

# The Grant Cardone Foundation



[WWW.GRANTCARDONEFOUNDATION.COM](http://WWW.GRANTCARDONEFOUNDATION.COM)



## 2021 Annual Report

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## Message From Grant

Hey, Grant Cardone here, I just wanted to take a moment and thank you for all your support this year to The Grant Cardone Foundation. I am so proud of what we accomplished. Thanks to donors like you over the last few years, we've raised over \$3 million and created some amazing effects amongst kids that would not otherwise have access to this information. Through our Mentorship Workshops, our FIU First Generation Scholarships, the 10X Entrepreneur Hub in South Africa, and our *10X Kids Book* and 10X Kids University, we have positively impacted over 500,000 lives with real world financial literacy education. In 2022 my personal goal is to reach 1 million more at-risk kids without dads, raise \$10 million, and to expand our global initiatives to 10X levels. These programs mean so much to me because they can make a pivotal difference in a child's path. Thank you from the bottom of my heart!



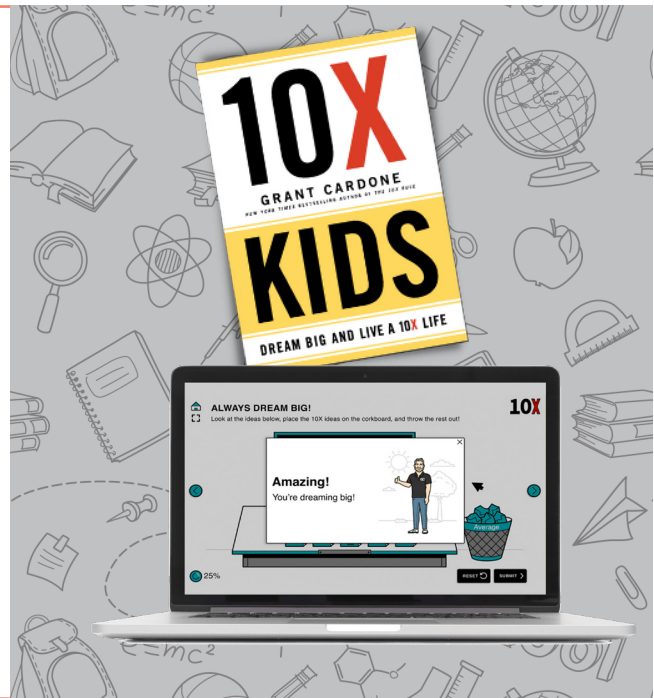
In 2021, we've partnered with over 15 local and global organizations, with the shared goal of providing mentorship, financial literacy, education, and entrepreneurial skills to adolescents in at-risk and underserved populations. With their help, we've hosted several successful mentorship events and have launched 4 new programs. Our heartfelt thanks to Big Brothers Big Sisters, The Chapman Partnership, 5000 Role Models, Circle of Commerce and Breakthrough Miami for helping us get financial education to so many.

In 2021, we awarded our first-ever recipients of the Grant Cardone Foundation's FIU First Generation Scholarship. These two deserving students met all of our requirements for the full-ride scholarship, both being Florida residents who are first-generation college students enrolled in FIU's four-year business school. We will continue to award this scholarship on a yearly basis and can't wait to see how our recipients make an impact in their community.





One of our proudest program launches in 2021 was *10X Kids*, which is made up of an e-Learning platform and a book to teach kids about financial literacy and successful entrepreneurship, based on the principles in Grant's blockbuster book *The 10X Rule*. With 5 core modules, examples, exercises, and interactive activities, this program has been designed with kid's education in mind. We've donated both the book and the e-Learning program to organizations both at home and around the world, and plan to continue to donate them throughout 2022.



We would never have been as successful as we were in 2021 without the incredible support of our sponsors and donors. It is only with your help that we've been able to uphold our mission to provide mentorship and financial literacy education to at-risk youths. I want to personally thank you from the bottom of my heart for all of your contributions, and as we look ahead to 2022, I know that your continued support is the key to our success in making a 10X Impact.

