

CSPRC's 2008 Elevator Pitch Contest Winner:

Kelle Franklin, Executive Director of KEEN, Kids Enjoy Exercise Now

KEEN Elevator Pitch

My name is Kelle, and I have the privilege of serving as KEEN St. Louis Director. KEEN stands for Kids Enjoy Exercise Now, and we provide a free one-to-one sports coaching program for youth with developmental and physical disabilities. By participating in KEEN, our athletes make new friends, have a safe place to play and engage in physical activity, receive individual support from volunteer coaches, and develop new skills. We have a lot of fun, and I've really enjoyed seeing our athletes expand their talents and gain confidence and new friends from participating in KEEN.

KEEN is the only opportunity for many of our athletes to engage in physical activity with peers who also have disabilities. Because of the unique nature of our program, we have a waiting list of athletes eager to participate in KEEN's free programs. In order to accept more athletes, we need additional coaches so that each athlete can be paired one-to-one with a coach and benefit from the individual attention and support provided by the coach.

I'd like to talk with you more about your connections to volunteers in the St. Louis community; when would be a good time to continue our conversation?