

Ambassador Program Guide

2026 edition



Kelly Brush
Foundation

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Introduction

KBF Ambassadors help spread awareness of our mission, connect people to our programs, and build stronger local communities. This guide explains what it means to be an Ambassador, who can participate, and what to expect.

If you have any questions, at any time, please connect with Ambassador Program lead Amy at amy@kellybrushfoundation.org or (802) 846-8298 x 103

About the KBF

Mission: To inspire and empower people with spinal cord injuries to lead active and engaged lives.

The KBF was founded by Kelly and her family after Kelly was injured in 2006 at an NCAA alpine ski race. The year of her injury, her ski team rode their bikes 100 miles to fundraise money for Kelly to purchase a monoski and handcycle. Overwhelmed with support, Kelly and her family started the KBF to provide to others the community, support, and financial assistance that Kelly's family and teammates provided for her. Two decades later, 2025 marked the 20th annual Kelly Brush Ride.

Since 2006, KBF has provided:

- Over 2,000 grants for adaptive sports equipment, totaling over \$7M
- Over 400 beginner and first-time sports experiences
- Over 25 camps, providing over 250 individuals community-based opportunities for connection and learning a sport
- Over \$1M to ski racing safety improvements
- Resources to over 50,000 users on the Active Project, with more than 15 hospitals using the Active Project within their rehab initiatives
- Assessment and consultation opportunities for mountain bike trail networks to increase accessibility of recreation spaces

Ambassador Program Goals:

- Meet the unique needs of your local SCI community
- Increase visibility and relevancy of the KBF within adaptive sports communities in your local area
- Introduce the KBF mission and brand to new people
- Create a positive environment for individuals to come together, take risks, and have fun
- Provide feedback and input to the KBF programming team so we can better serve people with SCI in your area

Essential Duties and Responsibilities:

- Have an active and updated profile on the Active Project
- Share the Kelly Brush Foundation mission and programs with local adaptive and able-bodied communities
- Relay local adaptive sports events to the Active Project team to be uploaded to the Events page
- Be open and available to be connected with people with SCI in your community to provide mentorship or support
- “@KellyBrushFdn Ambassador” in social media profiles

Optional Duties and Responsibilities:

- **Table at Existing Events**
 - You may represent KBF at events such as:
 - Resource fairs
 - Community expos
 - Disability or wellness events
 - KBF can provide guidance and materials when available.
- **Attend Events on Behalf of KBF**
 - KBF may ask Ambassadors to attend specific events in their local area where KBF representation is helpful. This may include:
 - Conferences
 - Community meetings

- Partner events
 - Virtual Education Sessions
- **Host a Local Meetup**
 - Ambassadors may host small, informal, recreation-based meetups in their community.
 - All proposed meetups must be approved by KBF by scheduling a meeting OR completing this form:

https://docs.google.com/forms/d/e/1FAIpQLSfRV3mkCKyDuEQor4tdhWGUJQeSik0NwOdFcV22FGmUaigH0g/viewform?usp=sf_link
 - KBF will support approved meetups with planning guidance, promotion, and funding (up to \$500 per meetup) when possible.
- **Share KBF resources**
 - We'll send you online and physical resources for you to share with your community via social media, email, in-person spaces, or other networks

Requirements:

- Have been a recipient of at least one of KBF's programs, such as The Active Fund, a KBF Scholarship, or a KBF Camp
- Passed the Ambassador Approval Quiz with 100% (able to take multiple times):

<https://www.surveymonkey.com/r/TQRGP2V>
- Able to speak clearly and confidently about KBF programs.
- Have a complete and active Active Project profile
- Charismatic, comfortable in groups/crowds
- Willing/able to organize community members
- Enthusiasm and passion about KBF
- No prior overwhelming loyalty to a similar organization
- If hosting or attending an event, be prepared to:
 - Take a photo and collect content
 - Touch base and introduce yourself to all attendees personally
 - Be prepared with the necessary supplies based upon event
 - Provide information or invite guests who can offer information about other ways to engage in these activities and sports, such as an adaptive sports program

Code of Conduct:

- Be considerate of others, their disabilities, and their experiences.
- Engage with others in a way that encourages the spirit of an active lifestyle; never disparage, discourage, exclude, or otherwise interact in a way that would make another person feel unwelcome.
- Do not share confidential information or personal information without the consent of the parties concerned.
- Do not harass, threaten, insult, shame, or otherwise disparage anyone.

- While we strive to share accurate information in our educational resources, only a certified coach or instructor can provide truly technical advice, especially in areas where medical accommodations are concerned.
- Critique only when asked to critique.
- Attempt to differentiate subjective vs. objective advice.

Disclaimer

All meetups, events, and activities that Ambassadors facilitate that include the KBF name, branding, or messaging must be planned in collaboration with and approved by KBF staff.