Grant Cardone, President and Founder,  
The Grant Cardone Foundation

## Grant's Story

“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. I hated everything; the schools, teachers, authority figures, my peers, and myself. For the next 10 years, my life got progressively worse, I was fired from five jobs, overdosed multiple times, and even beaten within inches of my life. I was a good kid raised in a good family that turned bad because there was no father figure to guide, mentor, and discipline me. 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.”



My family

## Statistics About Kids Without Fathers

- ✓ Increased behavioral problems
- ✓ High risk of drugs and alcohol abuse
- ✓ More likely to commit crimes
- ✓ Twice the dropout rate
- ✓ 4X the poverty rate
- ✓ 63% of all suicides

## About Us

The Grant Cardone Foundation is a national non-profit organization invested in helping youth in our communities reach their fullest potential. Entrepreneur and bestselling 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 and 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 non-profit entities to help deliver energy and educational resources to kids in need.



## 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 Goals



**To impact one million lives**



**To raise 10 million dollars**



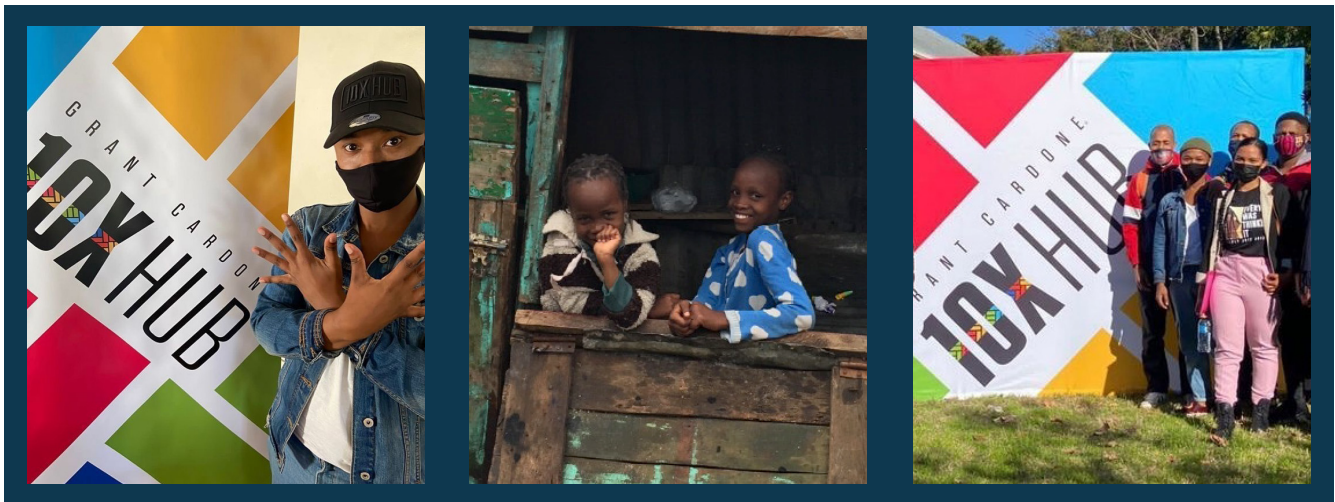
**To become a global initiative**

## Our Impact

GRANT CARDONE.

**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 – and that absence of a father figure has proven to have a direct effect on economic welfare, production, the 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!



- ✓ Developed two new South African Businesses
- ✓ Trained over 1,000 entrepreneurs
- ✓ Created over 100 jobs
- ✓ Gave access to the Cardone University training materials to over 350,000 individuals

