

KWKC
KW KIDS CAN

2021 **ANNUAL REPORT**





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OUR MISSION IS TO **EMPOWER** AND EQUIP
THE **NEXT GENERATION OF LEADERS** AND ENTREPRENEURS
WITH THE TOOLS NEEDED TO REMOVE LIMITING BELIEFS,
TAKE ACTION, AND **LIVE A BIG LIFE**.

2021 IMPACT HIGHLIGHTS

3,380

Students impacted
through events

37

Students awarded free
professional coaching

26

Fund My Mission
scholarships awarded

\$181,676

Awarded in scholarships
and coaching

Message FROM THE DIRECTOR



What a year 2021 was for KW Kids Can (KWKC)! We **increased our events by 63%** and launched **two courses**—one was a brand-new course and the other was our first-ever translation into the Spanish language. At the same time, in our second year of awarding Fund My Mission scholarships, we gave out **54% more scholarship funding**.

I joined KWKC four years ago after more than ten years with Keller Williams Realty, Inc., because KWKC provided the opportunity to make a difference in the lives of young adults through sharing Gary Keller's teachings. I'm thankful to spend every day empowering young adults to figure out first who they want to be—and then go out and live their best lives!

Without the support of our community, KWKC wouldn't be what it is today.

Thank you for an incredible 2021!

With gratitude,
Brandi Lauve
Executive Director
KW Kids Can

A handwritten signature of Brandi Lauve in black ink, written in a cursive style.

Empowering YOUNG ADULTS THROUGH QUANTUM LEAP

KWKC provides self- and career- development events, professional coaching, and scholarships to young adults ages 18–28.

We began in 2015 under the guidance of entrepreneur Gary Keller, the founder of Keller Williams Realty.

The vision was to help younger generations let go of self-doubt and self-imposed limitations so they can maximize their potential and live fulfilled lives.

Here's a look at our success pathway for young adults:



STEP 1

Attend a QL Event

Choose from in-person and online offerings of career- and self-development courses or join us for QL Summit.



STEP 2

Join the QL Graduate Community

Connect with like-minded young adults who are committed to personal and professional growth.



STEP 3

Receive Professional Coaching

Work one-on-one with a business coach to create a plan of action to achieve your goals.



STEP 4

Apply for a Scholarship

Receive up to \$10,000 for education, training, and certifications that aid in the pursuit of your goals.

SPOTLIGHT SCHOLARSHIP WINNER

KIM ONTIVEROS

After attending the course “Mastering the Basics of Money,” Kim’s perspective on budgeting, investing, and saving totally shifted. This was the first step in her journey toward living out her mission to open and operate her own salon, where she can help people gain confidence and learn self-care.

During her three-month coaching, Kim learned the importance of creating a structured plan to achieve her goals. She was awarded a Fund My Mission scholarship to complete her cosmetology certification course and an accelerated management course. Kim is looking forward to helping others find love for who they are by assisting them in looking and feeling great!

“THE MISSION FOR MY LIFE IS TO PROVIDE A SAFE, COMFORTABLE, AND STRUCTURED SALON ENVIRONMENT BASED ON HELPING PEOPLE GAIN CONFIDENCE, A SELF-CARE REGIMEN, AND BALANCE.”



Empowering YOUNG ADULTS THROUGH QUANTUM LEAP

KWKC's six self-development courses are all based on the Quantum Leap (QL) methodology. QL equips individuals with a set of tools that helps them define and achieve their own version of success.

Year-round, young adults can attend free courses that help accelerate their success. We have expanded our events to include virtual options, and we've seen our reach and impact grow as a result!

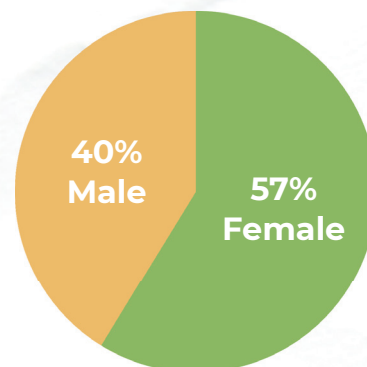
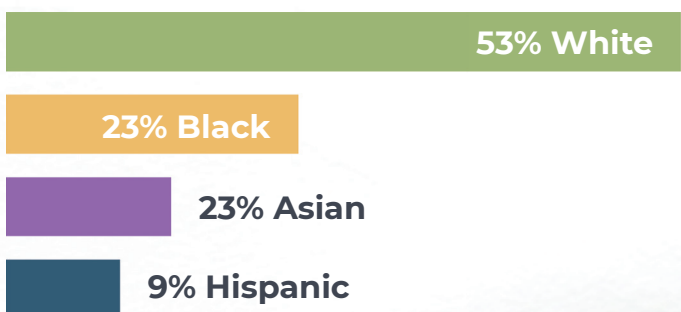


QL SUMMIT

Annually, new students, QL graduates, and instructors gather at QL Summit to learn directly from Gary Keller and create plans to go after their dreams. In our second year of hosting QL Summit virtually, we reached over 630 young adults and instructors!



