



Kelly Brush
FOUNDATION

**2017 ANNUAL
REPORT**



A LETTER FROM KELLY



It just keeps getting better! I could end this letter there, because that's a perfect summary of 2017. But there are a lot of firsts I want to celebrate and exciting things to look forward to in 2018 that I want to share. Here are some 2017 highlights:

Our #KBFamily grew by nearly 50%. We awarded around 200 adaptive sports grants, bringing the size of our community to over 600 people with paralysis!

We raised over \$1,000,000! It's just a number, but it represents an important milestone in our growth! This was the fourth consecutive year we grew revenue by 25% or more.

We hosted Inspire!Denver for the first time, our first event outside of New England.

We developed incredible new partnerships all around the country, from Chicago, to Utah, to Atlanta.

Our staff works incredibly hard and always exceeds my expectations, they get a lot of the credit. But so do our supporters, partners, and donors. The growth of our community and hitting fundraising milestones is because of your support, your commitment, and your impact on a community that means the world to me. Thank you for helping others with paralysis get out and go!

I think 2018 will be even better. We're pushing even further west, hosting Inspire!SanFrancisco in October, developing even more partnerships, and growing what has become an iconic New England event: the Kelly Brush Ride!

I hope we can cross paths in 2018. Either at an event, through your support, or in spirit as we're all out there having fun and chasing our active goals and dreams!

Thank you!

OUR TEAM

Zeke Davisson **Executive Director**
 Elizabeth Langfeldt **Development Director**
 Stephanie Carrell **Administrative Manager**
 Jenn Rand **Event Coordinator**
 Whitney Coombs
Brand & Marketing Manager

BOARD OF DIRECTORS

Kelly Brush **President**
 Scott Willard **Treasurer**
 Tom Getz **Secretary**
 Ellen Adams
 Charlie Brush
 Mary Brush
 Lindsay Brush Getz
 RB Klinkenberg
 Rick Makin
 Marilyn Reap
 Don Rendall

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Organized in the State of Vermont as
 The Kelly S. Brush Foundation, Inc.

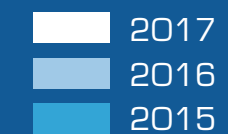
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2017 REVENUE GROWTH

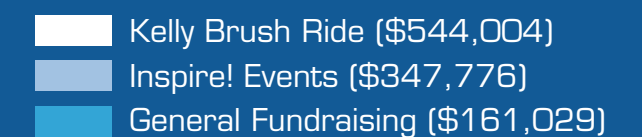
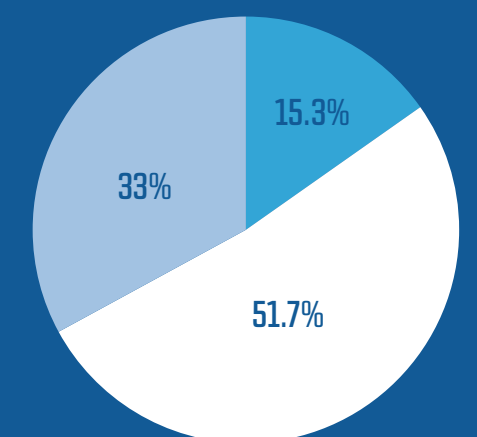
\$1,053,000

\$805,000

\$583,000



2017 REVENUE SOURCES





ABOUT THE KBF



An active lifestyle fuels a healthy body and mind, allowing us to be the most full version of ourselves.

For those who have experienced a spinal cord injury, being active can feel out of reach. The obstacles are real: physical, financial, and even the belief it is possible.

The Kelly Brush Foundation (KBF) is dedicated to making active lifestyles a reality for those who have experienced a spinal cord injury. We offer the inspiration to believe and the grants to enable anyone to buy the equipment they need to get out and go. But the KBF funds more than just recreation, because when you're out there on the hill, road or trail, as your heart rate rises and you feel the wind on your face, disability fades away. An active lifestyle forges connections with others—both new friends and old, in and out of a chair.

