



**Kelly Brush  
Foundation**  
Life is Better Active



# 2021 IMPACT REPORT

# Life is Better Active

## OUR MISSION

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



Kelly Brush  
Founder

## Letter from Kelly

What a year! I could not be prouder of all that the KBF accomplished in an otherwise tumultuous year. If I had to pick a word to describe 2021 it would be “change.” We had change in staff (including Edie as our new executive director), change in programming with the addition of the Active Project and camps, and change in how we engage with our supporters given the ongoing pandemic. Change can be hard, but in this case it has all been incredibly positive.

Personally, my role has changed over the last year as well. With Edie joining, I took on more time and responsibility day-to-day to help the new team get up to speed, understand the history of KBF, and see our vision for the future. I can now focus on strategy and goal setting, and taking on a greater role on the KBF Board of Directors.

I have so much excitement for what is to come, which is a reflection of our great team, our incredible board, and the enthusiasm of all of our supporters. We have the power to bring so much hope and possibility to people with SCIs, and to make each journey just a little (maybe a lot!) easier than the last. I started the KBF because of what adaptive sports was able to bring to my life. Now, the KBF has too many success stories like mine to even name, and we have no intention of slowing down.

One aspect that will not change, and luckily has been able to return after a year-long hiatus, is the opportunity to meet and spend time with all of you. I love hearing stories from our supporters, the SCI community, and anyone who sees the value in what we do. I look forward to seeing all of you at the Kelly Brush Ride, at Inspire events, or out on the mountain, trails, or paths.

Thank you for being a part of our community!

*Kelly*

## Letter from Edie

Thank you all so much for an incredible year for the KBF, and an incredible first year for me. Even in the face of massive uncertainty, the KBF has persevered and had an amazingly impactful year. This past year has been invigorating, deeply rewarding, and at times humbling, but I could not be more grateful for your continued support.

Thanks to the hard work and adaptability of our staff, alongside the generosity and dedication of our board and donors, we had a record-breaking year on all fronts. Everyone in the KBF family should feel immensely proud for all that you’ve done to make 2021 the best it could be.

On top of that, much of what we achieved in 2021 will pay dividends for years to come. Not only did we meet our fundraising goals to support programming in 2021, but we managed to raise over \$2.5 million, meaning we have the ability to invest in our incredibly important programming for long term growth.

We are in a great position for 2022, with lofty growth targets for all KBF programs. We plan to give out \$1 million in Active Fund grants, fund three adaptive sports camps, launch a new version of the Active Project, and start work on building a KBF endowment to ensure the stability and growth of the KBF far into the future.

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

*Edie*



Edie Perkins  
Executive Director

# About the KBF

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 resources to enable anyone to experience and afford 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 court, 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.