EVENT ATTENDEE DEMOGRAPHICS*



*Data collected starting in 2020

New COURSE

In 2021, we launched a new event called

“CRUSH YOUR GOALS WITH A GPS!”

The GPS is a powerful tool that helps young adults identify and tackle their goals, priorities, and strategies. “Crush Your Goals with a GPS” walks students through how to set and achieve SMART goals, break goals into actionable items, and create a plan for achieving these goals.



99.6%

of attendees surveyed* say content from KWKC's events is likely to help them make progress towards their goals

*based on 552 survey responses

MEET THE 2021 FUND MY MISSION SCHOLARSHIP *Winners*



LIVELY BARANCO

Philippines

Tuition, PHINMA-University of Iloilo MasterClass Membership



RACHEL BELL

Apopka, FL

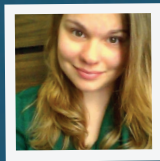
Tuition, Books, and Lab Kits, Valencia College Nursing Program



GREG BENEDIKT

Solana Beach, CA

Tuition, ICF Accredited Coaching Program at CoachRice



ZOE BINSCH

Walla Walla, WA

Coaching, Essentia Consulting



JANNAT CHOWDHURY

Upper Darby, PA

Tuition, Penn State



TIMOTHY COUNCIL

Moore, OK

Oxford Entrepreneurship Venture Finance Course
Sandlor Summit New Advisor Launch Accelerator



MCKENZIE DAVIS

San Diego, CA

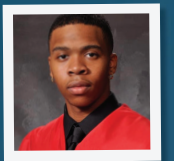
Tuition and Books, San Diego Mesa College
QL Summit 2022 Ticket



DALJIT DHANJAL

Brampton, Canada

Coaching, KW MAPS Business
QL Summit 2022 Ticket



VICTOR DOOLIN

Oklahoma City, OK

Tuition, Prairie View A&M



TIM HARRISON*

Houston, TX

Professional Speaking Training and Certification, Ignite Global



DOMINIQUE HOLMES

Mobile, AL

Professional Coaching Core Essentials Fast Track Program, Coach U



FAITH JACOBSON*

Port Charlotte, FL

Mastery Coaching, KW MAPS Coaching



KIMBERLY JOHNSON

Danbury, CT

John Maxwell Certification Program
KWKC Instructor Kit



TOMAS LLANO

Austin, TX

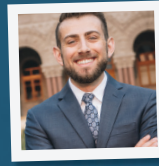
Coaching, KW MAPS Coaching



JALIYAH MARTIN

Oklahoma City, OK

Tuition, Southern Nazarene University



SALVATORE MESSINA

Layton, UT

Coaching, KW MAPS Coaching
Utah Real Estate School Licensing



AIDAN NADELL

Dresher, PA

Tuition, Ursinus College



SHAMIAH NAFF

Oklahoma City, OK

Tuition, University of Houston



JOSHUA NAPIER

Plano, TX

Expert Training, World-Renowned Watchmaker and Guilloche Dial Maker Calina C. Sheldon



KIM ONTIVEROS

Moore, OK

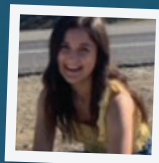
Cosmetology Certification
Accelerated Management Courses



NIKITA PATTON

Morganville, NJ

Tuition, Rutgers University-New Brunswick



YESENIA SALINAS

Cypress, TX

Tuition, Texas State University



DAVID SIENNA

Beamsville, Ontario, Canada

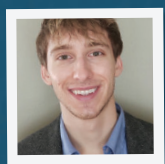
Real Estate Salesperson Program, Humber College



SHAYLA TRENT

Charlotte, NC

Post Licensing Education and Books, Superior School of Real Estate. Breakthrough Agent Coaching, KW MAPS Coaching



