



 **THE GRANT CARDONE**  
**FOUNDATION**

# ANNUAL REPORT

## 2022

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# MESSAGE FROM OUR FOUNDER



Poverty is a particularly serious problem for children, who suffer the negative effects of living in need for the rest of their lives. Poor children experience increased rates of infant mortality, low birth weight, and health and developmental problems such as chronic disease. Impoverished children often have negative educational outcomes, with poor academic achievement and lower rates of high school graduation.

My foundation is looking to play a key role in ending poverty for young kids who are at risk and/or living in underserved communities. Our 10X Kids program focuses on financial literacy education that not only teaches an individual how to make money, but also how to invest that money in themselves. 10X Kids teaches our children to never settle for average, never lower their targets, and do whatever it takes to make their dreams a reality.

Our broad network of Community Partners has made our program available to at-risk youth across the country. These kids have developed key skills in entrepreneurship, sales, financial literacy, marketing, public speaking, communication, conflict resolution, time management, and relationship building. After seeing all of the success that our partners have had

with this program, I know that the future of the Grant Cardone Foundation is extremely bright.

Our 2022 partnerships and programs have exceeded all expectations, and we can't wait to see how they continue to grow in 2023. In 2022 we introduced two new programs, the 10X Kids Pitch Off program, and the 10X Entrepreneurship program. The 10X Kids Pitch Off program will give select partners the opportunity to bring their students from all across the country to our office in Miami, to compete in a business pitch competition for seed money for their businesses. The 10X Entrepreneurship program will expand upon our 10X Kids program graduates who are interested in entrepreneurship, by providing a 10:1 dollar match, up to \$5,000.

On behalf of the Grant Cardone Foundation, I would like to personally thank our sponsors, partners, and donors, whose contributions allowed my team to expand upon our programming and develop new programs to support and uplift at-risk youth around the world. As we are preparing for 2023, I know that your continued support will help the Grant Cardone Foundation make a true 10X Impact.

Grant Cardone, Founder of *the Grant Cardone Foundation*

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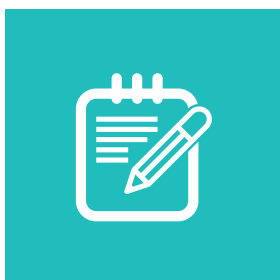
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# ABOUT US

The Grant Cardone Foundation is a national nonprofit organization invested in helping youth in our communities reach their fullest potential. Entrepreneur and best-selling author, Grant Cardone, created the foundation as a result of experiencing the traumatic loss of his father when he was only ten years old. Growing up without a father figure in his life affected him emotionally, socially, and academically, so he has made it his mission to help young adults who may need life and career guidance just as he once did. The foundation partners with community organizations, municipal agencies, corporations, and other nonprofit entities to help deliver energy and educational resources to kids in need.



**LET'S TEACH SUCCESS TO THOSE WHO THINK IT'S OUT OF REACH.**



## OUR MISSION

Our mission is to provide mentoring and financial literacy education to adolescents in underserved and at-risk populations, especially those without a father.



## OUR VISION

The vision of the Grant Cardone Foundation is a world in which every kid is provided with the tools and mentorship they need to be successful in every aspect of their lives.





## OUR PLAN

- Improve the quality of life and economic well-being of youth who are at risk and/or living in underserved communities
- Provide mentorship opportunities to the youth in our community
- Expand 10X Kids programming to any and all partners supporting our mission
- Encourage and support youth's personal goals and aspirations

## BOARD OF DIRECTORS



Grant Cardone, Founder



Sheri Hamilton, Chairwoman  
& Board Director



Jarrod Glandt, Board Director



DJ Irie, Board Director

## OFFICER



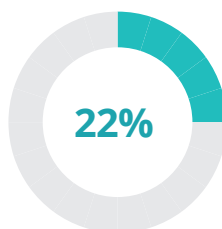
Marco Ferreira  
Director of Philanthropy

## OUR ROOTS

"For many years I lived in grief, anger, and resentment over the loss of my dad. I watched in envy and resentment of other kids spending time with their dads and it enraged me. I had become openly rebellious, a problem at school, my grades dropped to just above passing levels and I turned to drugs and alcohol. I had become an outcast in the school system and a black sheep of the family. At the age of 25, I started to turn my life around all because men stepped in to provide me with mentoring, direction, and purpose. I am so thankful to these men who took time with me, and I have used mentors for the last 35 years to continue my growth and development." - Grant Cardone

Grant Cardone's life experiences and determination are the pillars of his success. Because of this, the Grant Cardone Foundation's mission is to instill this same determination in young kids. Nobody is perfect, and that's a fact! However, individuals can get better in life with mentors, education, and the motivation to be great. The Grant Cardone Foundation is focused on providing these learning opportunities to at-risk youth through uplifting programs and an ecosystem of Community Partners.

