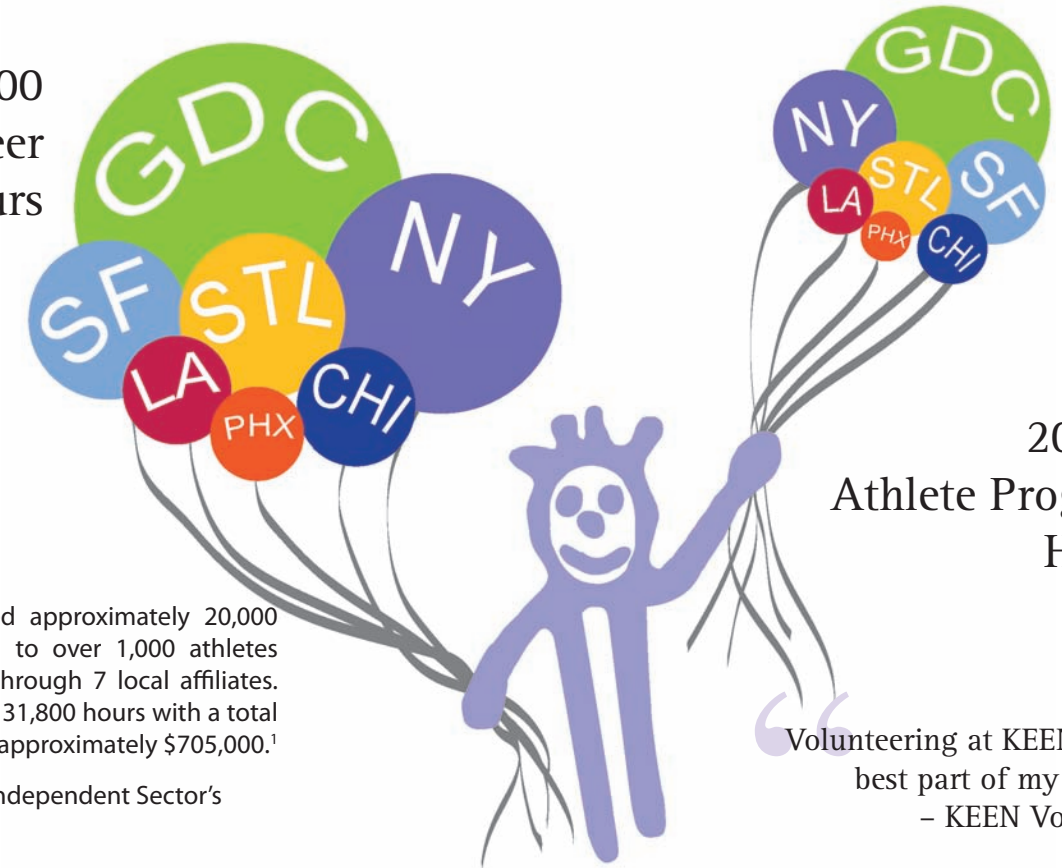
Highlights: A National Snapshot



“My name is KE Plunkett. I am 10 years old I will be in 11 in 11 days. I have been a KEEN athlete since 2009. Kids with disorders come to KEEN with wheelchairs and crutches—I go to KEEN cause I have Eosinophilic gastrointestinal disorder. I have a feeding tube in my tummy and I can play here. KEEN is special because I get to do sports. At sports I can use my imagination too. You can HulaHoop, play in the houses, do blocks and build stuff. And the volunteers pull us on scooters. All around the gym. Then we go under a parachute. And I stay in the parachute when they roll it up. Then we do running relays back and forth. We all like to run!”
 – KEEN Athlete

Volunteers: The Heart of KEEN

31,800
Volunteer
Hours



20,000
Athlete Program
Hours

In 2013, KEEN provided approximately 20,000 hours of programming to over 1,000 athletes through 60 programs through 7 local affiliates. KEEN volunteers served 31,800 hours with a total value of approximately \$705,000.¹

¹ Calculated using the Independent Sector's hourly rate.

“Volunteering at KEEN is the best part of my week!”
 – KEEN Volunteer

KEEN San Francisco built on their strong relationships with area athletic organizations, being selected as the official Water Stop Charity for the 102nd Bay to Breakers race and by creating a race crew for the Ragnar Napa Valley overnight running relay. Through partnerships with these different organizations, we were able raise more funds, build awareness and grow our volunteer base.

KEEN Los Angeles, now a California Service Enterprise Agency received, the “GOT MILK 20 Award” for excellence, outstanding service and commitment to children with special needs in California. Mayor Eric Garcetti also honored KEEN LA for leadership and dedication to providing critical support services to children and young adults with disabilities.