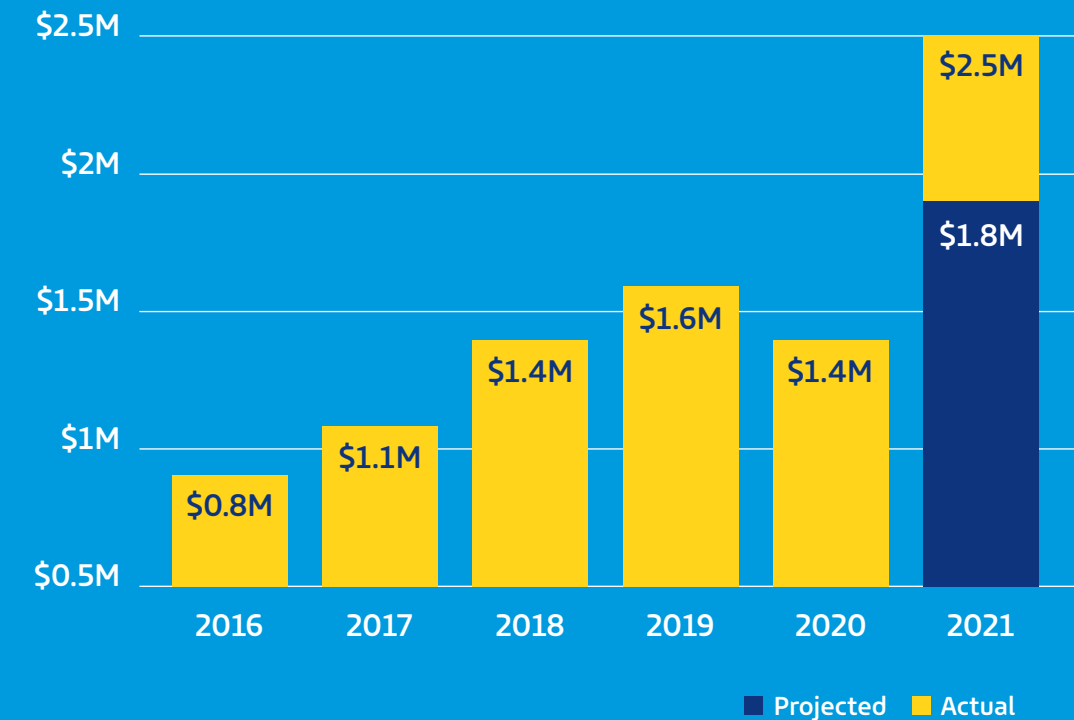
## OVER 15 YEARS OF GROWTH

- **February 18, 2006:** Kelly catches an edge in an NCAA alpine ski race and sustains a spinal cord injury.
- **September 2006:** Kelly's friends and teammates organize the first Kelly Brush Ride fundraiser to purchase a monoski for her.
- **2007:** Seeing the potential, the 2nd annual Kelly Brush Ride becomes a fundraiser for the KBF. The KBF makes its first Ski Racing Safety grants, working with ski clubs to provide safety equipment and education.
- **2008:** The KBF conducts its first Active Fund, giving away \$23,000 to 11 recipients.
- **2013:** The Active Fund grants over \$100,000 in equipment in one year for the first time.
- **2014:** The KBF hosts its first Inspire event at the Community Rowing Center in Boston, MA, raising almost \$55,000.
- **2015:** "Try It First" grants are introduced to allow inexperienced applicants to try an expensive piece of equipment first to find the best fit for their needs.
- **2018:** The Active Project is a glimmer in the KBF's eye as a way to provide a platform for people with spinal cord injuries to access better resources.
- **2019:** A one-time "Inspire the KBF" grant program forms key relationships with adaptive sports programs, and lays the groundwork for camps with Craig Hospital & Vermont Adaptive.
- **2021:** The KBF hosts its first ever adaptive sports camp. The beta launch of the Active Project signs up 300 venues & programs and 155 people with SCIs. The Active Fund grants over \$800,000 in adaptive sports equipment.

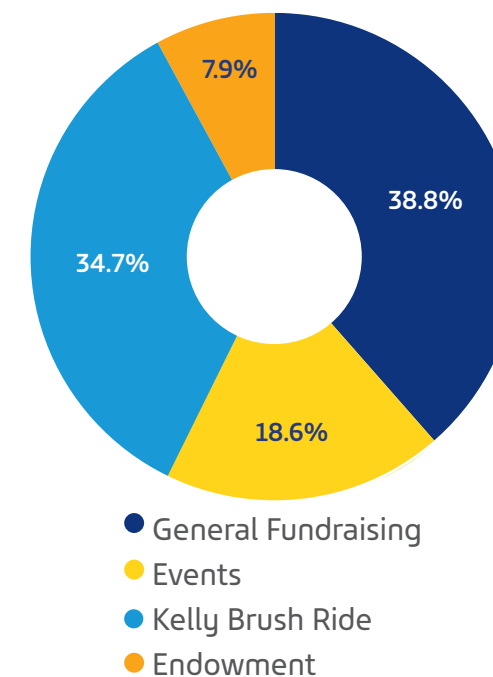
## AN INCREDIBLE YEAR BY THE NUMBERS

Over \$2.5 million raised, thanks to over 5,600 donors.

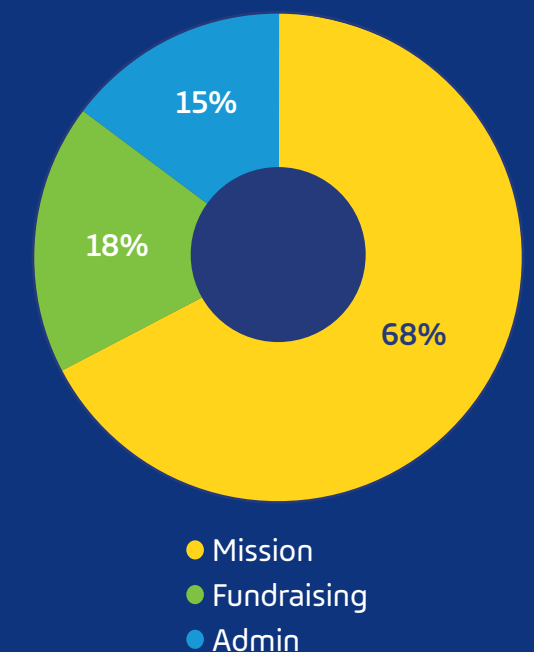
KBF Revenue by Year



Revenue by Source



Programming & Expense Ratio



# Stats & Stories



"Having a handcycle lets me maintain an active lifestyle and participate in a sport with my able bodied friends."



"Being able to continue doing one of the things I love most in my life will go a long way towards keeping my spirits up and not feeling like I was once more being left behind."

"It's fun. It's intense. I feel amazing when I play. I just like being a part of the team. I like playing with the older kids and playing on their team. They are really good. I learn a lot when I'm with them."



"Handcycling has changed my life. It has given me a new passion to workout and to strive for a healthy lifestyle."



"This grant opportunity has opened a possibility to be able to ride bicycles again with my wife and kids."



"This bike is not just a cool toy, it's an opportunity to reclaim some of my life I lost when I was injured. The freedom to go anywhere I want, on my own or with family and friends... which is something I haven't really experienced in ten years."



