



Kelly Brush
Foundation



2022 KBF IMPACT REPORT

Life is Better Active

OUR MISSION

The Kelly Brush Foundation works to inspire and empower people with spinal cord injuries to lead active and engaged lives.



Kelly Brush
Founder

Letter from Kelly

It's hard to believe 2022 has already come and gone! Both for the Kelly Brush Foundation and the Brush family, this past year was a blur. And it felt like every time I turned around, the KBF hit another exciting milestone. Year after year, I am so exceptionally proud of what we are able to accomplish for people with spinal cord injuries, and of the incredible community that has made our work possible.

Not only did we raise over \$1 million at the Kelly Brush Ride, but we also hosted our first ride outside Vermont. For the first time ever, we granted over \$1 million in adaptive sports equipment in a year. We also launched a new scholarship program for first-time sports experiences and launched a brand new version of the Active Project, our digital platform to introduce and engage people in adaptive sports.

On top of all the amazing things we've accomplished this year, I've also started really seeing our work through the lens of my daughters. Not only did adaptive sports change my life, but I now get to watch both of my daughters learn to love sports. As I watch my six-year-old, Dylan, playing a team sport for the first time, I think about what a beautiful gift it is to share with her the love for an active life. And I am so deeply thankful that we have the opportunity to provide that gift to so many, regardless of what active may mean to them.

Thank you for being a part of our community!

Kelly

INJURY TO INDEPENDENCE

A spinal cord injury can be life-altering, restricting, and isolating. For people adjusting to a new life post-injury, the journey back to a new normal can be exhausting and confusing. The KBF uses sports and recreation as a catalyst to build confidence, connect with community, and discover new passions that bring joy and fulfillment to life.

Each of the KBF's signature programs seeks to offer assistance at one of the critical junctions in that journey from injury to independence.

From the instant engagement people can receive with peers and resources through the KBF's digital platform, the **Active Project**, to the in-depth opportunities provided by **Path2Active** scholarships, camps, and clinics, the KBF is shortening the time from injury to first sports experience. And once someone has found the sport they love, and the equipment necessary, the **Active Fund** provides life-changing equipment grants to help them find independence in recreation.

INJURY

Path 2 Active

Empowering Sports Experiences

INDEPENDENCE

ACTIVE
PROJECT

Discover • Learn • Connect

The Active Fund

Grants for Adaptive Sports Equipment



Edie Perkins
Executive Director

Letter from Edie

In my letter last year, I mentioned three goals for the coming year: granting \$1 million in adaptive sports equipment to people with spinal cord injuries (SCI), hosting three immersive camps to foster community, and launching a new version of the Active Project community platform. I am so excited to return this year and say that we accomplished each of those goals, and so much more. We also owe a massive thank you to every supporter that helped us reach an incredible \$2.7 million in revenue, especially to the 5,700 donors that helped us break \$1 million at the Kelly Brush Ride this year.

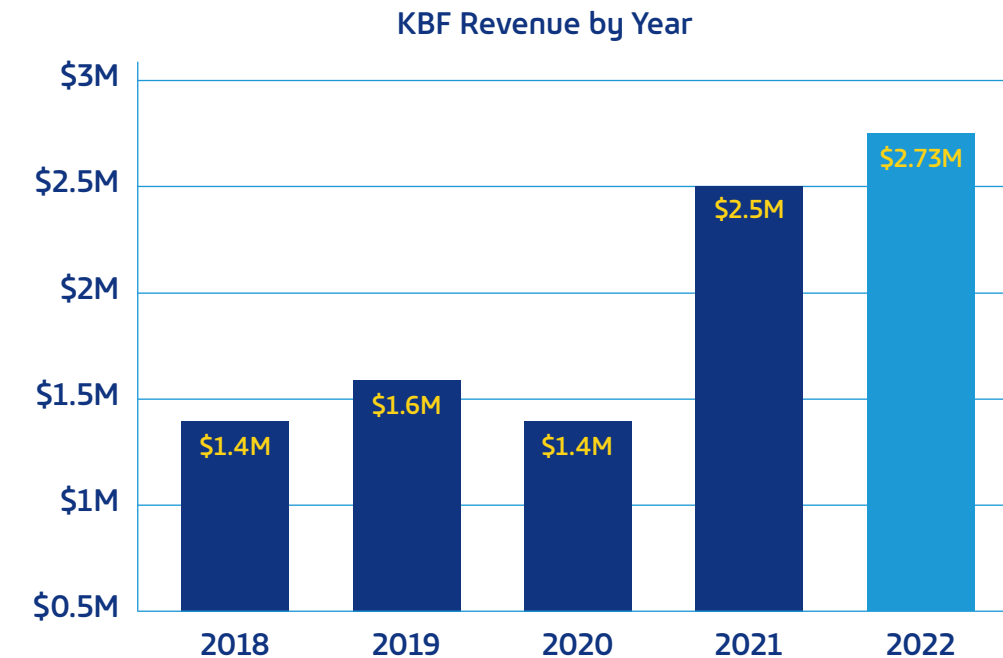
As we head into 2023, we have many more goals to share with you, including ones tied to our long-term strategic vision. However, I want to be fully transparent: despite 2022's high hit rate, these are goals, not guarantees. Over the next five years, we are setting extremely aggressive targets that seek to transform the status quo for adaptive sports and life with a spinal cord injury. They will be difficult; they will require massive investment from our dedicated team; and they will not be possible without your support.