MICHAEL WLODARCZYK

East Stroudsburg, PA

QL Summit 2022 Ticket
KWYP Membership

*Two-time scholarship recipient

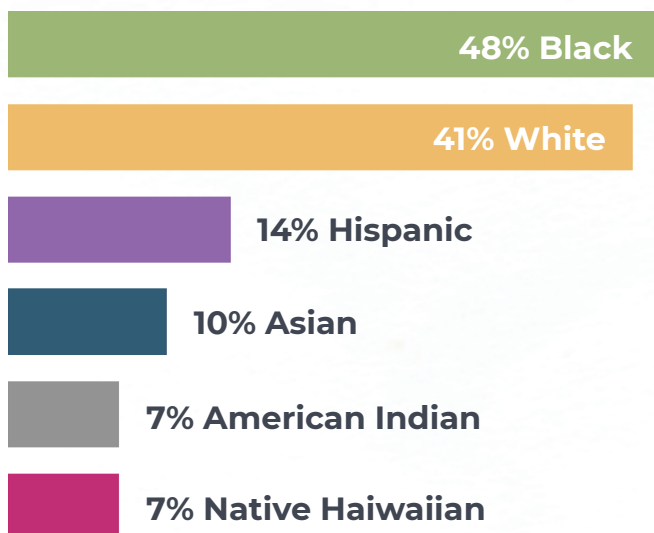
FUND MY MISSION SCHOLARSHIP

Demographics*

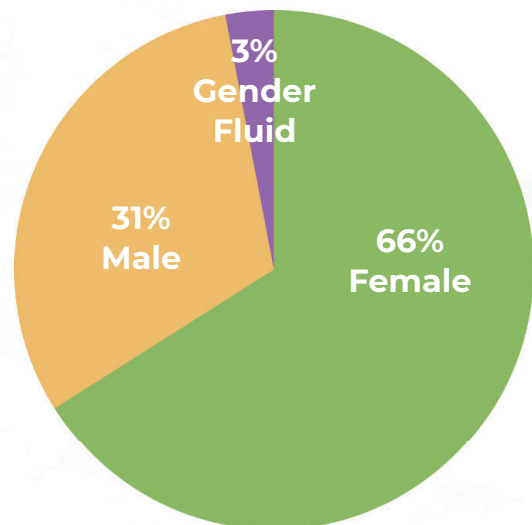
Students who complete the three-month coaching program can apply for a Fund My Mission (FMM) Scholarship. Recipients are awarded up to \$10,000 to help cover the costs of education, training, coaching, or certifications that align with the fulfillment of their personal life mission. Here is a breakdown of our scholarship recipients.

\$111,926 AWARDED IN FMM SCHOLARSHIPS

26 SCHOLARSHIPS AWARDED



Respondents may choose all that apply



WORK IN THE REAL ESTATE INDUSTRY



HAVE SOME COLLEGE OR PROFESSIONAL TRAINING BEYOND HIGH SCHOOL

*Based on two most recent scholarship periods

SPOTLIGHT SCHOLARSHIP WINNER

JOSHUA NAPIER

Attending QL for Young Adults qualified Josh Napier for three months of free coaching. He worked alongside his coach and leveraged QL models and systems to create a business plan for starting his own company.

"In the 3 months that [my coach and I] worked together, I made more progress than I had in the entire previous year. She kept me focused and accountable. . . . Without Dawn, I would likely still be spinning my wheels."

Josh uses a precise watchmaking technique called guilloche and needed special training to move forward. There are only two people in the world who offer guilloche training. **Josh's Fund My Mission Scholarship allowed him to attend one-on-one training under a world-renowned watchmaker in Switzerland.**

Josh has now launched his business, 5Mile Watches. He is committed to keeping guilloche alive in fulfillment of his mission to empower young professionals.

"THE MISSION FOR MY LIFE IS TO PRODUCE HIGH QUALITY, AFFORDABLE WATCHES FOR YOUNG PROFESSIONALS TO HELP EMPOWER THEM AND GIVE THEM A SENSE OF STATUS AND CONFIDENCE."



FUNDRAISING *Highlights*

2021 FOUNDER'S DAY HIGHLIGHTS

Launched in celebration of Gary Keller's birthday, Founder's Day continues to be one of our most important fundraising events of the year!

 **\$321,679** **RAISED** 69.5% increase from 2020

2021 GIVING TUESDAY HIGHLIGHTS

KWKC participated in this international day of giving for the first time ever, and we were so grateful for our community's support!

 **\$37,231** **RAISED** 100% increase from 2020

YOUR DONATIONS TO KWKC HELP TO PROVIDE LEARNING EXPERIENCES, COACHING, AND SCHOLARSHIPS THAT ENABLE OUR STUDENTS TO PURSUE THEIR PERSONAL MISSIONS AND MAKE AN IMPACT IN THEIR COMMUNITIES.

SPECIAL THANKS TO *Our Instructors & Coaches*



Our work would not be possible without our **program-certified instructors!**

These all-star leaders have a strong track record of crushing it in business (and in life), and they want to help rising leaders do the same.

They volunteer their time to teach the QL curriculum both online and at in-person events in their community.

126 Instructors

156 Events hosted

The **KW MAPS and Business MAPS coaches** who donate their time to work one-on-one with young adults deserve a major shout-out. Professional coaching is a fundamental step for our students and helps accelerate the achievement of their goals.

35 Coaches

37 Students coached

SPECIAL THANKS TO *Our Donors & Board*

A deep thank-you to all our generous donors and our incredible board of directors, who ensure that this work can continue.

2021 BOARD OF DIRECTORS

Christopher Baker

Kami Binstock

Mark Brenneman, *Treasurer*

Jesse Coleman

Jessica Estrada

Stephen Hanlon

Nikki Miller

Wendy Papasan, *President*

Usha Patel

Chase Sloan

Brian Wentz

Jennie Wolek

GOALS FOR 2022

- ▶ Impact **4,000 students** through events
- ▶ Award **\$225,000 in FMM scholarships**, more than double what we awarded in 2021
- ▶ Host the **first-ever hybrid in-person/virtual QL Summit** to impact hundreds of students



KWKC

KW KIDS CAN



Donate now by
scanning this QR code

Visit us at
www.kwkc.org