56 Try-It-First grants



\$85,000 in Path2Active equipment grants



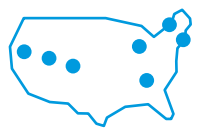
Over \$815,000 in Active Fund grants to 261 people



\$80,000 in ski racing safety grants



A KBF Adaptive Mountain Biking Camp in Vermont

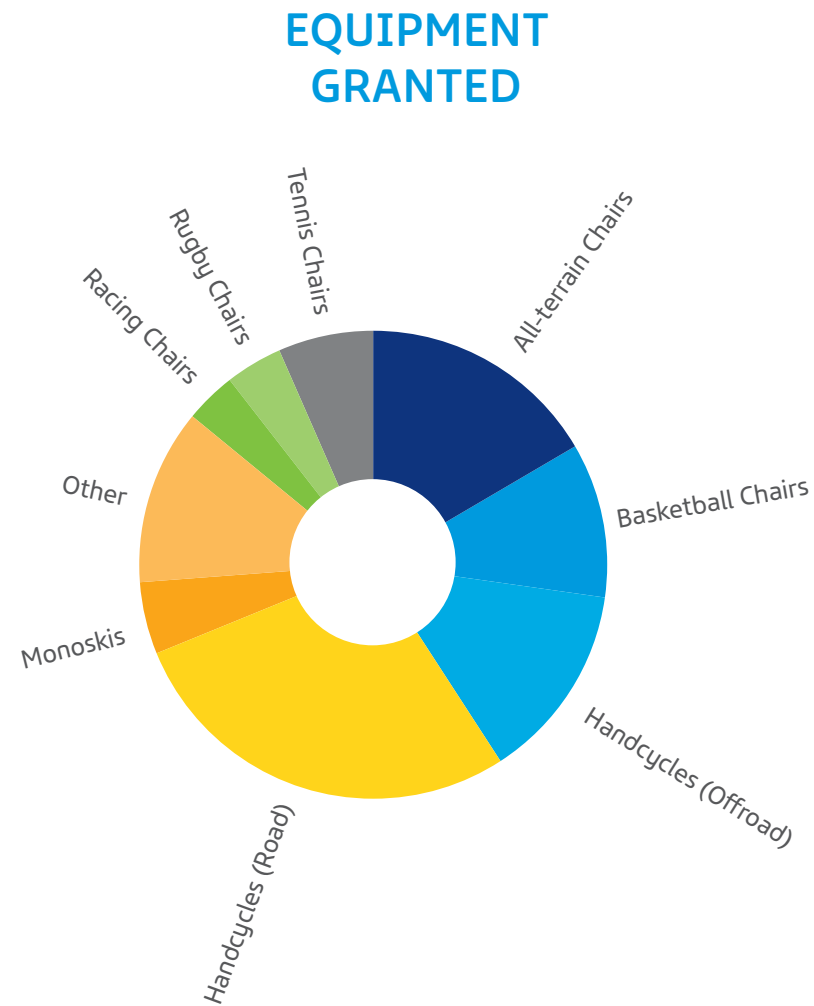


10,000 pageviews on Active Project Beta

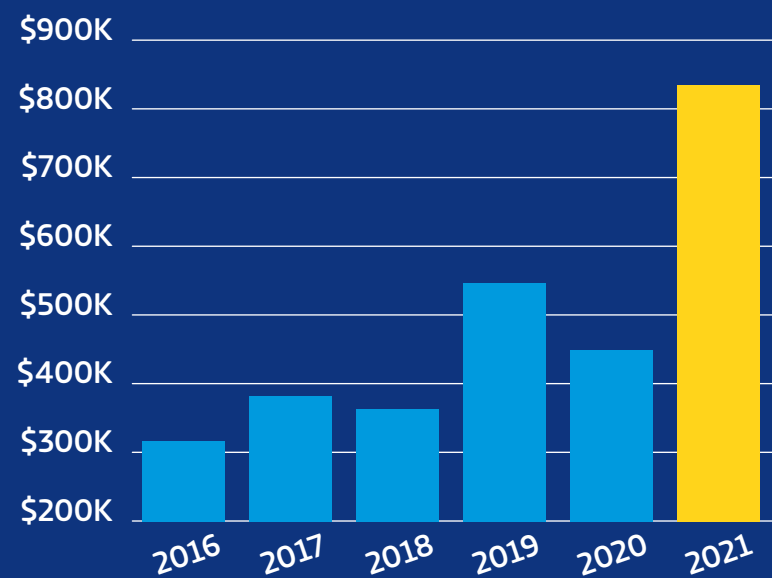
# Our Biggest Active Fund Ever

The Kelly Brush Foundation awarded over \$815,000 in Active Fund grants this year, enabling the purchase of cost prohibitive adaptive sports equipment to 261 people across the country. This was the most funding ever awarded in a single year since the KBF's founding.

**Active Fund All-Time:**  
**\$3.25 Million**  
**1,371 Grants**



## DOLLARS GRANTED BY YEAR



**\$815,000**  
**awarded to 261**  
**grantees**



**Grantees in 44 States**  
**+ Washington D.C.**  
**& Puerto Rico**

## Path 2 Active

**THE RESOURCES TO GO FROM INJURY TO INDEPENDENCE**

- **56 Try-It-First grants** which enabled inexperienced Active Fund applicants to try specialized equipment for the first time.
- **26 grants to participants of partner rehabs** totaling \$85,000. These grants provided patients an alternative avenue to KBF funding after leaving rehab and experiencing adaptive sports.
- **Two adaptive sports camps** provided immersive adaptive sports experiences for people with SCIs of all experience levels.