Overview of KBF Programs:

Active Project

Website - <https://activeproject.kellybrushfoundation.org/>

KBF Contact for Active Project questions: megan@kellybrushfoundation.org

The Kelly Brush Foundation has built a platform where people can explore adaptive sports, find adaptive programs, and connect with individuals with a range of physical disabilities and others drawn to the adaptive community. Designed as a one-stop hub for adaptive sports and recreation, it helps users stay active while building community in their own backyard.

Features of the program include:

Sports

- **Sport Education:** Explore a wide variety of adaptive sports with information on equipment options, injury considerations, and accessibility. The platform also includes videos demonstrating how to use and transport equipment, along with practical tips and recommendations.

Organizations & Events

- **Organizations:** Discover facilities and programs that offer adaptive equipment and recreational opportunities.
- **Events:** Browse events hosted by local adaptive sports programs.

Community

- **Classifieds:** Buy and sell used adaptive equipment.
- **Member Map:** Discover and connect with other community members.
- **Forums:** Participate in discussions across a range of topics.

Links & Resources

- **Grants Finder:** Search 70+ grant opportunities to help offset the cost of adaptive equipment.
- **Resources:** Access tools that support disability education and highlight opportunities to collaborate within the adaptive community.

SCHOLARSHIPS

Website: <https://kellybrushfoundation.org/scholarships/>

KBF contact for questions about Scholarships: grants@kellybrushfoundation.org

KBF Scholarships provide financial support to individuals who want to try a new sport, test out a piece of equipment, or build skills by attending camps, clinics or other adaptive sports programs.

Scholarships can be used to:

- Try new sports and recreation experiences (camps/clinics)
- Gain more experience in a sport that you are a beginner at
- Get further instruction or supervised experience to become independent using new equipment that you already own
- Test different types of equipment before purchasing or applying for a grant

Scholarship funds will cover:

- Direct costs for any of the above eligible programs, including:
 - Program, camp, or clinic fees
 - Travel (gas/train/air) and lodging (hotel)
 - Equipment rentals
- If the funds are being used for travel or lodging, grantees must use their own money up front and send your receipts to grants@kellybrushfoundation.org for reimbursement up to \$500.
- If the funds are being used to cover program fees, the program can invoice KBF directly at grants@kellybrushfoundation.org up to the \$500 mark. Or, grantees can send KBF the receipts for reimbursement.

Scholarships cannot be used for:

- Therapy needs
- Competition expenses
- Travel to obtain lessons or test equipment through peers or individuals not affiliated with a formal adaptive sports program/organization
- Food
- Events that have already taken place

Applications are on a rolling basis. Applicants can expect to hear back in 2 weeks once the application is fully submitted. Do plan accordingly when applying if there is a set date for when you want to participate.

Documents to be submitted with application:

1. Documentation of Paralysis
 2. Scholarship Budget
 3. Financial Documentation
- Required Attachment: Medical Documentation of SCI
- A letter on the letterhead of a treating physician or primary care provider stating the cause and nature of your paralysis, including level of injury, whether it is complete or incomplete, and when it occurred.
 - We do not accept full medical histories, physical reports, Paralympic classifications, photos of injuries, or any other form of medical documentation.
 - Acceptable formats: .pdf, .jpg, .png
- Required Attachment: Budget Information
- Please provide a budget including:
- Any program fees/quotes
 - Estimated travel expenses (gas/train/air and/or lodging)
- Required Attachments: Financial Documentation
- We require ALL relevant financial documentation, including:
- Last 2 years' federal tax returns, if filed (first 2 pages of 1040 is sufficient)
 - SSI Benefit Verification Letter, if applicable
 - Any other forms of income (family support, annuities, other structured payments)
 - An explanation of any other forms of personal wealth
 - We do not accept paystubs or bank statements.
 - ****IMPORTANT:** Please redact all social security numbers from all financial documentation.**

THE ACTIVE FUND

Website: <https://kellybrushfoundation.org/theactivefund/>

KBF contact for questions about the Active Fund: grants@kellybrushfoundation.org

Through the Active Fund, we provide grants for individuals with paralysis caused by spinal cord injury to purchase adaptive sports equipment.

Eligible Applicants: Individuals with paralysis caused by an **acquired** spinal cord injury who reside in the US.

- Other conditions are **not** eligible for our grant programs, including (but not limited to) spina bifida, cerebral palsy, multiple sclerosis, post-polio, Guillain-Barre´ Strohl Syndrome, ALS, all other neuropathies, and all other conditions causing disability.