The KBF was founded by Kelly and her family after Kelly was injured in 2006 at an NCAA alpine ski race. Since our founding, we've been committed to ski racing safety and will continue to advocate and provide resources so that every ski racer is training and competing on the safest possible venues.

OUR MISSION:

To inspire and empower people with spinal cord injuries to live active and engaged lives.

THE ACTIVE FUND

The Active Fund helps people with a spinal cord injury purchase the adaptive sports equipment they need to enjoy the physical, mental and social benefits of an active lifestyle.

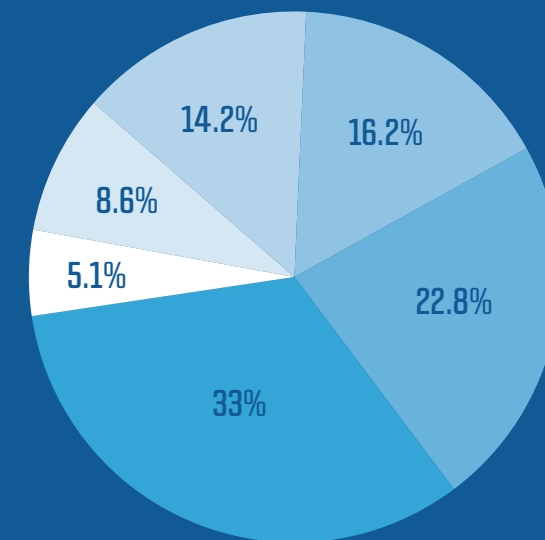
We believe that sports and recreation provide life-changing health benefits for people who have experienced a spinal cord injury, and form the foundation of an independent, fulfilling and joyful life.

2017 GRANT STATISTICS

\$383,213
AWARDED

197
GRANT
RECIPIENTS

36
STATES



- (65) Sport Chairs
- (45) Handcycles
- (32) "Try It First" Grants*
- (28) Other
- (17) Racing Chairs
- (10) Monoskis

*Assistance to gain experience with equipment before purchasing

ALL-TIME STATISTICS

\$1,385,213
AWARDED

604
GRANT
RECIPIENTS

47
STATES



MEET THE #KBFAMILY



ANNA
Oregon

Anna suffered a spinal cord injury while rock climbing in the Pacific Northwest just before Christmas in 2015. Active, in her late 20s, and with a career in wildlife research in the Nevada backcountry, her injury struck her livelihood and identity particularly hard.

Kelly Brush Foundation awarded Anna a grant to help purchase an off-road handcycle and get her life, identity, and freedom back.

"It's allowed me to race against other handcyclists, hike with able-bodied friends, and run my cattle dog for miles through the Boise foothills. I can meander through the trees and cliffs again—over hills, rocks, and dirt whenever I fancy. My life is so full of adventure and happiness again that I'm worried someone might notice."



MATT
Wisconsin

Meet Matt from Wisconsin, a Spring 2017 grant recipient of a new handcycle. Matt works as a Job Coach, with a background in Occupational Therapy. He works with clients who have physical and/or cognitive disabilities that prevent them from being able to work independently.

After sustaining a spinal cord injury in a motorcycle accident in 1999, Matt's friends and family fundraised to buy him an entry-level handcycle. He's been riding that over 15 years! He applied for a new handcycle so he could find that love of cycling again.

"I received my Top End Force 3 handcycle and LOVE it! Thank you so much again for helping me get this bike and allowing me be part of such a great organization that does so much to help people improve their quality of life!"



JOSH
Minnesota

Josh was paralyzed in a snowmobiling accident in 2013, and took to the adaptive sports world almost immediately. He began monoskiing with the Courage Kenny Rehabilitation Institute in Golden Valley, MN, and joined the Adaptive Alpine Ski Team. Josh met some amazing mentors through the adaptive sports world after his injury. He decided he wanted his own monoski so that he could become a monoski ski instructor and give back to the adaptive community.