We have accomplished so much in the last few years, and have dramatically increased the impact we are able to have on people with SCI across the country. But this is not the finish line; it's just the beginning. The KBF is perfectly positioned, but we have a lot of work to do. Luckily, we have a road map that has led us this far, and an amazing community cheering us on.

Thank you to everyone in the KBF Family for your continued support.

CONTINUED GROWTH IN UNCERTAIN TIMES

Revenue: \$2.73 million



2022 Highlights

Over \$1 million in equipment grants to 244 people.

Brand new Active Project social platform launched in December.

A record \$129,000 in matching grants to alpine ski racing teams.

LOOKING 5 YEARS BACK

While the KBF was founded in 2006, it did not have its first full-time employee until 2014. As exciting goals are made and milestones met, it's important to remember how much has happened in only a few years.

In 2018, the KBF:

- **Raised \$1.38 million**, after breaking \$1 million for the first time in 2017.
- Distributed **\$362,000** to 137 grant recipients through the Active Fund.
- Piloted the original **Path2Active** concept nationwide, which provided funding for partner adaptive sports organizations, with 9 programs receiving a total of \$26,000.
- Started a project with its three full-time employees and the board to establish the organization's first multi-year strategic plan.
- Had its first meeting about a potential digital platform to connect people to adaptive sports, the first inkling of the future **Active Project**.

AND 5 YEARS AHEAD

The Kelly Brush Foundation has just finalized a new five-year strategic vision. The KBF Board of Directors voted unanimously to approve this vision at their October meeting.

Over the next 5 years, the KBF plans to:

- **Build partnerships, communications efforts, and resources** to engage with 30% of people with spinal cord injuries within their first year post-injury.
- **Increase awareness** of the Kelly Brush Foundation across the adaptive community, especially in under-served communities.
- **Become leaders** in the efforts to increase outdoor accessibility in recreational spaces.
- **Grow the Active Fund** equipment grants to over \$2 million per year.
- **Diversify sources of revenue** with corporate and recurring giving to improve expense ratios associated with event-based fundraising.

Testimonials



"Thank you so much for the support and the love you all give to all athletes."

Jose Arriaga
Houston, TX



"He joined a ski race team this year for the first time... He's always wanted to race and be a part of a team sport! Receiving the KBF grant for his sit ski has been life changing for sure!"

Kellan's Mother
Detroit, ME

"With my new handcycle, I've doubled my average distance traveled per ride up to 20 miles, and I'm getting out and being active around my community as much as 6 days a week now."

Giovanni Lynch
Pittsfield, MA



"I plan to compete at finals in my new chair, and will be the first wheelchair athlete to do so in Michigan! This wouldn't have been possible without this grant... Thank you again for the opportunities this grant has brought me."

Maria Velat
Chassell, MI



"That first time being on the bike on the trail... It felt like all the hard work, all the barriers, was worth it. For those moments of fluidity and ease and independence on the trail."

