

Bottom Line Annual Report 2023



Bottom Line

Get in • Graduate • Go far

A Message from our CEO and Board Chair

Partners, Colleagues, and Friends:

We are in historic times as we collectively champion students on their college journeys, supporting and cheering them on as they get in, graduate, and go far. Like you, we've witnessed dangerous media messages that question the value of a college degree, a decision by the Supreme Court that undermines Black and brown students' rightful place on college campuses, and a growing college affordability crisis that threatens the promise of economic and social mobility. The audacious speed at which students' success is being put at risk is at an all-time high. And while we do not yet fully know the ultimate corrosive impact, influence, and reach that these challenges will have, they are undoubtedly repressive societal forces that menace the college aspirations of millions of current and future students, especially students of color.

To counter these and other daunting forces, our students are relying more than ever on the collective power of this community of relentless allies and champions, united first and foremost in ensuring that they know they belong in any university classroom equally as much as their white and/or more affluent peers. Secondly, we're united by the understanding that it takes all of us to do this work.

The 2022-2023 year brought both tremendous opportunity and clearer adversity for our students. We are confident that if there is any coalition with the expertise, energy, and commitment to rise to this moment in support of this next generation of leaders, it's the relentless ally

community. The last year is proof of that possibility.

We're pleased to share this Annual Report showcasing student outcomes across our *Access*, *Success*, and *Blueprint* programs during Bottom Line's 2023 fiscal year. With a keen focus on college acceptance, persistence, and affordability, learn how Bottom Line partnered with one student to continue his family legacy of a determined work ethic, an alumna who has launched a career and is now finding ways to give back, and join us in celebrating our Advisors partnering with Bottom Line students to select best-fit, affordable schools that enabled them to finish with graduation debt nearly \$25,000 *less* than the national average for other students.

In this report, we also share some of the transformational gifts and partnerships that took place. Finally, dive into Bottom Line's plans for growth to reach and serve thousands more students over the next several years.

It's an incredibly important time to be in this work. So, on behalf of our students, staff, and Board, we thank you for your ongoing partnership and support.