"I was able to purchase a DynAccess MonoSki which is just an awesome rocket ship! Since receiving the grant it has opened so many doors for me. I have become a certified monoski instructor, I have taken a part time job at the local ski resort, and I am also going to a monoski camp in Revelstoke B.C."



DELMACE
Massachusetts

Delmace was adopted as a child from Haiti with a spinal cord injury of unknown origin. Now he is 11 years old and a force to be reckoned with! He enjoys wheelchair basketball, baseball, tennis, track racing, sled hockey, waterskiing, surfing, hand-cycling, and especially loves competing in wheelchair motocross (WCMX) events. Delmace wants to be able to drop into a 15 foot bowl, perfect a hand plant, and land a back flip in the foam pit.

In Spring 2017 Kelly Brush Foundation awarded Delmace a grant to help purchase a new WCMX chair, to help him reach his goal of competing in Pro level events.

"Awesome, the best chair ever—it's so fast, and it moves really well!"

PATH2ACTIVE

PARTNERSHIPS TO TRY, LEARN, AND OWN ADAPTIVE SPORTS EQUIPMENT!

We are collaborating with partners to help people with SCI along a path from first experiencing adaptive sports to being independent.

The Kelly Brush Foundation has developed partnerships with elite adaptive sports pro-

grams and rehabilitation facilities around the country to develop a better path from introduction to independence in sports. We are combining adaptive sports programs' expertise in access and instruction with our grant programs that make individual ownership of adaptive sports equipment possible.



Denver, CO



Boston, MA



Park City, UT



Shepherd Center

Atlanta, GA



Chicago, IL



Vermont



SKI RACING SAFETY

SAFETY GRANT STATISTICS

We provide safety equipment grants to ski clubs around the country to help protect ski racers and educate on proper safety practices. Over the past decade, the Kelly Brush Foundation has purchased thousands of rolls of b-netting, supported trail widening projects, and helped with the purchase of other safety equipment.

ADVOCACY

We begin each ski season by sending a Ski Racing Safety Poster to every US Ski & Snowboard member ski club. Included in the mailing is a letter from Kelly reinforcing the importance of safety and b-net installation guides provided by manufacturers.

In 2017 we also partnered with the Killington World Cup to bring the message of safety to the largest American audience in our sport. In addition to supporting their efforts to provide a world-class venue for the World Cup, they have helped us spread the message about the importance of a focus on safety.

2017 GRANT STATISTICS

\$76,810
GRANTED

20
GRANT RECIPIENTS

15
STATES

ALL-TIME STATISTICS

\$488,810
GRANTED

184
GRANTS AWARDED

16
STATES



 Kelly Brush
FOUNDATION



HEAD

MARKER

VOSS

Barry

TECNICA

BLIZZARD

RELIABLE RACING

KELLYBRUSHFOUNDATION.ORG

@KELLYBRUSHFDN

#KBSAFE

2017 EVENTS

INSPIRE!DENVER JANUARY 26, 2017

 250
ATTENDEES  \$67,000
RAISED

In 2017 we held our first ever Inspire!Denver, which was spearheaded and organized by an incredible group of local KBF supporters (new and old). This was our first party held outside of New England.

Inspire!Denver was a celebration of everyone that has helped the KBF make an impact in Colorado, especially Craig Hospital. Kelly did her rehabilitation at Craig Hospital in 2006, which really put her on a path to the post-injury success she has achieved. We began a partnership with Craig Hospital in 2015, helping Craig alumni (like Kelly) purchase adaptive sports equipment.

We're building on the success of our first Inspire!Denver and hosting the 2nd Annual Inspire!Denver on January 25, 2018!



INSPIRE!BOSTON MARCH 30, 2017

 310
ATTENDEES  \$223,000
RAISED

Inspire!Boston was the event that really kickstarted the KBF's growth back in 2014. The 4th Annual in 2017 honored that legacy and has turned Inspire!Boston into a crucial way in which we fulfill our mission and amplify our impact!