Rachel Zoeller
Denver, CO



"Playing basketball is my first love, something i was doing heavily before my go-cart accident put me in a chair. Wheelchair basketball lets me continue to play the sport I love."

Kelvin Fields II
Mount Olive, MS

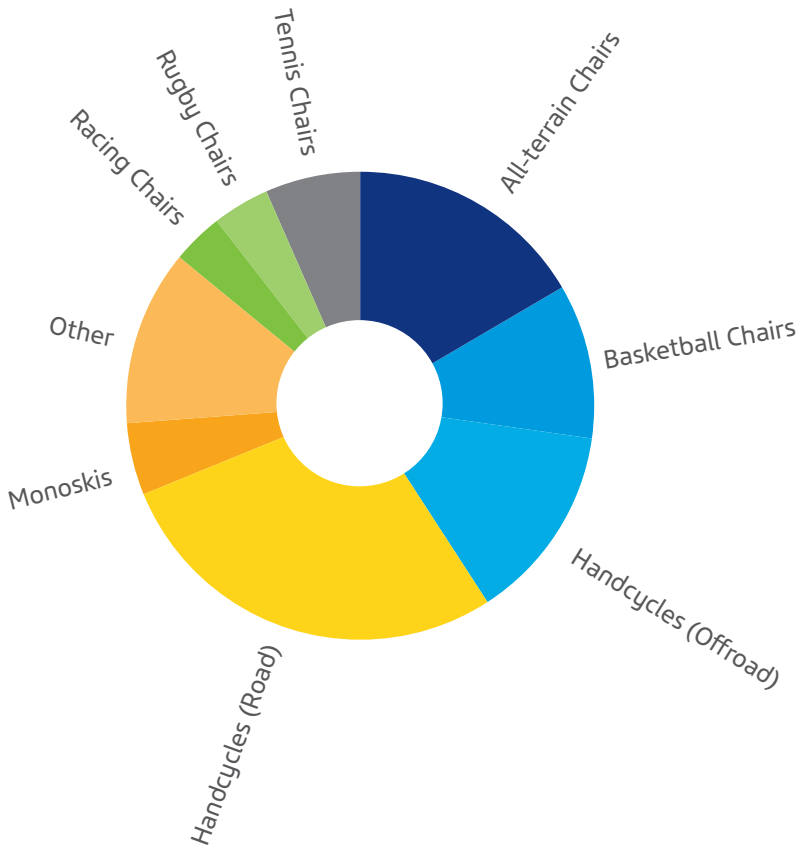
\$1 Million in Equipment Grants Awarded

The Kelly Brush Foundation broke its organizational record this year and awarded over \$1 million in equipment grants! Thanks to your help, 244 people with spinal cord injuries received grants for life-changing adaptive sports equipment.

All-Time:

Grants given: 1,492
Dollars granted: \$4,642,708

Types of Equipment Granted in 2022



Offering More Unique Camps and Experiences



KBF Adaptive Mountain Biking Camp

For the 2nd Annual KBF aMTB camp, 10 campers joined the KBF staff and many volunteers for three days of skill development, group rides, connection, and community. The beautiful fall foliage combined with the amazing company was an incredible experience that we look forward to continuing year after year.

Craig Camp for Teens

The KBF partnered with Craig Hospital and the University of Utah TRAILS Program to host a camp for injured teens in July. The eight campers had the opportunity to bring a non-parent plus one, combining sports activities like kayaking and mountain biking with a formative social experience. The camp provides teens with the chance to experience new sports in a safe environment and see all that's possible after injury.



Turns & Berms Camp with Oregon Adaptive Sports

The KBF partnered with Oregon Adaptive Sports to host our inaugural Turns & Berms Camp. The six participants enjoyed three days of outdoor adventure, including the unique opportunity to ski Mount Bachelor in the morning and mountain bike in Bend in the afternoon. See cover for a photo from this camp.



