



TOWN OF EXETER, NEW HAMPSHIRE
HUMAN SERVICES
FY 2026

Organization's Name: The KEY Collective Year Founded: 2017
Address: PO Box 149 Exeter, NH 03833
Executive Director/ Board Chair: Kristyn LaFleur/Mark Whitney Tax ID Number: 83-2341999
Applicant Contact: Kristyn LaFleur Email: kristyn@keycollective.org
Address: PO Box 149 Exeter, NH 03833 Phone: 603-498-8791

Organization's Mission Statement and Statement of Grant Purpose (e.g. This grant will be used...):

The KEY Collective provides K-12 kids from low-income families within the Seacoast NH region access to sports and other youth activities for free or at a reduced cost with no red tape and no social stigma attached.

This grant would help us continue to connect Exeter youth from low-income families with much-needed, quality out-of-school programs and activities either through our partner organizations or through our scholarship fund.

Brief Detailed description of how the money will be specifically utilized for Exeter residents:

Like last year, this grant will directly impact the number of Exeter youth we serve by either connecting them with an extensive list of quality out-of-school programs or by offering scholarship funds for programs not currently being offered.

Last year, we increased the number of Exeter youth served by almost 20%. The previous year we served 143 Exeter youth and this past year we served 171. With our expanded budget and strategic plan, we expect to continue to gradually increase this number again by continuing to expand the number of partners we work with (currently 40), and strategically working with our trusted community validators to connect us with qualified youth.

% of overall services that goes to Exeter residents: 34%
of Exeter residents served: 171

List all geographic area(s) served by organization: Exeter, Stratham, Brentwood, East Kingston, Kensington, Newfields, Greenland, Newington,

Portsmouth, Newcastle, Rye, Seabrook, Hampton, North Hampton, Hampton Falls, South Hampton

Total Municipal Contributions in 2025:

Town of Exeter \$2,500

List each town that contributes and the amount received:

Town of Exeter \$2,500

Organization's total projected budget for FY 2026: \$ 212,000

Amount Requested: \$ 2,500

Additional Information Required:

Please supply the following items for a complete application to be considered:

1. Provide a narrative, not to exceed two pages in size 12 font
 - a) Organization's overview
 - b) Program changes and/ or highlights from the past year
2. FY24 funded organizations must submit a brief summary of how those funds were used to support Exeter residents
 - a) If your organization is requesting an increase in funding for FY26, submit justification of increased need
3. Complete financial statements
 - a) Operating budget
 - b) Balance sheet

I certify to the best of my knowledge that the information in this proposal reflects accurate data concerning need and estimates of planned/delivered services. The proposal was considered and approved for submission by the agency Board of Directors on 7/29/25 (date).

By signing this application, the undersigned offers and agrees, if the proposal is accepted, to furnish items or services that is quoted. This agreement is subject to final negotiation and acceptance by the Select Board and the Budget Review Committee and subsequent contract award.

Director's (or Designee) Signature: 

Date: 7/29/25

Submit no later than July 31, 2025:

Town of Exeter
Town Manager
10 Front Street
Exeter, NH 03833



July 29, 2025

The KEY (KEY to Empowering Youth) Collective gives K-12 kids from low-income families in the Seacoast NH region easy access to sports and other youth activities for free, or at a reduced cost, with no red tape and no social stigma attached.

Decades of research have shown that being involved in extracurricular activities has numerous physiological, social, and physical benefits. Kids who are involved in activities outside of school on average have stronger mental health, do better in school, learn soft skills such as teamwork and leadership, and live healthier lifestyles. But not all kids have access to these life-changing activities.

This is where KEY Collective's #areuin? card program & scholarship fund come in. Kids qualify for an #areuin? card by being accepted into the Federal Free & Reduced Lunch program, NH's Medicaid program, or through a referral from a qualified, approved validator (ie. school nurse, social worker, doctor, etc.).

The #areuin? card is like an EZPass for all of KEY Collective's [program partner activities](#). Once a family fills out the application and receives the card, the child is automatically qualified for the scholarships and discounts offered by 40+ partners that KEY Collective has a relationship with. No need to fill out more paperwork or ask the program for assistance. Each partner has a different registration process, but it's usually as simple as showing the card or providing the #areuin? membership number at registration. Easy and anonymous!