Attendees heard from Kelly about what being active means to her, how she manages being a mother in a wheelchair, and other women within the KBFamily that inspire her, including Emily, a volunteer monoski instructor, and Amber, a mother of 2 who was Kelly's original roommate in post-injury rehab.

The timing of the event was also crucial to our mission: the deadline for our Spring Grant Cycle fell on the following day, meaning every night-of donation went directly to helping individuals with paralysis purchase adaptive sports equipment within the next month.



INSPIRE!VERMONT MAY 4, 2017

 190
ATTENDEES  \$57,000
RAISED

2017 saw the return of Inspire!Vermont, which we had not held since 2015. Inspire!Vermont is our opportunity to celebrate our home community that rallied around Kelly after her injury, supported the Brush family, and helped build the KBF into a national organization.

Because we also host the Kelly Brush Ride locally, we planned Inspire!Vermont to be more of an opportunity to recognize the community and share our mission and the impact. But the community stepped up big, blowing our fundraising goal (\$40,000) out of the water!

Inspire!Vermont also provided the opportunity to announce the results of our Spring Grant Cycle (Adaptive Sports) and open the Summer Grant Cycle (Ski Racing Safety).



KELLY BRUSH RIDE SEPTEMBER 9, 2017

 810
RIDERS  \$544,000
RAISED

The Kelly Brush Ride has become an iconic ride and cycling destination, and the 12th Annual in 2017 added to its reputation! We were joined by our title sponsor VBT Bicycling and Walking Vacations in welcoming over 100 more riders than any other Kelly Brush Ride!

2017 was also the first time that more than 50% of riders in the Kelly Brush Ride were from out-of-state, which is a testament to the beauty of the routes, the hospitality of Middlebury College, and the growing national profile of the KBF.

It was also the first time we raised more than \$500,000, a huge milestone! As always, rider fundraising is the biggest source of revenue and has the greatest impact on the KBFamily.



2017 SPONSORS

KELLY BRUSH RIDE

INSPIRE!DENVER



INSPIRE!BOSTON



INSPIRE!VERMONT



2018 EVENT CALENDAR

Inspire!Denver

January 25, 2018

KBF Community Ski Day

March 18, 2018

Inspire!Boston

March 29, 2018

Inspire!Vermont

May 2018

KBF Community Ride

August 2018

Kelly Brush Ride

Powered by VBT Bicycling
& Walking Vacations

September 8, 2018

Inspire!San Francisco

October 18, 2018

Killington World Cup Après

November 24, 2018

A LETTER FROM ZEKE DAVISSON EXECUTIVE DIRECTOR

This past year, as Kelly lays out in her opening letter, blew our expectations out of the water. It's easy to put goals down on paper and be daunted by a number like \$1,000,000, but we slid past it without ceremony sometime in December and kept pushing.

We have a ton of fun as a staff, as a Board, and as a community generally. But we took 2017 seriously. We went through a rebranding exercise. We grew in maturity and structure as an employer and a business. We hired. The Board undertook a strategic planning project. We sat down and took a hard look at who we are, where we want to be in 5 years, and what it will take to get there.

The conclusion: we need to develop deeper connections with our incredible community of friends, supporters, grant

recipients, and partners. This will help us communicate the impact that our donors have on our community, tell the inspiring stories of our grant recipients, and enable us to continue our growth.

Which leads back to the fun part! We're going to put ourselves out there more, host more community events, improve the experience at all our events, and improve our storytelling about members of the #KBFamily, what they're achieving, and what adaptive sports look like. At the end of the day, we need to be about more than just delivering equipment to individuals; we need to raise awareness and inspire people to recognize the power of adaptive sports to heal, develop, and grow people and communities.

It all comes back to helping people be their best selves. For Kelly, it was sports, it was just such an important part of her identity. For everyone who shares her passion, whether disabled or not, we'll be here to be a force of good and share that power.

Join us!