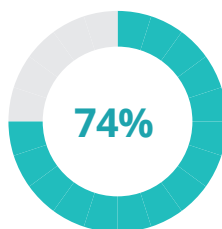
## STATISTICS



According to a 2015 PISA Study

**22% OF TEENS**

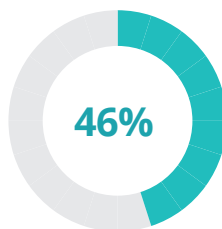
lack a foundation in financial skills.



In a Greenlight study of 2021

**74% OF TEENS**

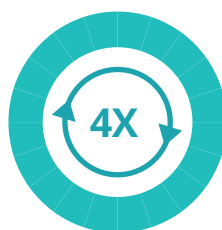
acknowledged that they lack education on financial literacy.



In a Greenlight study of 2021

**46% OF TEENS**

didn't know what a 401K is.



**U.S. CENSUS BUREAU**

Children in father-absent homes are almost four times more likely to be poor.



# OUR IMPACT

## 10X HUB

The 10X Hub was officially launched in South Africa in 2021, in the townships of Paarl East and Mbekweni. The 10X Hub Program was created to provide financial literacy, education, entrepreneurial development, and mentorship programs to level the playing field and fight poverty in South Africa. The 10X Hub also serves as a mentorship hub for adolescents without fathers. South Africa has the highest population in the world of children growing up without a father. That absence of a father figure has proven to have a direct effect on economic welfare, production, erosion of human capital, social exclusion, crime, and social instability. The Grant Cardone Foundation and Grant Cardone are on a mission to close this disparity gap!

### In 2022, The 10X Hub:

- Developed 718 new South African businesses
- Trained over 350,000 entrepreneurs
- Created over 1,000 jobs
- Gave access to the Cardone University training materials to over 350,000 individuals



**LIVES IMPACTED: 350,000**



## 10X KIDS

At the tail end of 2021, The Foundation launched the 10X Kids Program. This program is a culmination of all of Grant's real estate, marketing, investing, and entrepreneurial expertise, but adapted for kids ages 12-17. The program is made up of two resources: the *10X Kids Book*, and 10X Kids University. The *10X Kids Book* is based on Grant's runaway bestseller and #1 business education platform, the 10X Rule. 10X Kids University is an e-learning platform with narration, examples, interactions, and exercises designed to help kids create a strong foundation for financial literacy. Both resources are based on 5 core modules:



**10X Your Goals: Think Big**



**10X Your Money: Invest Big**



**10X Your Actions: Act Big**



**10X Your Resources: Build Big**



**10X Your Influence: Live Big**



**In 2022, the Grant Cardone Foundation was able to:**

**DONATE**



**4,593**  
BOOKS

to over 40 different local and global non profits in 14 States.

**DONATE**

**10X KIDS UNIVERSITY**  
to 53 different organizations.

**AID OUR PARTNERS**

in hosting over 240

**10X KIDS**

affiliated workshops.

## FIRST GENERATION SCHOLARSHIP

2022 was the second year of the Grant Cardone Foundation's FIU First Generation Scholarship. This full-ride scholarship (up to \$7,500 a year per student) is awarded each year to two Florida state residents who are incoming freshmen at FIU, enrolled in any one of its four-year business programs. The first two scholarships were awarded at the start of the 2021 Fall semester, and the second two scholarships in the Fall semester of 2022. GCF will continue to provide the scholarship for these students for the remainder of their time at FIU (up to four years).



## 10X MENTORSHIP WORKSHOPS

Starting local is one of the best ways for GCF to reach their goal of impacting one million lives. The Foundation hosted 13 10X Mentorship workshops with 9 partners this year, at their headquarters in Aventura, Florida and at various community partner locations. Through partnerships, kids from at-risk and underserved communities across South Florida were brought in to discuss an array of crucial topics. With their attendance, GCF partners saw an immediate impact on these kids' attitude, motivation, and attentiveness. The Grant Cardone Foundation will continue these valuable workshops in order to change the narrative of poverty within underserved neighborhoods.