Dollars Granted

Spring: \$350,172
Fall: \$613,073
Other: \$62,091
Total: \$1,025,336



Grants Awarded

Spring: 80
Fall: 145
Other: 19
Total: 244

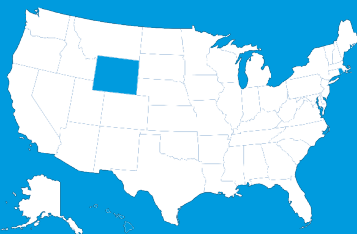


Scholarships for Sports Experiences

Spring: 22 | \$11,000
Fall: 10 | \$5,000
Ski Spec*: 2 | \$6,000
Total: 34 | \$22,000

* Two KBF grant recipients were awarded scholarships to attend the country's largest adaptive skiing event in Breckenridge, CO. See photo to the right.

Grantees in 47 States This Year



CREATING THE DIGITAL HOME FOR ADAPTIVE SPORTS

ACTIVE PROJECT

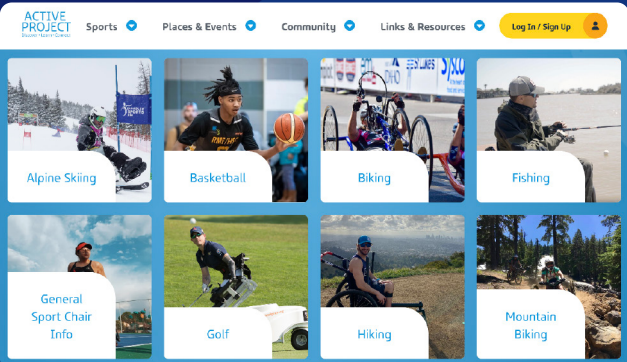
Discover • Learn • Connect

The Active Project is the KBF’s digital community platform that gives everyone with a disability the opportunity to discover and access the resources required to lead an active life. Based on the results of the Active Project pilot program in 2021, the KBF began development on the launch-ready version of the Active Project. The new platform officially launched for testing at The Hartford’s Ski Spectacular adaptive skiing conference in December.

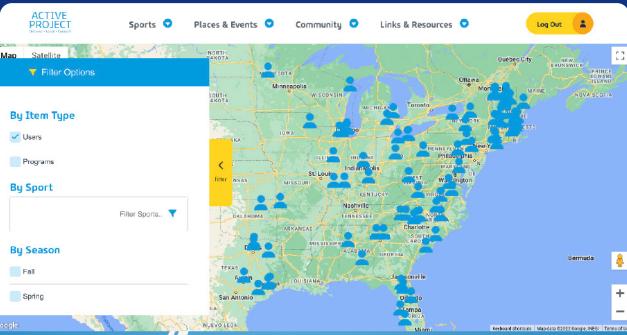
Features of the platform:

- Detailed sports pages with hundreds of crowd-sourced videos on all the basics
- Info on over 300 adaptive sports organizations across the country
- Customizable updates about peers and local opportunities
- Social profile customization
- Forums & messaging
- Searchable events calendar

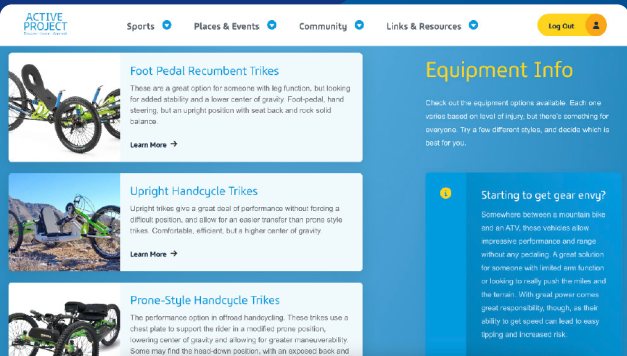
In 2023, the KBF will roll out several more features and start a nationwide launch tour to promote the platform.



Everything you need to know to get started in adaptive sports.



Connect with peers and find opportunities to get active.



Equipment highlights, crowd-sourced instructional videos, and more.

MEETING THE GROWING NEED IN SKI RACING SAFETY

This year, the KBF received more requests than ever before through its annual ski racing safety grant program. Programs previously affected by COVID or seeing growth in youth racing desperately needed new b-netting and other course improvements. The KBF was able to make a temporary expansion to this grant program and support the ski racing community with a record \$129,000 awarded in matching grants to clubs & teams.

Safety equipment granted this year will benefit over 13,000 racers in competition and training.