### KBF Adaptive Mountain Biking Camp

In October, the KBF hosted its first ever adaptive sports camp. The adaptive mountain biking (aMTB) camp took place at Kingdom Trails in Burke, VT and was attended by 11 people.

With plenty of time for bonding and enjoying the beautiful foliage, the camp focused on progression for each skill level. By the third day, the entire group was shredding the downhill trails at Burke Mountain. The inaugural camp will serve as the model for a growing program of KBF adaptive sports camps going forward.

### STARS Camp

The KBF also partnered with Craig Hospital and Steamboat Adaptive Recreational Sports (STARS) in Steamboat, CO. The camp hosted five teen participants and allowed them to experience a variety of adaptive sports over the course of the 5-day program. Partner camps have the advantage of helping the KBF scale its camps quickly into new regions, and providing much-needed funding to adaptive sports programs outside major city centers.



# ACTIVE PROJECT

Connect. Share. Learn

In the spring of 2021, the KBF launched a beta version of the Active Project, with the goal of creating a comprehensive platform of adaptive sports resources for the SCI community.

In the year since its launch, the Active Project has amassed over 10,000 page views, with 300 adaptive sports programs and 155 people with SCI placing themselves on the Community Map.

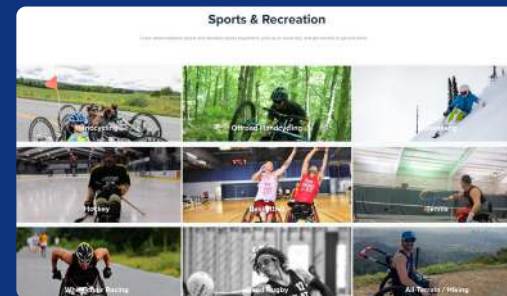
After launch, the KBF conducted focus groups with various stakeholders to understand how we could improve the platform. These workshops led to the next step of Active Project development, now underway, which will turn the Active Project into a true community platform, so people with SCIs can deepen their connections to adaptive sports.



A new community for people with SCIs



Connect with peers and find opportunities to get active



Learn about the world of adaptive sports

## CONTINUED DEDICATION TO SKI RACING SAFETY

Our marquee ski racing safety initiative, the Ski Racing Safety Equipment Grant Program, was again able to support one of our largest grant classes ever. Every alpine ski racer in the country continues to benefit from b-netting and other safety equipment that we work with clubs around the country to get on the hill every year. And because laceration injuries continue to happen, we again distributed hundreds of Bleeding Control Kits as part of our leadership in the Stop The Bleed initiative.

Our newest initiative, a partnership with the National Ski Areas Association, resulted in 3 safety webinars in December 2021 targeted to mountain operators, high school coaches, and adult race leagues (colloquially “beer leagues”) around the country. This is a part of the sport where we have not traditionally delivered our safety message and cultural prioritization of safety. We have a lot of progress to make, but 2021 was just the start. We remain committed to keeping every racer as safe as possible at any level of the sport.

- \$80,000 in grants
- 20 ski racing clubs supported
- 5,500 ski racers impacted



Grants & Stop the Bleed kits distributed in 23 states in 2021.