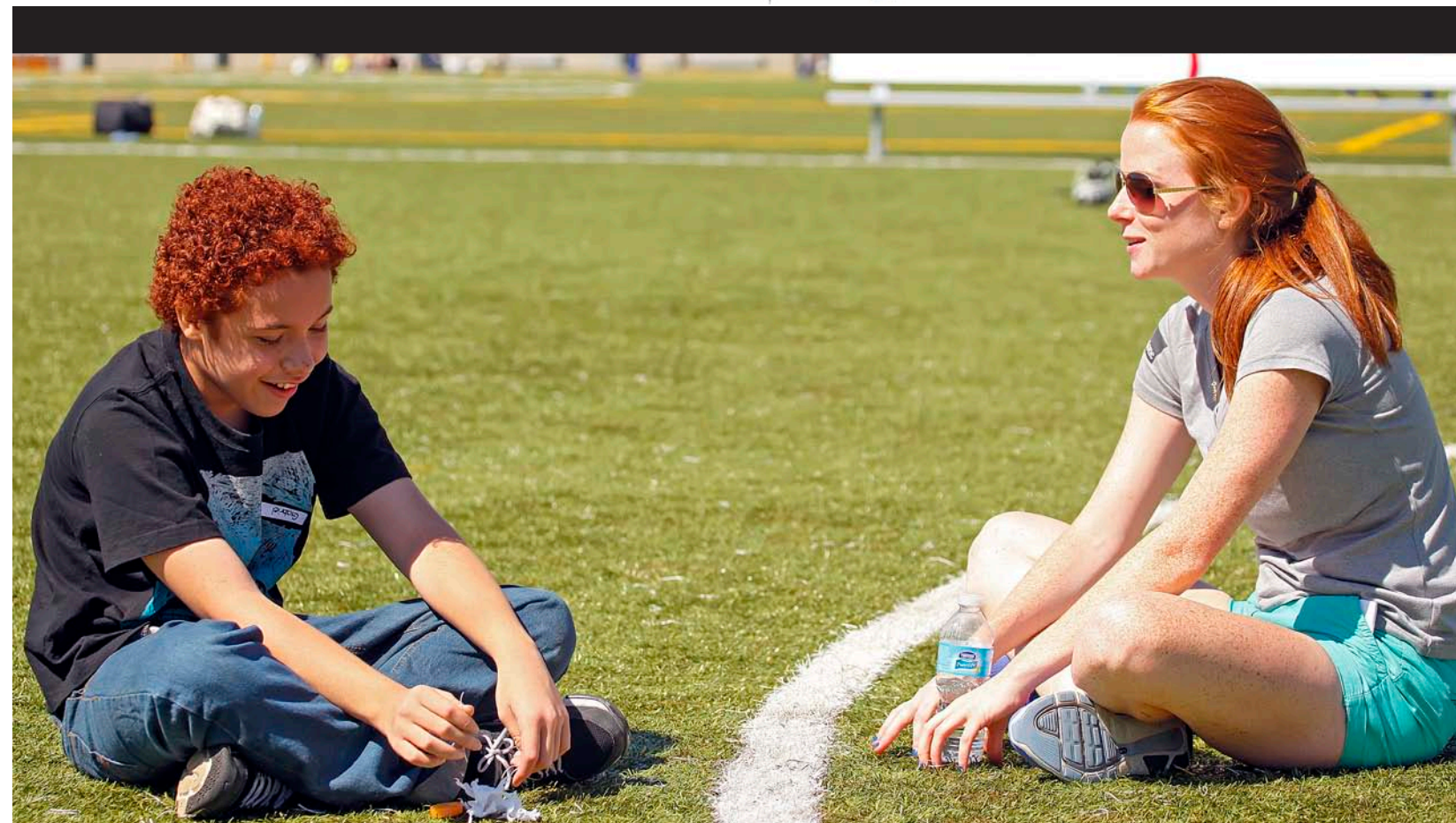
KEEN Phoenix launched a partnership with the Jewish Community Center, adding new swim and sports programs in Scottsdale.

KEEN Chicago continues to grow, enrolling new athletes in both its UIC and Evanston locations, participating in KEENSports and KEENQuatics. A strong Coaches Committee truly dedicated to KEEN's athletes and volunteers, promotes programs and opportunities. KEEN organizes monthly family friendly events, getting our athletes into the community.

