



**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.



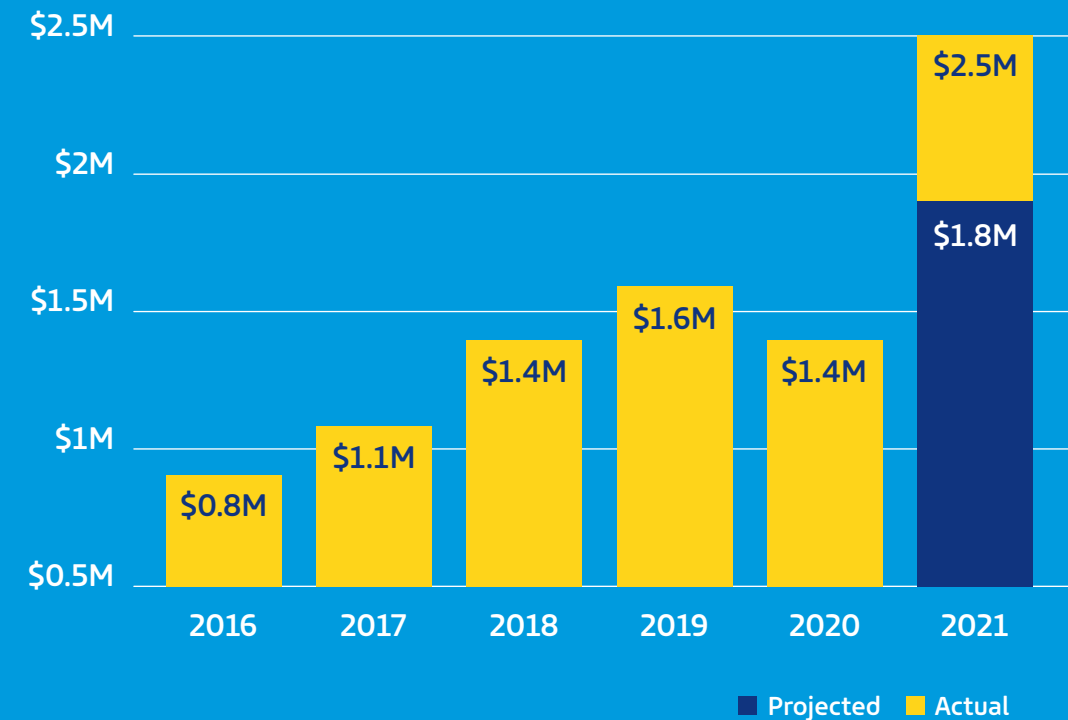
OVER 15 YEARS OF GROWTH

- **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.