## ACTIVE PROJECT HIGHLIGHTS



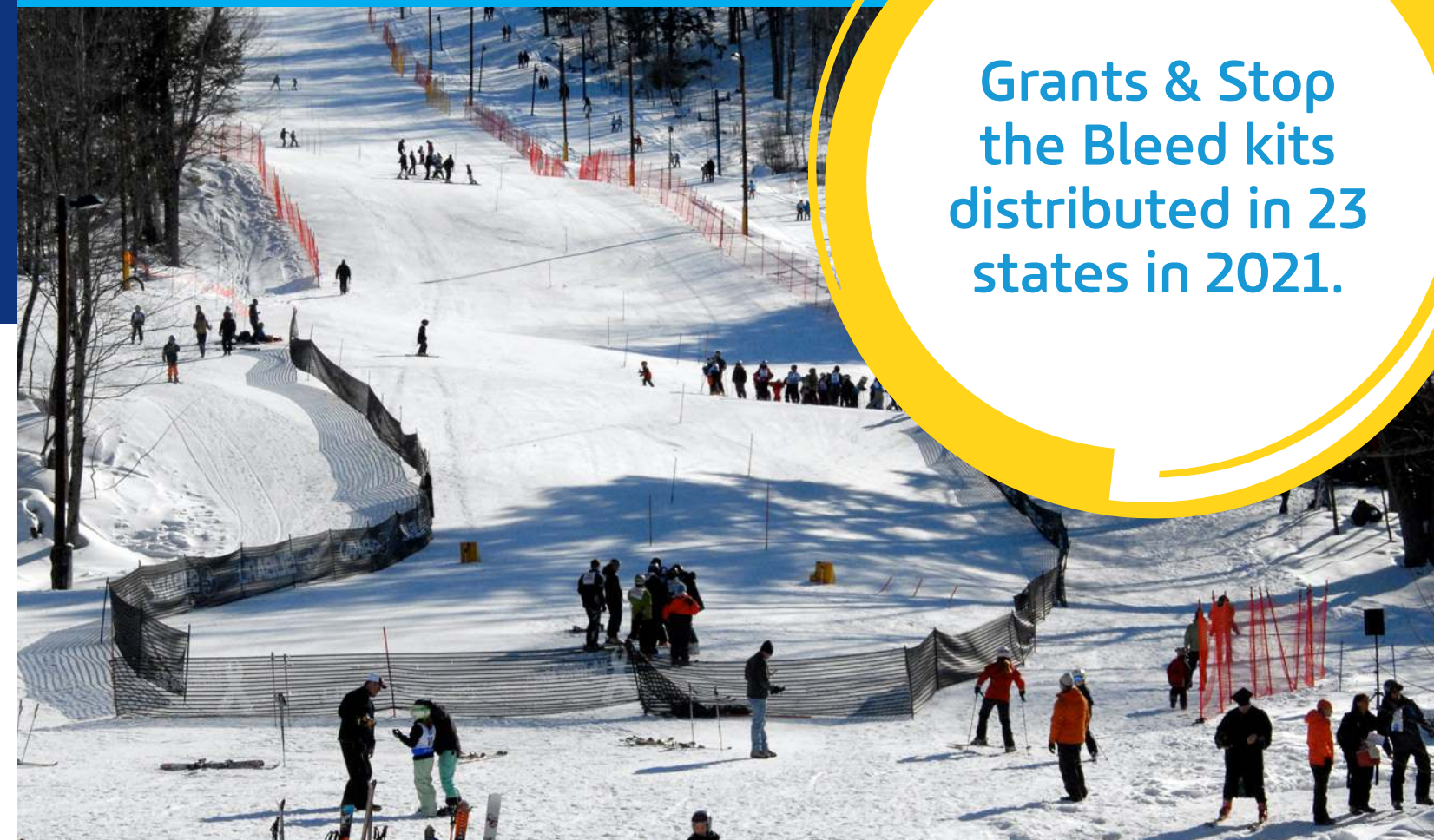
24 instructional videos about 9 different adaptive sports



10,000 page views



Information about 300 adaptive sports programs



# The Highlight Reel from Our KBF Family

**Alicia Brelsford Dana** won 2 bronze medals at the Tokyo Paralympics



**Naomi Clark** became the first female handcyclist to complete the 100-mile route at the Kelly Brush Ride



**Quinn Brett** completed the 2,696 mile Tour Divide on a handcycle



**Aaron Pike** competed in the Tokyo Paralympics, and won a silver medal in biathlon at the World Para Snow Sports Championships



# 16th Annual Kelly Brush Ride

Thanks to the hard work of our KBF community, the 16th Annual Kelly Brush Ride was our best yet.

- Over \$875,000 Raised
- 942 Participants from 29 States
- 115 Volunteers
- 46 Handcyclists
- 166 Satellite Riders



## Congratulations to Our Top 10 Fundraising Teams

### Teams:

Team Midd 80s	\$97,648
Team KBF	\$86,266
Green Mountain Valley School	\$57,421
Team Brush	\$27,811
Craig Hospital: East Coast Chapter	\$26,585
Rolling Pants	\$21,040
RemarkABLE	\$19,835
Quad Squad	\$17,354
Stowe Mountain Bike Academy	\$15,570
Team OregonSCI	\$14,876



## KBF LIVE NORTHEAST

Thank you to all who joined us virtually for KBF Live in March 2021! The program included an introduction of Executive Director, Edie Perkins, conversations with KBF grantees, and an interview with 9 year-old sled hockey player, Raelyn from Chicago, IL.

- 450 guests
- Over 300 households
- \$283,000 raised

**Top:** Greg provides a cocktail tutorial for virtual viewers.  
**Bottom:** 6-year-old grant recipient, Raelyn, plays sled hockey. Raelyn & her mother shared her story at KBF Live.



## INSPIRE!BAYAREA

In October, the KBF hosted Inspire!BayArea at Ram's Gate Winery in Sonoma, CA. Thank you to our Bay Area Advisory Board for your help and guidance, and to two-time Paralympic medalist Jeff Butler, for showcasing your Olympic bling.

- 100 guests
- \$190,000 raised



## An Endowment for the Future

Like many small non-profits, the KBF has traditionally operated on a donations-in-programming-out model, which helps us remain agile but exposes our long-term mission to volatility and risk. To ensure the longevity and stability of our future work, the KBF is establishing an endowment. This will also mean even more of our donations from the Kelly Brush Ride, Inspire event series, and other campaigns will go directly into programming.

A few generous donors have already committed endowment gifts, and we will launch into a larger campaign in the near future. **If you are interested in learning more or contributing to the KBF's endowment**, please contact [cheryl@kellybrushfoundation.org](mailto:cheryl@kellybrushfoundation.org).