**Total Impact: 350,000 People**

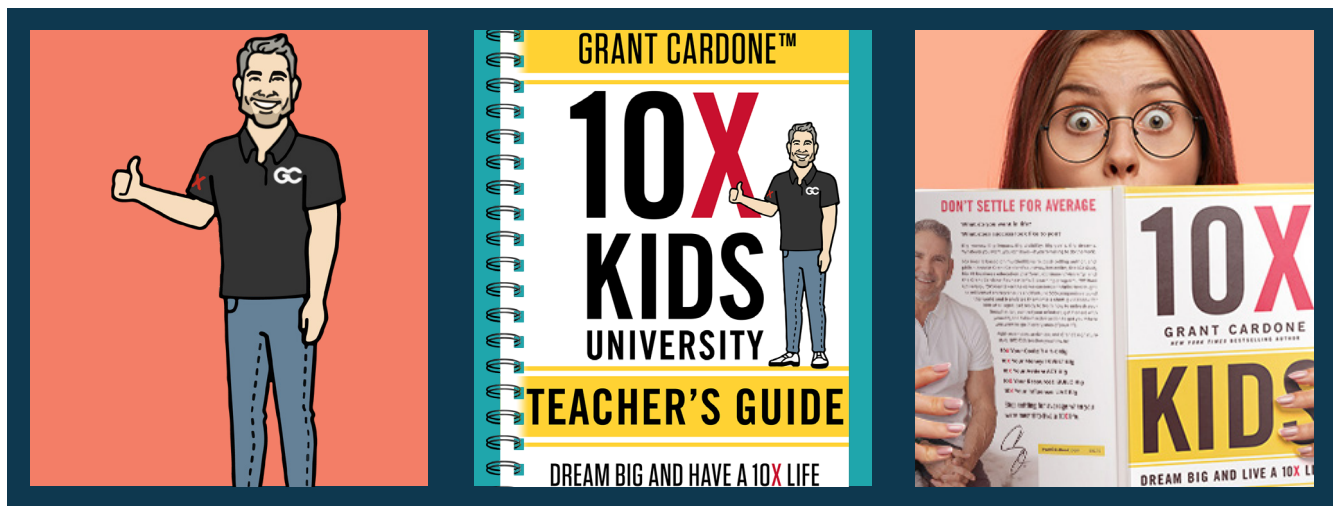


# GRANT CARDONE™ 10X KIDS

On the tail end of 2021, we launched our 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 to 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. The University will be launching in 2022. Both resources are based off 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 2021, the Grant Cardone Foundation was able to donate **50 books** to over **20** different local and global nonprofits



**Total Impact: 30,000 Students**



## First Generation Scholarship

2021 was also the flagship year for the Grant Cardone Foundation's FIU First Generation Scholarship. This full-ride scholarship (up to \$7,500 a year per student) will be awarded each year to two Florida state residents who are incoming freshmen at FIU, enrolled in any one of their four-year business programs. We awarded our first two recipients at the start of the 2021 Fall semester and will continue to provide the scholarship for them for the remainder of their time at FIU (up to four years).

**Total Impact: 2 Scholarships**



## 10X Mentorship Workshop



We found that starting local was one of the best ways for us to reach our goal of impacting one million lives. We hosted two 10X Mentorship workshops this year, both at our headquarters in Aventura, Florida. Through partnerships, we brought in kids from at-risk and underserved communities across South Florida and discussed an array of crucial topics with them. We cherish the time spent in our 2021 workshops and hope to host many more in 2022.

## Economic Empowerment Summit

In February of 2021, we hosted our Economic Empowerment Summit in partnership with the Circle of Commerce, an organization that brings together several nonprofit groups in South Florida. These four groups are: 5000 Role Models, Queen Up Movement and Leadership Academy, Dr. Martin Luther King Junior Parade and Festivities Committee and Circle of Brotherhood. This event focused on providing knowledge geared towards the development of the proper mindset to succeed, as well as the mechanics of investing. The youth in attendance even learned how to create their own individual business plans. This event was especially meaningful, because we donated \$15,000 to the Circle of Commerce, to help them continue their important work with youth in underserved populations.



## 10X Career Day



In July of 2021, we hosted our very first 10X Career Day. Through a partnership with Breakthrough Miami, we invited a group of eight graders from the Miami-Dade County Public School system to our HQ. Here, they got a special behind-the-scenes look at each of the departments of Cardone Enterprises where they interacted with employees to understand all the moving parts of an organization. Later, the students met several of our incredible executives who spoke about their roles and answered any questions the kids had.

**Total Impact: 300 Students**

## Other Endeavors

### Surfside Collapse Relief

After the devastating collapse of the Surfside Champlain Tower in July of 2021, we used our unique connection to the real estate community in South Florida to provide support to those affected. In partnership with The Global Empowerment Mission (GEM) and BStrong, the Grant Cardone Foundation was able to provide 6 months of emergency temporary housing in several Cardone Capital apartments to multiple families who lost their home in the collapse. These apartments were fully furnished with kitchens and 1-3 bedrooms.