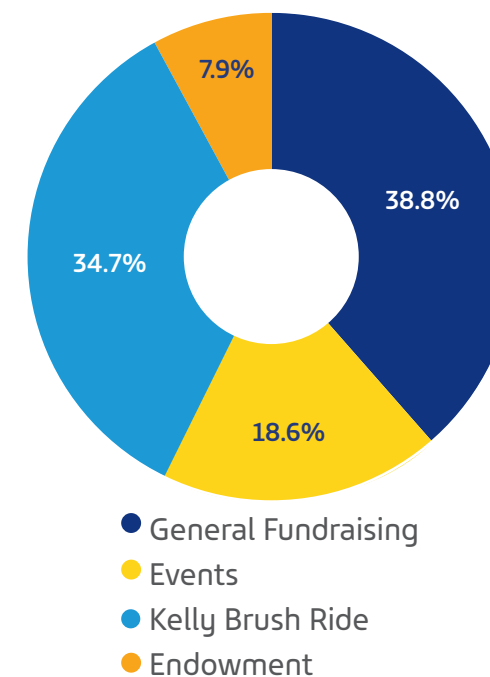
AN INCREDIBLE YEAR BY THE NUMBERS

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

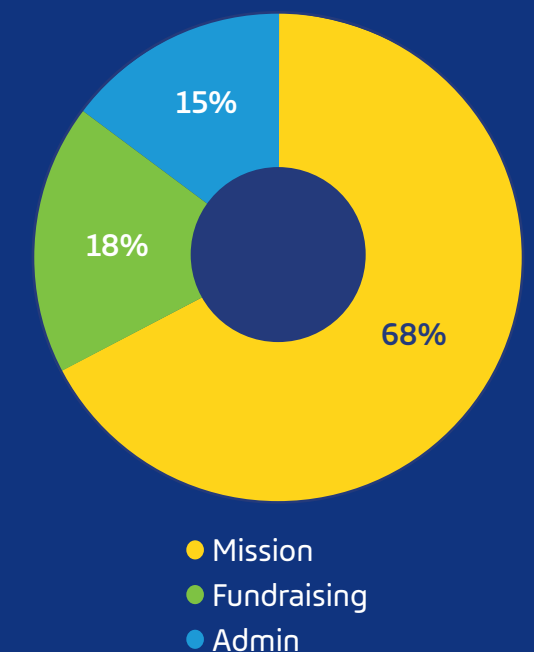
KBF Revenue by Year



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



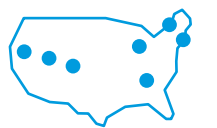
Over \$815,000 in Active Fund grants to 261 people