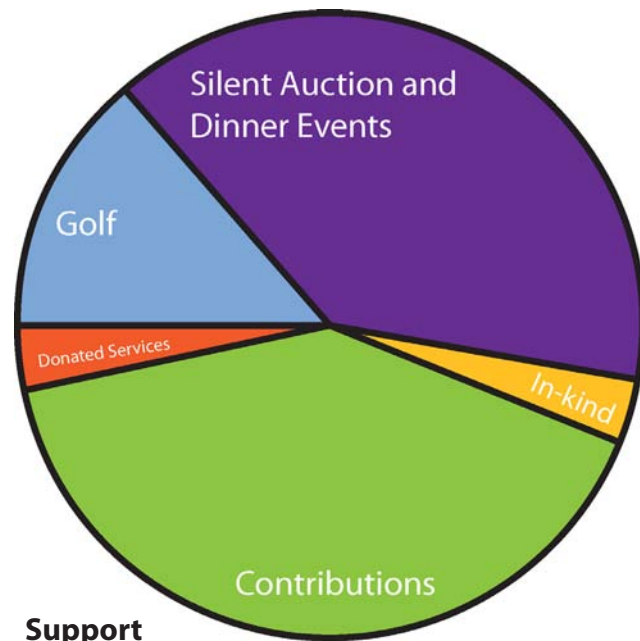
KEEN St. Louis added a second Swim Session allowing us to double capacity in our Swim Program. In addition, we offered five unique special events for our families each quarter.

KEEN New York expanded into its third NYC borough with the opening of their Park Slope Sports and Brooklyn Basketball programs. In addition, KEEN partnered with the Fashion Institute of Technology to offer two sessions per year hosted by FIT's Department of Athletics.

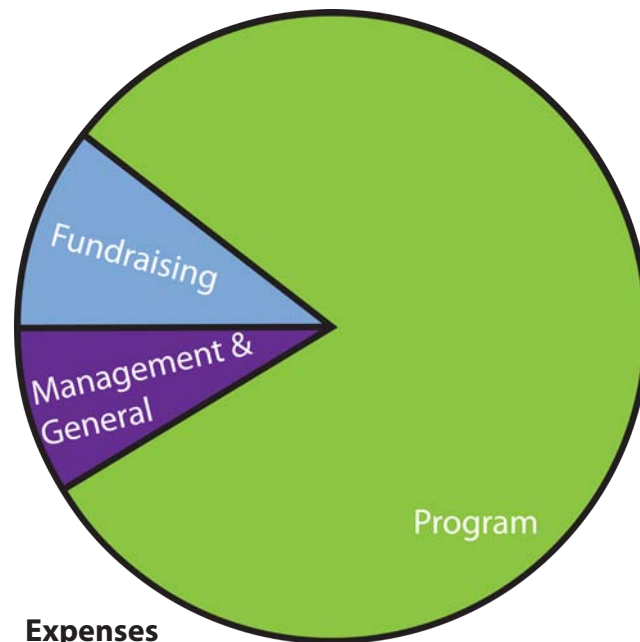
KEEN Greater DC launched new sports sessions in Vienna, Virginia and Baltimore, Maryland. The Baltimore program was established in partnership with Johns Hopkins University, Neuroscience Department. JHU created a program called “KEEN: Practicum in Neuroscience”, a for-credit course for undergraduate students. The students serve as volunteers at KEEN Baltimore sessions.



The Financial Picture



Support



Expenses

Consolidated Statement of Activities
Kids Enjoy Exercise Now Foundation, Inc.
and Affiliates
For the year ended 12/31/2013

Support	
Special Events	
Golf Tournament	\$168,992
Silent Auction and Dinner Events	476,127
In-Kind Donations	42,212
Total Special Events	687,331
Contributions	688,894
Donated Services, Facilities & Materials	50,533
Interest Income	1,069
Total Support	\$1,427,827
Expenses	
Program Services	\$1,137,275
Supporting Services	
Management and General	122,911
Fundraising	145,552
Total Supporting Services	268,463
Total Expenses	\$1,405,738