### Haiti Relief

In August of 2021, a devastating 7.2 magnitude earthquake struck the southern part of Haiti, killing over 2,000 people and injuring more than 12,000. Over 500,000 Haitians were left with no food, water or shelter. Schools, homes, churches and hospitals had been destroyed. When our team heard about this devastation, we immediately knew we needed to help. Grant Cardone and the Grant Cardone Foundation partnered with Hope for Haiti, a charity that was on the ground in Haiti providing direct relief to those impacted by the disastrous earthquake. During this time, 100% of net proceeds from online sales on the Grant Cardone Website were donated to Hope for Haiti, to help them provide medical care, food, water, shelter and support to those affected by the natural disaster.

### American Aid for Allies

In August of 2021, a long-waged war against the Taliban was lost by the Afghani government, ultimately leading to the collapse of the formally established Islamic republic, and the rise of chaos and anarchy. Millions of Afghani refugees fled the country in search of asylum, and many of these refugees were lucky enough to come to the United States. Seeing how these victims of war were in desperate need of support, the Grant Cardone Foundation turned to GoFundMe. Here, we raised over \$9,000, and donated it to Church World Service Miami – an organization in our own backyard who's working to provide clothing, food, shelter, and legal support to incoming Afghani refugees. With our donation, this organization was able to provide resettlement services to over 200 refugees which includes housing, food, and job placement.

### Clothing Donation to the Chapman Partnership

In November of 2021, The Grant Cardone Foundation collected dozens of boxes filled with 2,257 brand-new 10X t-shirts and donated it to the Chapman Partnership. The Chapman Partnership operates two homeless assistance centers in South Florida, and provides housing, wellness, family resources, and workforce development to homeless individuals and homeless families.





### Thanksgiving Donation for No 1 Left Behind

In November of 2021, we donated \$2,600 to No 1 Left Behind, a humanitarian organization in San Francisco, California. This donation was used to provide Thanksgiving turkeys to the Crenshaw district in Los Angeles, California. This area of the city is known as the “Heart of African American commerce in Los Angeles”. Our donation provided over 100 turkeys to impoverished families in this community who could otherwise not afford one.

### Toy Drive for Miami Rescue Mission

Amidst our busiest time of the year, we wanted to give back to our local community and provide joy to those less fortunate. To do this, we started an office-wide toy drive, to be donated to Miami Rescue Mission for the holiday season. Miami Rescue Mission is a homeless shelter with locations in both Miami-Dade and Broward Counties. For almost 100 years, this organization has been providing food, shelter, and support to the homeless individuals and families in South Florida. Through our toy drive, we were able to donate over 100 toys to this organization, which were distributed to dozens of homeless and low-income families in the South Florida area.

### The ROI of Your Philanthropy Summit with Elena Cardone

On November 17th, 2021, Elena Cardone was selected to be a panelist for The ROI of Your Philanthropy Summit, hosted by The Chapman Partnership and Coral Gables Trust. Other panelists included President and CEO of the Chapman Partnership Symeria T. Hudson, Hospitality Industry specialist Deborah Davidson, non-profit and community leader Patrick Morris, Senior Vice President of International Trade and Development at Enterprise Florida TJ Villamil, and Senior Vice President of Coral Gables Trust Donald Kress. These top Miami innovators were brought together to help the community better understand the impact of philanthropy, and how it helps to build and strengthen communities.