What we have learned over the past 8 years is that not only are we removing financial barriers, but we are educating families on all of the out-of-school opportunities that are available to their kids. Many of our #areuin? card families are so focused on meeting basic needs, that they do not have the time and/or bandwidth to try to figure out what opportunities are available to their kids. These opportunities are truly life-changing for many of these kids, and their families. Many of our #areuin? kids are

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using the card for multiple activities...a membership at the Y, soccer at Exeter Rec in the fall and softball through EJBSL in the spring, for example.

The \$2,500 awarded by the Town of Exeter in FY24 directly supported the operating costs necessary to make the increased impact we had this past year. We would not have been able to support the 20% increase of participants, 33% increase in program partners and the scholarships awarded without your financial support. With no signs of slowing down (overall number of youth served this past year increased by 25%), we are again requesting \$2,500 for the FY26 from the Town of Exeter to help support the continued growth in kids served, scholarships provided and programs offered.

We have been fortunate enough to also continue to receive financial support from many Exeter-based supporters such as the Steve & Katy Singlar Foundation, the Bauman Foundation, the Acorn Alcinda Foundation, Meredith Village Savings Bank, Exeter Hospital, EGWFC, as well as many local individual donors this past year. The KEY Collective's deepest roots are here in Exeter, and we only expect those roots to grow stronger and deeper each year that we continue to expand.

Thank you very much for your time and consideration. We hope KEY Collective has an opportunity to partner with the Town of Exeter once again.

Best regards,

Kristyn LaFleur
Founder & Executive Director

Balance Sheet

The KEY Collective

As of June 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Bank Accounts	
TD Bank Checking *4071	151,760.90
Total for Bank Accounts	\$151,760.90
Accounts Receivable	
Other Current Assets	
Total for Current Assets	\$151,760.90
Fixed Assets	
Other Assets	
Total for Assets	\$151,760.90
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
Credit Cards	
American Express *21008	4,628.41
Total for Credit Cards	\$4,628.41
Other Current Liabilities	
Restricted ForestKids Fund	5,440.00
Restricted Scholarship Fund	\$25,000.00
Student Scholarship Paid Out	-12,580.28
Total for Restricted Scholarship Fund	\$12,419.72
Total for Other Current Liabilities	\$17,859.72
Total for Current Liabilities	\$22,488.13
Long-term Liabilities	
Total for Liabilities	\$22,488.13
Equity	
Unrestricted Net Assets	114,916.26
Net Income	14,356.51
Total for Equity	\$129,272.77
Total for Liabilities and Equity	\$151,760.90

The KEY Collective		
Operating Budget		FY 26 Budget
Fiscal Year Ending:		7/1/25 - 6/30/26
Revenue and Support		
Revenue		
Foundation/Endowment Contributions	\$	40,000.00
Grants	\$	50,000.00
Corporate/ Business Contributions	\$	30,000.00
Individual Donations	\$	20,000.00
Fundraising	\$	25,000.00
Charitable Gaming	\$	75,000.00
In Kind Donations		
Total Income	\$	240,000.00
COGS		
Charitable Gaming COGS	\$	7,500.00
Fundraising COGS	\$	18,000.00
Stripe Fees	\$	500.00
Total Cost of Goods Sold	\$	26,000.00
Gross Profit	\$	214,000.00
Expenses		
Payroll	\$	145,000.00
Payroll Taxes	\$	12,000.00
Payroll Fees	\$	2,000.00
Subtotal Personnel	\$	159,000.00
Technology/Software	\$	10,000.00
Marketing/PR	\$	20,000.00
Printing Services	\$	1,000.00
Postage/Mailing	\$	1,000.00
Office Supplies	\$	1,000.00
Business Fee/Dues	\$	2,000.00
Accounting Fees	\$	4,000.00
Chamber Fees	\$	500.00
Business Insurance	\$	5,000.00
Equipment	\$	1,000.00
Conferences/Education	\$	2,500.00
Board Expenses	\$	2,500.00
Travel	\$	1,500.00
Miscellaneous	\$	1,000.00
Total Expenses	\$	212,000.00
Net Income (Loss)	\$	2,000.00