# Amazing Community Efforts

## PLANDOME COUNTRY CLUB LADIES HOLIDAY CHARITY LUNCHEON

Thank you to the Plandome Country Club for their amazing fundraising effort in December! The annual holiday event raised over \$30,000 for the KBF, which was selected by Deanna Durso as this year's charity of choice. The fundraiser consisted of a luncheon, silent auction, and 15% of proceeds from Tory Burch that day all being donated to the KBF.



## NOBLES SKI TEAM WALL-SIT CHALLENGE

23 skiers on the Noble and Greenough Alpine Ski Team raised over \$7,800 during their February 2021 Wall Sit Challenge to raise awareness and funds for Stop the Bleed safety. The funds will help distribute Stop the Bleed on-hill treatment response kits and training resources to all 43 members of the New England Preparatory School Athletic Council (NEPSAC).



## VAIL WINTER KICKOFF

Thanks to Anne & Tom McGonagle, Grace & Jerry Bird, and Betsy Brew & Bob Van Wetter for hosting an incredible evening in the Vail Valley. Edie, Kelly, and Greg joined a small group of longtime supporters, including retiring board member Scott Willard, and a few passionate new members of the KBF community for a lovely evening to benefit the KBF.



## LAWSON'S SUNSHINE FUND

Lawson's Finest Liquids presented the KBF with \$15,129 through the February 2021 Sunshine Fund. The Sunshine Fund is the heart of the Lawson's Finest Social Impact Program to assist local organizations that support the people and environment of the Mad River Valley and Washington County, Vermont.

# KBF Donor Honor Roll

Thank you to all our 2021 donors!

## \$50,000+

Charlie & Mary Brush  
Montgomery & Kristy Kersten  
Anne C. Kubik & Michael A. Krupka  
Charitable Gift Fund  
The Perkin Fund  
The Esther Procknow Gift Fund  
Margaret Reynolds & Skip McKee  
Bob Van Wetter & Betsy Brew

## \$25,000-\$49,999

Adage Capital Management, L.P.  
Jack & Eileen Connors  
Elevation 9350 Fund

## \$10,000-\$24,999

Jerry & Grace Macomber Bird  
Kelly Brush & Zeke Davisson  
David & Moni Butze  
The Sheila E. Daley Foundation, Inc.  
Mary Gale & Richard Davisson  
The Doiron Family  
Fortunata Foundation  
The Glavin Family Charitable Fund  
Liz & Phill Gross  
Halvorsen Family Foundation  
Ron Kermisch  
Mike Krupka  
Lawson's Finest Liquids  
Dwight & Angie Merriman  
New Balance Foundation  
Numotion Foundation  
Stephanie Anderson Pugash Fund  
David & Alexis Sabow  
Ian & Anne Sanderson  
Silicon Valley Bank Foundation  
Biria & Elaina St. John Charitable Fund  
The Willett Family Philanthropic Fund

## \$5,000-\$9,999

Bank of America Charitable Foundation  
Jeff & Missy Barlow  
The Benevity Community Impact Fund  
John & Carolyn Biasotti  
The Boyd Family  
John Brantley & Betsy Thomas  
Canaccord Genuity  
Capretta Family Foundation  
Charles Foundation, Inc.  
Charles H Kurtz Family Foundation  
Dan & Ruth Donner

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The Mary T. France Charitable Fund  
The Franklin Family Fund  
Graham & Shelley Goldsmith  
Hamilton & Susan Hackney  
Haffenreffer Family Fund  
Elizabeth & Al Hanmer  
Hercules Capital  
Matt Hulsizer  
Keith & Nancy Johnson Family  
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Knuckleknee LLC  
Susan & Tom LaMaster  
Anne Perkins McDowell  
The Morrison & Foerster Foundation  
Murphy Realty Co. Inc.  
PHGB Charitable Fund  
Plandome Country Club, Inc.  
Thomas Platt

Antonio and Rita Pomerleau  
Foundation  
Rainbow Sandals Foundation  
Don & Sandy Rendall  
Sara & Eric Resnick  
Hugh Roome  
Ross-Simons Jewelers  
Sanderson Philanthropic Fund  
Ken Seaton  
Shearer Audi South Burlington  
The Herbert & Nell Singer Foundation,  
Inc.  
Winthrop H Smith Family Foundation  
The Speltz Family  
Sugarbush Resort  
Polly Timken  
Dani and Ted Virtue Family Charitable  
Trust  
Wolverine Worldwide  
World Cup Supply

## \$2,500-\$4,999

1830 Family Foundation  
Alcyon Foundation  
David & Lucy Ball  
Sarah & Gib Carey  
Tack & Katty Chace  
Norman Chambers  
Tom and Patty Doar Foundation, Inc.  
Thomas Egan  
The Errickson Family Fund  
Fitzgerald Family Charitable Fund  
Thomas Getz, Sr. & Eileen Fox  
Tom & Kerri Gillis  
Google Corporate Giving Program