## 10X PITCH OFF CONTEST

In August of 2022, the Grant Cardone Foundation kicked off its first 10X Pitch Off Contest with entrepreneurial high school students from Tumaini DC, a nonprofit organization located in Washington, DC. Tumaini DC incorporated the 10X Kids curriculum into their 6-week entrepreneurship program, where they worked with over 30 students to create a sound business model. Tumaini and their entrepreneurial students participated in this pitch off contest, presented in front of our judges (Mrs. Elena Cardone, Ms. Stormy Wellington, Mrs. Sheri Hamilton and Mr. Jarrod Glandt), and received great feedback on how to elevate their business model. In 2023, the Grant Cardone Foundation will continue to provide this opportunity to select school students with additional Community Partners throughout the United States.



## \$25,000

The foundation awarded 4 students (1st place, 2nd place, 3rd place, and best presenter) a total of \$25,000 in cash prizes



## Millionaire Booklet

They also received copies of Grant Cardone's *The Millionaire Booklet*.



## 12-Month Cardone University for 12 Months

These 4 students received 12-month access to Cardone University.



## LIVES IMPACTED: 625



## BIG BROTHERS BIG SISTERS SCHOOL TO WORK

The Grant Cardone Foundation is a champion in providing mentorship to at-risk youth. One way they do this is through their partner, Big Brothers, Big Sisters of Broward County. For the 2022-2023 school year, 20 Hallandale High School juniors and seniors will receive one-to-one mentoring support from their Big Brother or Big Sister employed at Grant Cardone Enterprises and The Grant Cardone Foundation. These interactions are critical to social and emotional development, help build resilience, and promote the well-being of these fantastic students.



**LIVES IMPACTED: 17**











# IMPACT MAP



## SEE JUST HOW FAR WE'VE GONE IN MAKING A 10X IMPACT

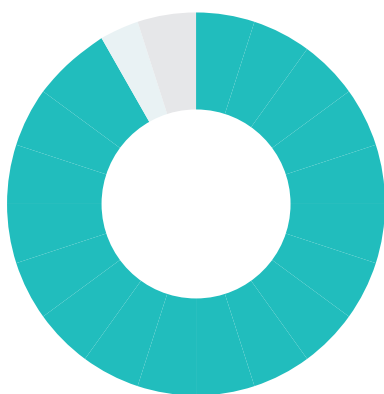
- Florida
- Arizona
- Georgia
- New York
- Maryland
- Washington
- Pennsylvania
- Michigan
- Oregon
- Texas
- California
- Louisiana
- South Africa



# FINANCIALS

The Grant Cardone Foundation uses every \$1 raised to fulfill our mission to provide mentorship, financial literacy, and entrepreneurship to kids in at-risk and underserved populations.

## 2022 SOURCES OF REVENUE



**95.8%**

Monthly Giving & Donations

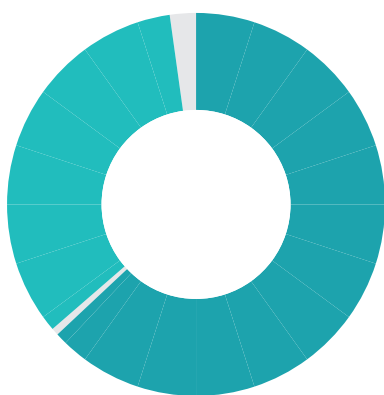
**2.4%**

Fundraising

**1.8%**

Miscellaneous

## 2022 GCF EXPENSES



**62.9%**

GCF Programs

**32.6%**

Administration

**3.6%**

Bank Fees

**0.9%**

Events / Promotion

# CONSOLIDATED STATEMENT OF FINANCIAL POSITION

## 2022 Balance Sheet

ASSETS	COST
Cash	\$3,009,324.97
Investments	\$1,392,975.00
<b>TOTAL ASSETS</b>	<b>\$4,402,299.97</b>

OPERATING REVENUE	COST
Donations	\$609,116.68
Miscellaneous	\$11,573.06
Fundraising	\$14,991.64
<b>TOTAL OPERATING REVENUE</b>	<b>\$635,681.38</b>

EXPENSES	COST
GCF Programs	\$263,194.80
Events / Promotion	\$3,964.39
Administration	\$136,505.20
Bank Fees	\$15,006.86
<b>TOTAL EXPENSES</b>	<b>\$418,672.25</b>
<b>NET POSITION</b>	<b>\$217,009.13</b>