Eligible Equipment:

- Any piece of sports or recreation equipment specifically designed for people with disabilities that allow an applicant to be active.
- First-hand experience using the desired equipment in the environment the applicant intends to use it is extremely important to the Grant Committee.
- The grant committee gives preference to equipment that provides some fitness benefit. We do, however, consider applications for power equipment where the applicant can persuasively explain why that type of equipment is the best and most appropriate piece of equipment for him/her to live an active lifestyle.
- **We will not** consider applications for:
 - Non-adaptive sports equipment such as standard bicycles, skis/boots/poles, automotive equipment, etc.
 - Accessory upgrades (such as wheelsets or outriggers)
 - Everyday wheelchairs
 - FES equipment
 - Motorized wheelchair attachments
 - Indoor exercise equipment such as trainers (for handcycles), gym equipment, stationary bikes or rowing machines
 - Guns or Bows (only the adaptive device that might be used to operate)
 - All other non-adaptive equipment
 - Car and home modifications

There are three possible decisions an applicant may receive:

- Award (either full or partial)
- “Try It First” Grant – an award of \$500 to go towards program or rental fees at an adaptive sports program to gain experience with the equipment applied for
- Denial

All decisions are sent via email on the “Notification” date on the top of the guidelines page.

Previous grant recipients must wait 2 years to apply again.

- This does not apply for “Try It First” grant recipients, who are eligible the following cycle.
- If applicants have previously been denied by the Kelly Brush Foundation, they may reapply at any time, paying special attention to improve upon the given reason for denial.

There is no minimum or maximum award. Grants rarely exceed \$5,000, and the average grant is generally around \$3,500.

While there is no income limit to apply, it is one criterion used in determining grant recipients and award amounts. Income information helps our grant committee paint a picture of each applicant's story so we can provide a grant that is meaningful based on our budget and applicant needs.

Documents to be submitted with application:

1. Documentation of Paralysis
 - A letter on the letterhead of a treating physician or primary care provider.
 2. Vendor Quotes
 - 2 personalized quotes from reputable adaptive sports equipment vendors.
 3. Financial Documentation
 - Your relevant financial documentation of income and/or wealth.
 4. Personal Recommendation
 - A recommendation from a coach, instructor, peer you plan to be active with, or someone else that can speak to how the equipment will affect your life.
 5. Photos/ Video - Optional
 - Of you being active or living your everyday life.
- Required Attachment: Medical Documentation of SCI
- A letter on the letterhead of a treating physician or primary care provider stating the cause and nature of your paralysis, including level of injury, whether it is complete or incomplete, and when it occurred.
 - We do not accept full medical histories, physical reports, Paralympic classifications, photos of injuries, or any other form of medical documentation.
 - Acceptable formats: .pdf, .jpg, .png
- Required Attachment: 2 Vendor Quotes
- You must submit 2 personalized quotes from reputable adaptive sports equipment vendors for the equipment you are applying for.
 - If only 1 vendor sells the equipment, you may submit only 1 quote.
 - If the vendor you are hoping to order from does not provide personalized quotes, a PDF or JPG image of an online checkout will suffice, as long as it shows clearly the equipment and options you are requesting.
 - Quotes that include accessories in addition to the base equipment will be reduced by the amount of such accessories when being reviewed.
- Required Attachments: Financial Documentation
- We require ALL relevant financial documentation, including:
- Last 2 years' federal tax returns, if filed (first 2 pages of 1040 is sufficient)
 - SSI Benefit Verification Letter, if applicable
 - Any other forms of income (family support, annuities, other structured payments)
 - An explanation of any other forms of personal wealth
 - We do not accept paystubs or bank statements.
 - ****IMPORTANT: Please redact all social security numbers from all financial documentation.****
- Required Attachments: Personal Recommendation
- In addition to your complete and thoughtful answers to the questions on the online form, we require a recommendation written by a coach, adaptive sports

program instructor, teacher, family member, friend, or peer you plan to be active with.

- The recommendation should answer: “*Who is the applicant as a person and how will this equipment impact the applicant, the applicant’s lifestyle, and those closest to the applicant?*”

➤ Optional Attachments: Photos and Videos

- We are able to accept videos of 60 seconds or less. We know for some it's tough to express yourself through the written application and we would love to hear you speak about why this grant is so important to you. Tell us how it would impact your life, how you would use the equipment, or what you're most looking forward to accomplishing. It doesn't have to be perfect -- just be yourself!
- Send along photos or video of yourself being active or doing everyday things, explain your story with responses that include more detail, and make us remember you!

CAMPS

KBF contact for questions about Camps: grants@kellybrushfoundation.org

The Kelly Brush Foundation hosts several camps throughout the year to provide exciting and immersive experiences for people with spinal cord injuries. All camps provide financial support options, including travel and lodging.

Camp offerings change each year depending on partnerships. KBF Mountain Bike camp is hosted solely by KBF with the support of adaptive sports professionals from across North America. Information regarding camps can be found: <https://kellybrushfoundation.org/camps/>