Gravel & Shea PC  
Gunderson Dettmer Stough Villeneuve  
Fasdf Franklin & Hachigian, LLP  
Heron Family Foundation  
HerRay! Fund  
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Laura & Charley Howe  
InTouchPOS  
Douglas & Kathleen Keith  
Amy Kennedy & David Sette-Ducati  
Jeff Leerink  
John Macomber  
Mad Trees  
MassMutual Life Insurance Company  
Patricia & William Murphy  
National Life Group Charitable  
Foundation Inc.  
NBT Bank  
Nokian Tyres  
Lauren & Brendan O'Brien  
Paypal Giving Fund  
Pencil Worx Design  
Porter-Johnson Charitable Gift Fund  
Jana & Jeff Schmidt  
David Scully  
Maura Shaughnessy  
Hunt Stookey  
Heather & Brian Summers  
Tom Wilson Foundation  
Steve Tomlinson & Pam Fletcher  
Vermont Mortgage Company  
The Vincent Family Charitable  
Foundation  
Scott Willard & Marilyn Reap

## \$1,000-\$2,499

Anonymous (1)  
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Peter Ahl  
Bill Allison  
Don & Cheryl Appe  
Michele & Peter Asch  
Chris Ashley  
Steve & Wendy Baker  
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The Berkshire Bank Foundation, Inc.  
David Bianco  
The Bindon Foundation  
Andrew Bisset  
The Blackbaud Giving Fund  
The Blakely Charitable Fund  
Glenn Boutilier  
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Giving Fund

Betsy & Mike Brown  
Timothy Brown  
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Champlain Investment Partners, LLC  
Elizabeth Chandler  
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Lawrence Curtis  
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Doug Dohring  
Bari & Peter Dreissigacker  
Joseph Durso  
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Tommy Eckfeldt  
Willard I. Emerson Fund  
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Exterus Business Furniture  
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James Fitzmaurice  
Forest Park Realty Corp  
Liz & Jim Foster  
Kevin Foxx  
Patricia Franchetti  
Paulette & Bart Frisbie  
Gallagher, Flynn & Company LLP  
Lindsay & Tom Getz  
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Goldman Sachs & Co.  
Jane Goldstein & Bruce Depper  
Richard Gordet  
Rusty & Ruth Gorman  
Brett Grabowski  
Graham Hunter Foundation, Inc.  
Grantham, Mayo, Van Otterloo & Co.  
LLC  
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Karl Greenman  
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Sam & Barbara Hayes  
Joe & Stephanie Heaslip  
James & MaryEllen Hebert  
Tina & Johnny Helzer  
James Hillis  
Douglas Hitchner  
Jane & Coley Hoffman Family  
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Homer Family Foundation  
Rawson & Sarah Hubbell  
Erin Hughes  
Brian Junnier  
Kavanaugh Family Foundation

Steve & Lindy Kelley  
Cynthia & James Kempner  
Michael Kendall  
Richard Kirtley  
Charles & Susan Kittredge  
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Kate Krehbiel  
Mark Langan  
Brian Lash  
Erik Leo  
Stacy Lloyd  
Anthony Longo  
Lynne Lovell  
Tom & Meg MacClarence  
Kayden Maclay  
Jory & Martha Macomber  
Rick & Laney Makin  
Tristin & Martin Mannion  
Scott Martin  
Kim Martineau  
Patricia Mathison  
Shawn Mato  
Margery & Ted Mayer  
McCollom Family Foundation  
John McDonald  
Paul & Kerrie McGann  
Anne & Tom McGonagle  
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Francis & Susan Mullin Charitable Fund  
Murphy's World Fund  
Thomas Murray  
The David A Nalen Foundation  
Laki & Kathy Nomicos  
Northern Trust  
Osterling Family Fund  
Michael Owen  
Su-Moon Paik & Bob Brown  
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Harry Pefanis  
Robert B. Pender Charitable Fund  
Judith & James Perkins  
Alan Perry  
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Edward & Mary Pringle  
Paul Quinlan  
Alison & William Racolin  
The Redmond Family Foundation  
Kenneth Remsen  
Jim & Elizabeth Robinson  
Flip Rosenberry  
Richard Rosenbloom  
Rothstein Charitable Trust

Schwab Charitable Fund  
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Team Shiffrin  
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Kimberlee & Mark Sullivan  
Summit Properties  
The Switchback Beerworks, Inc.  
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Alison & Charlie Townsend  
Ursa Major National Care LLC  
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Jennifer Vaughan  
Vermont Information Processing, Inc.  
Vermont Mutual Insurance Company  
David Wagstaff  
Will Waller  
Gregory White  
Bill Willey  
J. Larry Williams  
Cindy Winebaum  
Lydia Woodard  
Woodworth Giving Fund  
Rennie & Willa Worsfold  
Xanterra Travel Collection  
Fritz & Susan Zimmer