\$80,000 in ski racing safety grants



A KBF Adaptive Mountain Biking Camp in Vermont

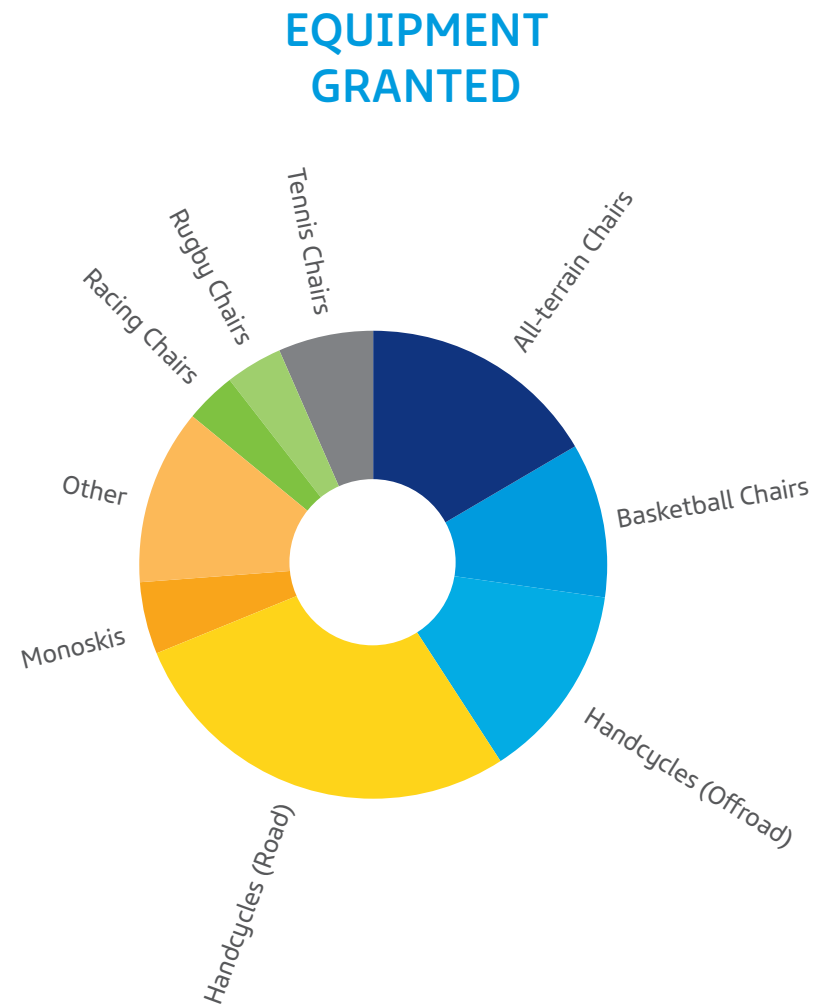


10,000 pageviews on Active Project Beta

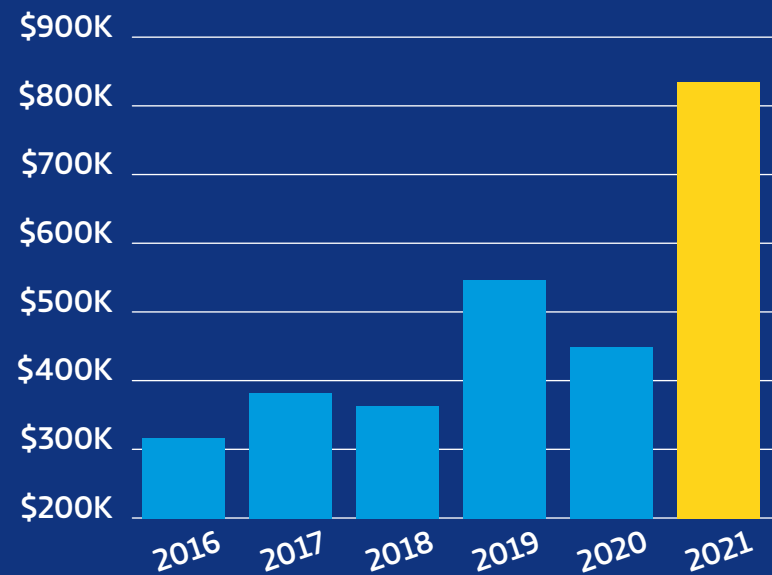
Our Biggest Active Fund Ever

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.

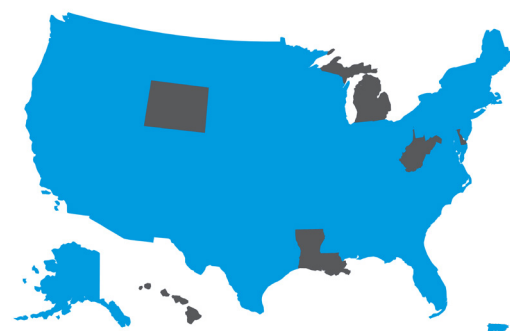
Active Fund All-Time:
\$3.25 Million
1,371 Grants



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.

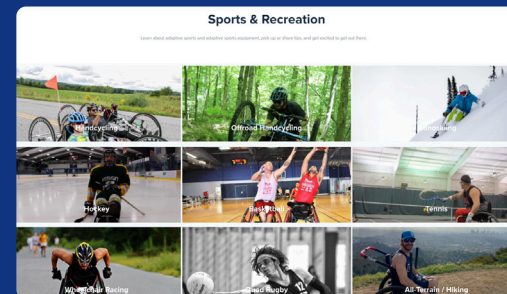
After launch, the KBF conducted focus groups with various stakeholders to understand how we could improve the platform. These workshops led to the next step of Active Project development, now underway, which will turn the Active Project into a true community platform, so people with SCIs can deepen their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

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
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Dwight & Angie Merriman
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Silicon Valley Bank Foundation
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The Willett Family Philanthropic Fund

\$5,000-\$9,999

Bank of America Charitable Foundation
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The Speltz Family
Sugarbush Resort
Polly Timken
Dani and Ted Virtue Family Charitable
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World Cup Supply

\$2,500-\$4,999

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Gravel & Shea PC
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Vermont Mortgage Company
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Scott Willard & Marilyn Reap

\$1,000-\$2,499

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J. Larry Williams
Cindy Winebaum
Lydia Woodard
Woodworth Giving Fund
Rennie & Willa Worsfold
Xanterra Travel Collection
Fritz & Susan Zimmer

\$500-\$999

Anonymous (1)
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Mark Altmeyer
Scott & Hilary Andersen
Kent Anderson
Carlo & Sarah Arabian
Sarah & Richard Asch
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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.

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Organized in the State of Vermont as
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