# OUR SPONSORS

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# OUR PARTNERS

Cardone Training Technologies Inc. Aventura, Florida
Overtown Youth Center Miami, Florida
Chapman Partnership Miami, Florida
Big Brothers Big Sisters Miami, Florida
Big Brothers Big Sisters Broward Fort Lauderdale, Florida
Breakthrough Miami, Miami, Florida
Changin' Your Life Atlanta, Georgia
Seeds of Fortune Inc. New York, New York
Ash Tree Organization Savannah, Georgia
Tumaini DC Waldorf, Maryland
Pace Center Miami, Florida
Arts, Film and Goods Pantry Canoga Park, California
Glover Charities Mesa, Arizona
True Hustler 4 Lyfe Academy Kent, Washington
Be Someone Inc. Stone Mountain, Georgia
Girl Hold My Hand Foundation Miami, Florida
Circle of Brotherhood Miami, Florida
The Deerfield Beach Housing Authority, Deerfield Beach, Florida
The Pompano Beach Housing Authority, Pompano Beach, Florida
The Hialeah Housing Authority, Hialeah, Florida
Habitat for Humanity of Broward County, Fort Lauderdale, Florida
Sunrise High School, Fort Lauderdale, Florida
University of Miami, Miami, Florida
Future Bound Miami, Miami, Florida

Success Academy at Anderson, Kansas City, Missouri
Mahogany Youth Corporation, Miami, Florida
Harlem Junior Tennis Education Program Queens, New York
Circle of Commerce Miami, Florida
5000 Role Models Miami, Florida
Queen Up Movement Miami, Florida
KLE Empowerment Action Center Bloomfield, Michigan
Clover Clinic Community Services Newberg, Oregon
The Caring Place Miami, Florida
Take Stock in Children West Palm Beach, Florida
United Way of Miami Miami, Florida
The Miami Foundation Miami, Florida
Miami Dade Youth Outreach Unit Miami, Florida
Concerned African Women Miami, Florida
Shane & Pepper Candle Company Lansdale, Pennsylvania
AdmissionSquad, New York, New York
The Shane & Pepper Foundation Lansdale, Pennsylvania
The City of Fort Lauderdale Housing Authority, Fort Lauderdale, Florida
Cell Dreamer, Boynton Beach, Florida
WE SEE GREATNESS IN YOU, Los Angeles, California
GEDDI, Louisville, Kentucky
Latino Hispanic American Community Center (LHACC), Harrisburg, Pennsylvania
Junior Achievement of South Florida, Coconut Creek, Florida
The City of Chattanooga, Chattanooga, Tennessee
Babson College (Miami Campus), Miami, Florida
Seed LA, Los Angeles, California
ShareNest, Miami, Florida
The Academy of Scholars, Decatur, Georgia



# 2022 10X KID OF THE YEAR



The Grant Cardone Foundation has seen such a tremendous amount of talented youth in our ecosystem of Community partners that it felt right to honor a youth who showcases determination, ambition, and passion. GCF is honored to select Ms. Magdalena Gonzalez as our 2022 10X Kid of the Year. Magdalena, through our partner Take Stock in Children, completed our 10X Kids University curriculum and reinforced her goals through the teachings of our program. Please take a moment to read Magdalena's personal growth with our 10X Kids program and her story.

## Why does this student deserve to win 10X Kid of the Year?

Magdalena came to this land of opportunity from Spain after she and her family escaped an oppressive Cuban regime when she was four years old. Since she reached America with her family, her life has been the picture of a kid who has applied maximum effort to every goal to reach her dreams. She quickly learned the language and thrived in school. She also learned how to use her language acquisition and technology skills to help her family establish their business technology to promote business models and marketing sites. She is an example of a kid who has overcome adversity and has used that energy for her success and the success of her family. She has extended that effort to her community as she has volunteered over 270 hours at the YMCA as a lifeguard and teaching swim lessons. As a result of her commitment to water safety for children, she was offered a job at the YMCA where she now works as she completes her education.