Pa'lante,
Steve Colón
CEO

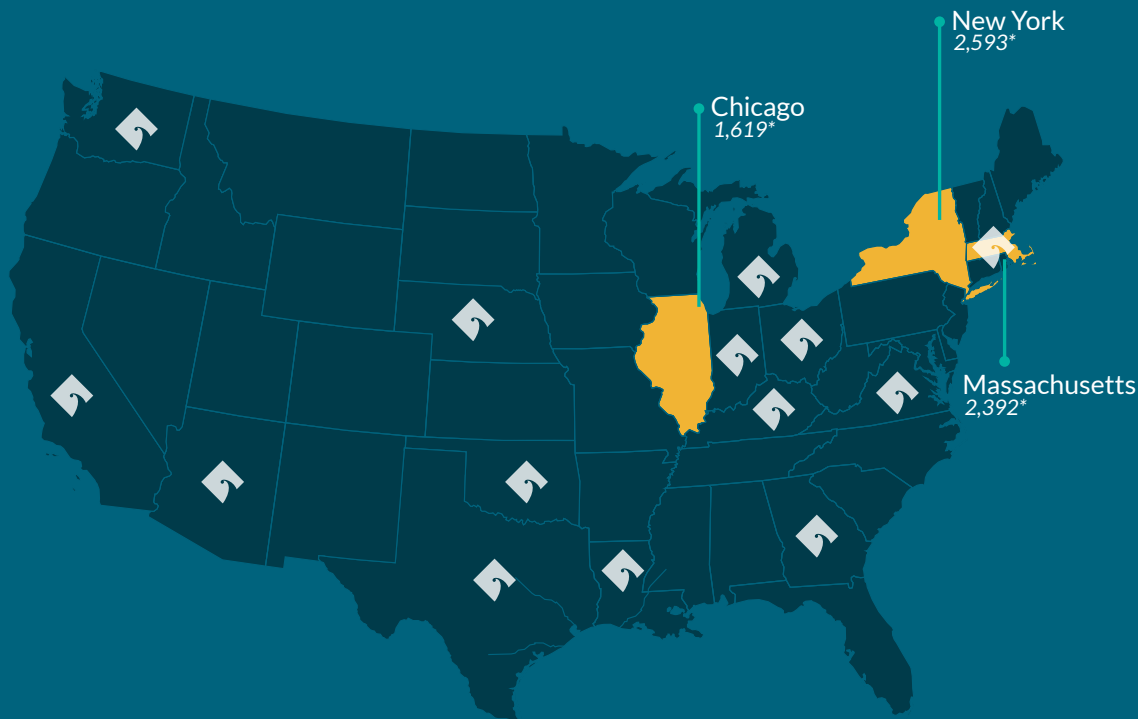


Sincerely,
Auditi Chakravarty
Board Chair

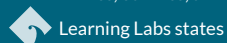


Bottom Line by the Numbers

Bottom Line students are at the core of everything we do. Every day we are energized by their drive, potential, and energy. We pride ourselves on being a student-centered organization that values the community of young people that we partner with above anything else.

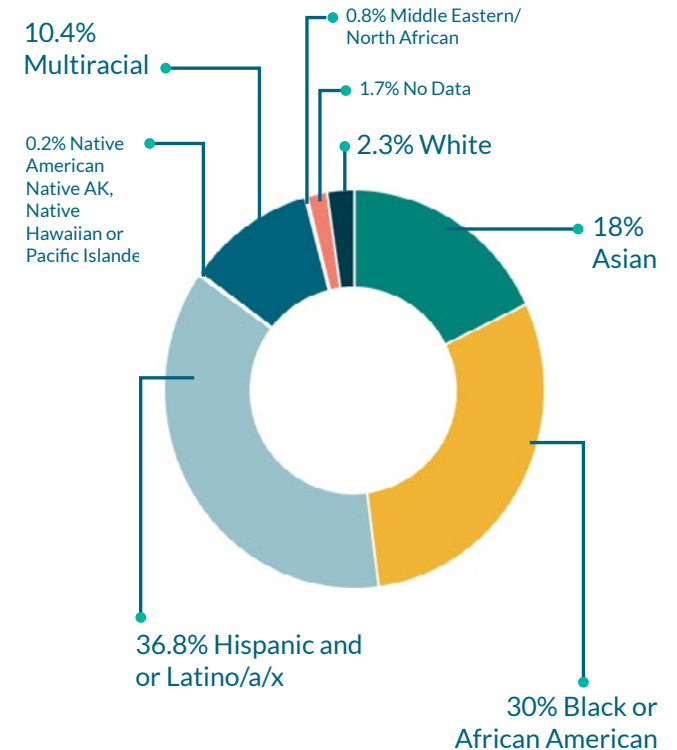


*Access, Success, and Blueprint students



6,679

Total students served
during 2023



16,200

students indirectly
reached through
Bottom Line Learning Labs

*We are proud to partner with
Bottom Line students as they...*

GET IN



847

Access students served



9

Average number of college
applications submitted



6

Average number of
college acceptances



91%

Of Bottom Line Access
students committed to
college



66%

Of Bottom Line Access
students made an
affordable college choice



Lionald R. Cheristil

Bottom Line Massachusetts Access Student

“My Advisor
helped me to be
patient with each
application...”

Lionald's Journey

Meet Lionald, a Bottom Line Massachusetts Access student. Raised by hardworking Haitian parents in New York, his family's journey to Boston was guided by family values and a strong work ethic. When Lionald was in the eighth grade, he joined Achieve, a program that supported him in many ways, including advancing his academic skills. Before his senior year of high school, the Achieve program recommended Bottom Line as he began his college application process.

Bottom Line played a pivotal role in the college application process, providing guidance and resources. Along the way, Lionald's Advisor emphasized patience and meticulous decision-making.