## \$500-\$999

Anonymous (1)  
Daniel Abramson  
Ellen & Michael Adams  
James Ahern  
Mark Altmeyer  
Scott & Hilary Andersen  
Kent Anderson  
Carlo & Sarah Arabian  
Sarah & Richard Asch  
Jonathan Atwood  
Terry & Tucker Aufranc  
Bryan Bailey  
James Baird  
Laurie Baker  
Barclay Family Giving Fund  
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Peter Barry  
Scott Bass  
David & Elaine Batchelder  
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Lauren Bennett  
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BNY Mellon Community Impact  
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Cliff Demmer  
Karen Denniston  
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Katie & Greg Dolbec  
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Jim & Carol Dousevicz  
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Catherine Duffly  
Joanne Durso-Christofidis  
Beth-Ann & Tony Eason  
Carol Edelman  
Elizabeth Endicott  
Mark & Erin Epker  
Nathan Every  
Douglas Fay  
Michael Fields  
Megan Flood  
Josh Floum  
Todd Fonner  
Fort Hill Brewery  
Meg & Steve Foster  
Kathleen Frisbie  
Charles Gemeiner  
Barb Giebink  
John Giebink  
Goldman Family Fund  
Carolyn Goodrich  
Jeff and Tracey Gould Charitable Fund  
Robert Greenhill  
Ursula Gregg  
Katie Hall  
Marilynn Hamar  
Shelby & Doug Hamar  
Mr. & Mrs. Robert Hardy  
James Hastie  
Richard Higgins  
Olivia Hill  
Patrick Hojlo

Stephen Holowesko  
Thomas Holt  
Houlihan Whitlock Family Fund  
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Marcie Jacobs  
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Tom Keenan  
Peggy Keith  
Thomas Kerwin  
Mike Kiernan  
RB & Ann Klinkenberg  
Thomas Knox  
Elizabeth Kontulis  
Midian Kurland  
Robert & Lisa Laible  
Marjorie Laidman  
Landmark Partners  
Elizabeth & Evan Langfeldt  
Kathy & Bill Langhorst  
George Lee  
Sigmund Lee  
Matthew Lemieux  
Joy Leotsakos  
Bethany Lesko  
Brian Lincoln  
Matthew Lisk  
David & Jessica Lunardini  
Neale Lunderville  
Main Street Landing Company  
John Manderfield  
Mascoma Bank  
Matt Masters  
Amy May & Joe Brady  
David McNeill  
Paula McNeill  
Paul & Amy McPheeters  
Menard Giving Fund  
Sandra Michel  
Jennifer Milikowsky  
Don & Susie Miller  
Maureen Miller  
The Sandra & John Mills Fund  
Kate Mitchell  
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Robert More  
Jake Moritz  
Jeanne Morrissey  
Lewis Mudge  
Jeff Mullen  
The Laura Jane Musser Fund  
Lisa Myers  
Elise & Brian Napack  
Craig Nichols  
Eric Norquist  
David & Kim Norton  
Connor O'Brien  
Mara O'Day  
Eric Ode  
Gilbert Ohls  
Barbara & Denny Olmsted

Ben & Mignon Parsons  
Edie Perkins  
Joseph Perri  
Hillary Peterson  
Richard Pierce  
Pitney Bowes  
Debra Plant  
Michael Putziger  
Lee Sevion & Kevin Ray  
William Richard  
D.T. & Jess Rowe  
The Scoop  
Jessica Seaton  
Scott Seaton  
Tim & Sue SetteDucati  
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Daniel Simkowitz  
Gretchen Simpson  
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Malbert Smith  
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State Street Foundation, Inc.  
Marc Stein  
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Steve Talevi  
Steven Talley  
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Sam Torney  
Terrance Daniel Tripp  
Hannah Tsai  
Erin Tunnicliffe  
United Way of Rhode Island  
Ronet Vanatta  
Vermont Agency Foundation  
Robert Waldele  
John Waters  
Waterville Wigwag  
Richard Weir  
Elizabeth Weischedel  
Garry & Lori Weischedel  
Weston Family Giving Fund  
John Wheelock  
Gayle White  
Tom Wilkins  
Beth Anne & Rick Willett  
Betsy Williams  
Timothy Williams  
Jonathan Winslow  
Heidi Witherell  
The Wonderful Company  
Justin Wygmans

# KBF Behind the Scenes

## A New Brand Identity

In February of 2021, the Kelly Brush Foundation announced the launch of a new brand identity. After 15 years, the Kelly Brush Foundation retired the affectionately nicknamed “K Heart” and moved into a new visual era. In its place, the KBF launched a new wheel-centric identity, focused around the freedom of adaptive sports, the identities of the SCI community, and the cyclical journey from injury to independence and beyond.



**Kelly Brush  
Foundation**  
*Life is Better Active*



## About the Designer:

The KBF worked with Pencil Worx Design Studio's Sam Ayling, who has a very personal connection and commitment to this project. Sam knew KBF Executive Director Edie at the time of her spinal cord injury in 2017, as a close friend and former running club teammate. For Sam, working with Edie to create a dynamic new identity for KBF was an inspiration and motivator for his own life and career.

## BOARD OF DIRECTORS

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## STAFF

**Edie Perkins** Executive Director  
**Cheryl Brodowski** Sr Director Development & Operations  
**Bruce Downes** Marketing Director  
**Greg Durso** Program Director  
**Stephanie Heaslip** Program Manager  
**Jessica Shook** Administrative Coordinator

Organized in the State of Vermont as  
The Kelly S. Brush Foundation, Inc.  
Tax ID #20-4560423

 Kelly Brush Foundation  
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