Magdalena is approaching the end of her senior year with a plan to graduate from John I Leonard High School in Palm Beach County with an AICE Diploma, receiving the Florida Academic Scholars Award through the Florida Bright Futures Scholarship Program. She will also be graduating from Palm Beach State College with her Associates of Arts diploma. She wants to pursue a career in Digital Marketing as well as develop and run an ocean conservation nonprofit. Her academic success makes her a good candidate for the University of Florida where she hopes to enroll in its business program. She deserves to be a 10X Kid of the Year because she is already demonstrating the qualities and successes of a 10X mindset in her personal, academic, and work life. She has the drive and the skill set to see her dreams become a reality, and the compassion and foresight to make sure she does not succeed alone.

### What does 10X mean to this student?

Magdalena says that 10X means going as far as you can, no matter what is holding you back. You can't let any obstacle impede your advance or make you think small and limited. You look at your possibilities and assess what you can change to apply maximum effort to achieve your goals and dreams. Whatever it is, you get it done.

### How has the 10X Kids Program impacted this student?

Magdalena says that the 10X Program has fortified her dreams and opened her mind to ideas about what is possible. In addition to wanting a career as a Digital Marketing Specialist, she has a dream to start an ocean conservation nonprofit. The 10X course helped her to think how that can happen sooner and with greater impact for the oceans, and to reach her goals. She realized the value of positioning herself within circles of leadership to make the connections that will enable her to contribute and benefit from relationships at school and work. She says she was always active in clubs and organizations and now she realizes that those decisions were aligned with the 10X mindset.

MAGDALENA GONZALEZ



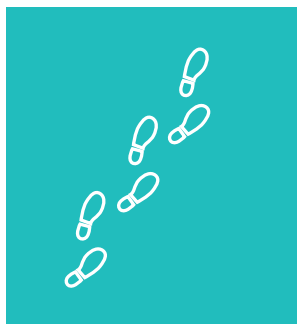
# LOOKING AHEAD

2022 was a great year for the Grant Cardone Foundation as we exceeded our goals. The future of this foundation is bright and it starts directly with our sponsors and donors!

## OUR 2023 GOALS

- Expand our footprint to all 50 U.S. states
- Expand our 10X Hub initiative to the U.S.
- Donate 10X Kids Programs to 3,000 schools
- Implement 10X Internship Program

Here's to 2022, and to shrinking the financial literacy disparagement for youth in our community and around the world.



## JOIN OUR IMPACT CIRCLE

Looking to make a 10X Impact in the lives of children everywhere? Join our 10X Impact Circle! This exclusive membership program provides our donors with the opportunity to support the Grant Cardone Foundation's mission on a whole new level. In return, you'll become part of the GCF family and receive perks such as exclusive GCF merchandise, free tickets to our 10X Impact Gala, Grant Cardone store credit, and more!

### WHAT YOU GET

In return for your generous contribution to support our mission, you will receive:

**EXCLUSIVE IMPACT CIRCLE MONTHLY NEWSLETTER**

**EARLY INVITATION TO GCF EVENTS**

**RECOGNITION IN OUR ANNUAL IMPACT REPORT & ON OUR WEBSITE**

**AN IMPACT CIRCLE DONOR PIN**

**GCF GIFT BOX**

**SHOUT-OUT ON OUR DONOR SPOTLIGHT ON SOCIAL MEDIA**

IMPACT SUPPORTER	IMPACT ADVOCATE	IMPACT CHAMPION
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
	✓	✓
		✓

### WHAT YOU GIVE

The support provided by each of these donation packages helps the Grant Cardone Foundation make a 10X impact in so many ways! Below are some stats about how far your contribution will go:

**NUMBER OF 10X KIDS UNIVERSITY USER ACCOUNTS**

**NUMBER OF NEW ENTREPRENEURS FOR THE 10X HUB**

**NUMBER OF 10X KIDS BOOKS**

**NUMBER OF MENTOR WORKSHOPS**

IMPACT SUPPORTER	IMPACT ADVOCATE	IMPACT CHAMPION
15	80	160
10	50	100
100	500	1,000
2	10	20

**GCF DONATION  
QR CODE**





**The Grant Cardone Foundation**

18909 NE 29th Avenue Aventura, FL 33180

[info@grantcardonefoundation.org](mailto:info@grantcardonefoundation.org)

Your donation to The Grant Cardone Foundation may be tax-deductible under Section 501(c)(3) of the United States Tax Code.

However, please consult your tax consultant regarding the eligible deduction for your contribution. All donations are purely voluntary and will not give the donor any special consideration, benefit or preferential treatment in any business dealings with the Grant Cardone Enterprises, its affiliates, subsidiaries and The Grant Cardone Foundation.