“Before I started applying to college, I would have considered myself very patient and calm. But the college application process is long and challenging, and thinking about where I would spend the next four years was anxiety-inducing. My Bottom Line Advisor helped me to be patient with each application, and to understand that my future self would thank me for taking the time to make the right decision. I made sure that every question on every application was answered to the best of my ability.”

Lionald continues “Ultimately, applying to college with the support of my Bottom Line Advisor has taught me that patience is a skill that brings me closer to my dream every day. And I consider that a major win. And in the future, I can use what I've learned to help my brothers and sisters as they apply to college. I am continuing the legacy of hard work that my family has instilled in me and continuing to expand our opportunities as I begin my college journey.”

*We are proud to partner with
Bottom Line students as they...*

GRADUATE

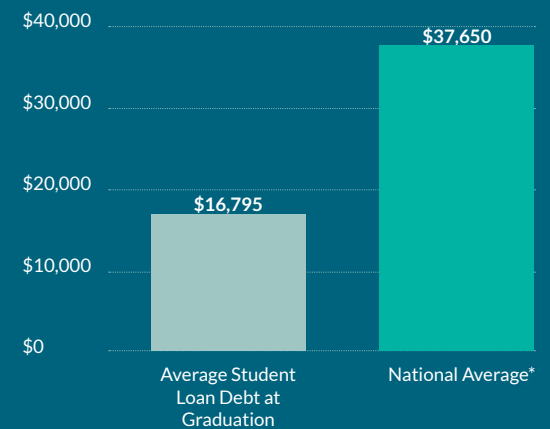


904

Success students earned
their college degrees

\$16,795

Average debt at graduation for
the Bottom Line Class of 2023



*Hanson, Melanie. "Average Student Loan Debt by Year" EducationData.org, October 25, 2023, <https://educationdata.org/average-student-loan-debt-by-year>



Nathaly Cepeda

Bottom Line New York Success Student
Senior at The City College of New York

“*My Advisor has
always motivated
me to seek
opportunities.*”

Nathaly's Journey

Meet Nathaly, a senior at The City College of New York (CUNY). Pursuing a degree in International Studies with a focus on Culture and Communications, Nathaly began her collegiate journey amid the complexities of online classes and the COVID-19 pandemic. Her first two years were marked by the absence of in-person connections, leaving Nathaly feeling like she missed an important part of the college experience. However, she credits Bottom Line for providing her with spaces to connect with her peers and make friends and encouraged her to seek other ways to become involved on campus.

In her first year, Nathaly connected with other students during an online session hosted by Bottom Line Advisors on managing stress for finals week, a conversation she felt was crucial to how she would prep for finals in the semesters ahead.. Nathaly says, “My Advisor has always motivated me to seek opportunities.” Thanks to their support, she landed her first internship with Project Rousseau through CUNY Career Launch. Looking ahead, Nathaly envisions gaining project management skills and experience in nonprofit organizations, with the plan of becoming a council officer at an embassy in the future.

*We are proud to partner with
Bottom Line students as they...*

GO FAR

Building on our commitment to student success, Bottom Line Connect (BLC) continues to be an essential resource for our community. We understand that in order to truly leverage the power of a college degree, students must gain the tools, industry exposure, experience, and connections needed to be career-ready. That's why in the last fiscal year, our Career Connections Team has continued to strengthen our commitment to employability by connecting students to additional champions and opportunities. With BLC, students and volunteers alike have a secure and convenient platform to build connections and foster community.

As our students progress through the Success program, they're not just embarking on a collegiate journey—they're tapping into a network of support that extends far beyond their time with us. With the unwavering support of our volunteers and growing network of partnerships, we're empowering our students to "Go Far" in life.



100%

of students reported increased confidence in their ability to cultivate professional relationships and gain valuable insights after engaging with a volunteer mentor during their meeting(s).