APPLICANT BREAKDOWN:

41 ski racing programs
19 states

ALL-TIME:

Grants given: 260
Dollars granted: \$908,538

\$129,000
in grants
awarded
in 2022



ADVENTURES OF TEAM KBF

Penelope, 12

Penelope's basketball chair has taken her to tournaments from Philadelphia to Kansas, including the North Carolina state tournament in December.



Ryan, 46

With a new, more reliable rugby chair, Ryan has been able to play more aggressively and count on his equipment. That competitive edge is showing, earning him a spot on Team USA at the 2022 World Games.



Delmace, 17

Delmace is taking competitive track by storm and has racked up 27 gold medals and first-place finishes in his new racing chair.



Shannon, 32

Shannon has been making the most of his new handcycle. To put it to the test, he tackled a 3-day, 125-mile trek through the Green Mountains with the help of Vermont Adaptive.



17th Annual Kelly Brush Ride

Over \$1 million raised for the first time ever!

A special shout out to Team Midd 80s and Team KBF (including our incredible grantees) for both exceeding the \$100,000 fundraising mark, something no team has done prior to this year.

STATS

- 965 riders
- 51 handcyclists
- 38 states & provinces represented
- 181 riders raised over \$1,000 this year

Two special teams we would like to recognize:

Creamies for Mo dedicated their team and ride to Moriah “Mo” Wilson, the rising gravel racing star from the Northeast Kingdom of VT, who was murdered in May 2022.

Team Allie B consisted of folks that rode for a young woman from Richmond, VT who recently suffered an SCI.

Inspire Events

BOSTON - \$300,000

In March, the KBF hosted Inspire Boston at House of Blues. It was a wonderful evening of attendees trying out different adaptive sports equipment and making new friends. A highlight of the evening was Jillian receiving her grant award on stage from Kelly and Edie.

NEW YORK CITY - \$90,000

In May, the KBF hosted the inaugural Inspire NYC at City Vineyard on Pier 26 in Tribeca. KBF Executive Director, Edie Perkins, spent 15 years as part of the prolific running and cycling communities of New York, and we are excited to partner with the active communities in NYC to continue to build support for the KBF.

BAY AREA - \$160,000

In October, the KBF hosted Inspire Bay Area at the Olympic Club in San Francisco. The Club served as a stunning venue for cocktails & hors d’oeuvres, socializing, and a Q&A with several members of the growing Bay Area SCI sports community.



DONOR LEADERBOARDS

Teams:

Team Midd 80s	\$150,634
Team KBF	\$120,453
Green Mountain Valley School	\$50,436
Team Brush	\$36,627
Craig Hospital: East Coast Chapter	\$28,616
Rolling Pants	\$20,949
Team Remarkable	\$20,490
Creemeees For Mo	\$19,610
Holderness/FSC	\$18,823
Waterville Valley Wolfpack	\$13,800

Individuals:

Edie Perkins	\$66,611
Charlie Brush	\$20,669
Kelly Brush	\$20,451
Zeke Davisson	\$16,580
Marc Tabah	\$15,345
Heidi Witherell	\$15,000
Jim Speltz	\$13,304
Ingrid Jackson	\$12,344
Wing Pepper	\$10,200
James Preston	\$10,007

WEST COAST RIDE

In August, the KBF hosted our inaugural West Coast ride, with 35 supporters and 5 adaptive riders on off-road handcycles.

The crew mountain biked up Mt Tam overlooking San Francisco, raising funds for the KBF and raising awareness of our growing presence on the West Coast.

Thanks to the support of our Bay Area community, the KBF will be planning a larger West Coast Ride for 2023.

STAY TUNED

We are excited to bring the KBF to more regions around the country and gather our communities in:

- Park City, UT
- Florida
- South Carolina
- Chicago, IL

Stay tuned for ways to get involved in our growth in these regions!



STAFF

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Cheryl Brodowski, Sr. Director Development & Operations
Bruce Downes, Sr. Director Marketing & Digital Programs
Greg Durso, Program Director
Sarah Davis, Marketing Manager
Jane Henderson, Events & Development Manager
Stephanie Heaslip, Program Manager
Jessica Shook, Administrative Coordinator

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View our donor
honor roll at:
impact.kbf.org



**Kelly Brush
Foundation**

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