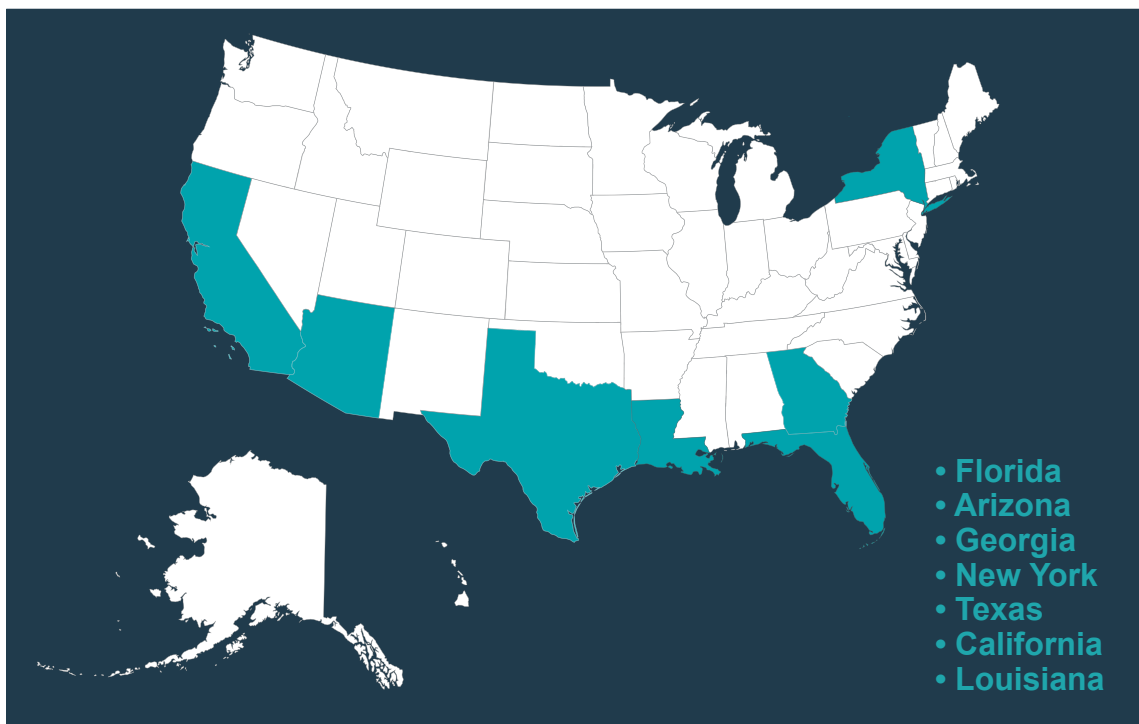




## Impact Map

See just how far we've gone in making a 10X Impact.

In the U.S.



In the Caribbean



In Africa



# Financials

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

## Consolidated Statement of Financial Position

### The Grant Cardone Foundation Inc

#### Consolidated Statement of Financial Position

As of December 31, 2021

	TOTAL
<b>ASSETS</b>	
Total Current Assets	\$3,000,148.65
Total Fixed Assets	\$58,445.00
<b>TOTAL ASSETS</b>	<b>\$3,058,593.65</b>
<b>LIABILITIES AND EQUITY</b>	
Total Liabilities	\$-15,067.27
Total Equity	\$3,071,660.92
<b>TOTAL LIABILITY AND EQUITY</b>	<b>\$3,056,593.65</b>

## Consolidated Statement of Activity

### The Grant Cardone Foundation Inc

#### Consolidated Statement of Activity

January - December 2021

	TOTAL
Revenue	
<b>TOTAL REVENUE</b>	<b>\$2,083,718.19</b>
Cost of Goods Sold	
<b>TOTAL COST OF GOODS SOLD</b>	<b>\$56,774.73</b>
<b>GROSS PROFIT</b>	<b>\$2,026,943.46</b>
Expenditures	
<b>TOTAL EXPENDITURES</b>	<b>\$490,474.89</b>
<b>NET OPERATING REVENUE</b>	<b>\$1,536,468.57</b>
<b>NET OTHER REVENUE</b>	<b>\$1,212.81</b>
<b>NET REVENUE</b>	<b>\$1,537,681.38</b>

## Our Sponsors



**Allegiance Gold**



**Rosas Imports**



**Red Rock Industries**



**Triangle Fragrance**

## Board of Directors



**GRANT CARDONE**



**SHERI HAMILTON**



**JARROD GLANDT**



**HUGH JACKSON**



**DJ IRIE**



## Looking Ahead

2021 was a huge year for the Grant Cardone Foundation. It was the flagship year for almost all our events and programs, and it has laid an incredible foundation for us to build upon in the upcoming years.

### Our 2022 Goals



Open a 10X Hub location in Miami



Donate 10X Kids Programs to 300 schools



Host 5 10X Mentorship Workshops

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