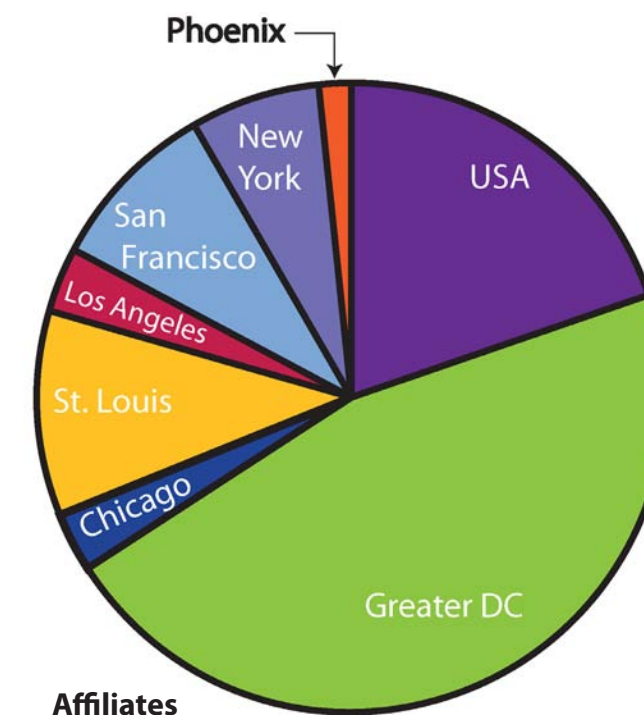
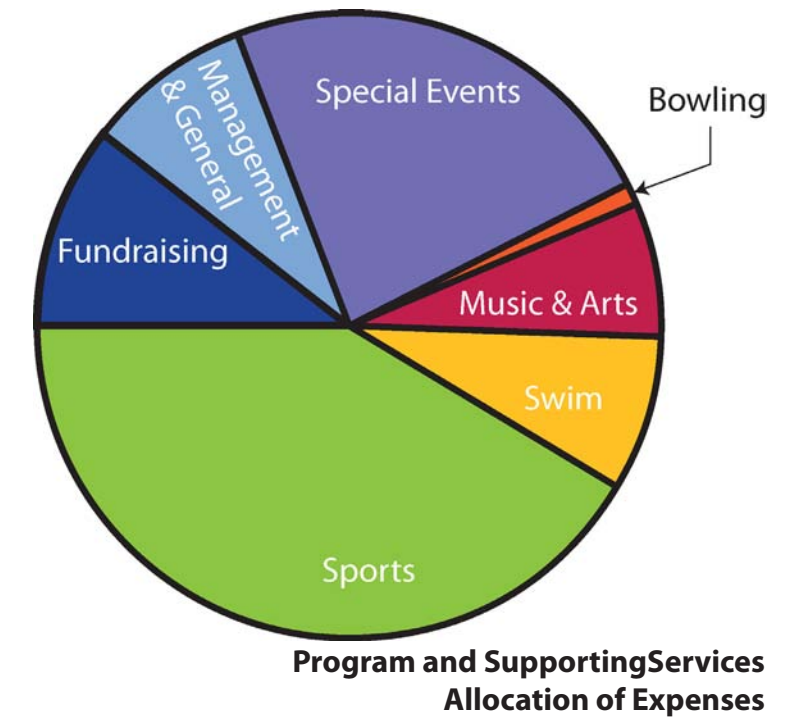
Consolidated Statement of Financial Position
Kids Enjoy Exercise Now Foundation, Inc.
and Affiliates
As of 12/31/2013

Assets		Liabilities and Net Assets	
Current Assets		Current Liabilities	
Cash and Cash Equivalents	\$964,109	Accounts Payable	\$20,148
Pledges Receivable	25,980	Accrued Expenses	36,747
Prepaid Expenses	39,398	Total Current Liabilities	56,895
Total Current Assets	1,029,487		
Fixed Assets, Net	21,640	Net Assets	994,232
Total Assets	\$1,051,127	Total Liabilities and Net Assets	\$1,051,127

Expenses: A Closer Look

Consolidated Statement of Activities
Kids Enjoy Exercise Now Foundation, Inc.
and Affiliates
For the year ended 12/31/2013

Program Services	
Sports Programs - General	\$580,423
Swim Programs	114,858
Art & Music Programs	95,807
Bowling Programs	14,693
Special Events	331,494
Total Program Services	1,137,275
Supporting Services	
Management and General	122,911
Fundraising	145,552
Total Supporting Services	268,463
Total Expenses	\$1,405,738



Consolidated Statement of Functional Expenses
Kids Enjoy Exercise Now Foundation, Inc.
and Affiliates
For the year ended 12/31/2013

Location	
KEEN USA	\$278,868
KEEN Greater DC	647,862
KEEN Chicago	44,432
KEEN St. Louis	145,747
KEEN Los Angeles	50,068
KEEN San Francisco	122,031
KEEN New York	94,251
KEEN Phoenix	22,479
Total Expenses	\$1,405,738

Kids Enjoy Exercise Now Foundation, Inc. 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.

A copy of our current financial statement is available upon request by contacting KEEN USA, or on our website at www.keenusa.org.

Our Donors and Champions

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 to our athletes and their families. The gifts you provide give KEEN affiliates the essentials necessary to continue providing for the children and families who take part in our programs. Thank you!

*Funds donated to a specific KEEN Affiliate are used to support that affiliate."

\$50,000+

Dentons
Joyce Koons Honda Buick GMC
Marriott International

\$25,000+

Harriet Singer
May and Stanley Smith Charitable Trust

\$20,000+

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