Meeting with Tastery has been so helpful. He has connected me to so many people in his network, and I have learned about opportunities that I didn't even know existed. To be honest, I felt pretty nervous about networking and meeting new people, but Tastery has really helped me feel more comfortable doing that. ”

- Joel De Los Santos Rodriguez



Angela Przywara '17, '21

Bottom Line Alumna

Emerging Leaders Council, Chicago

Recruitment Coordinator at The Walsh Group

“*Bottom Line
has had a ripple
effect on my life.*”

Angela's Journey

Meet Angela, a Bottom Line alumna. Angela first joined Bottom Line in 2017 as a high school senior. While a student in Bottom Line's Access Program, she worked with her Advisor to identify the University of Illinois at Urbana-Champaign as the best-fit school for her then received the same 1-1 advising and support throughout her college journey in the Success Program.

As a member of the University of Illinois at Urbana-Champaign's Class of 2021, Angela shares what it was like to be a first-generation college student and how Bottom Line helped her succeed. “I didn't know what I was doing at all, so they helped me with getting my essays together, applying for colleges, picking out the colleges I wanted to go to, and filling out my financial aid. I learned a lot from all the Advisors I had throughout my experience to kind of figure out what I like to do. I wouldn't have gotten to that place without my Advisors.”

Being the first in your family to go to college makes navigating the college landscape even more challenging. “These obstacles don't have to be educational, not everybody's life is perfect, and people go through struggles. I felt like it was always nice to have someone behind me, cheering me on and telling me that I can do this.”

Upon graduating college, Angela began working at The Walsh Group as a Recruitment Coordinator and was then promoted to Recruiter. “Bottom Line has had a ripple effect on my life. One of my goals in life has always been to give back to the community. Right now, I'm on Bottom Line's Emerging Leaders Council. I volunteer to help their current students go through the same process I did.”

A Spotlight on Transformational Gifts and Partnerships

Increasingly, philanthropists and changemakers are recognizing Bottom Line's proven impact and joining the community of relentless allies, enabling us to partner with more students.

Headlines were made during our 2022-2023 year when philanthropist **MacKenzie Scott** announced a **\$15 million** grant to Bottom Line in her, then latest round of, charitable giving. Corporations are pitching in too. After an extensive process to identify a new long-term **pro bono partner** with a shared mission to close gaps in education outcomes across race and socioeconomic status, global management consulting firm **McKinsey & Company** selected Bottom Line. For Bottom Line, this selection and ensuing support has truly been transformational thanks to the multitude of ways McKinsey has bolstered our vision to reach more students. We're immensely grateful for a thriving partnership to build our strategic plan for growth.

Momentum continued thanks to **The Connor Group Kids & Community Partners** which donated a **\$2.8 million** multi-year gift in support of Bottom Line's expansion efforts into new regions; namely, Ohio.

Not only are these and all other contributions a staunch testament to Bottom Line's long-standing history of supporting degree-aspiring students getting into and through college, they're a direct result of sustained investments made by our national and regional supporters over the past 25 years and counting--all culminating into our collective vision for student success.

View the complete list of [2023 donors and champions](#).



McKinsey
& Company



Ryan Ernst
The Connor Group Kids and Community Partners

“We don’t think there’s any better investment than helping young people change their life trajectories through a college education.”

A Partner’s Journey

Seven years ago, Ryan Ernst and his colleagues at The Connor Group Kids and Community Partners in Dayton, Ohio were seeking organizations to invest in. Specifically, organizations with generational and transformational impact on under-resourced families. As firm believers in the transformative power of a Bachelor’s degree, the organization began vetting college success programs.

Ironically, Bottom Line and its founder were the first to introduce The Connor Group to the concept. “We bought into the idea and importance of college success pretty quickly,” says Ernst. Then, after years scouring the country for the best model, the search brought them back to where they’d started. **“In terms of philosophy, people, plans and processes, we don’t think there’s another organization in this space that is on Bottom Line’s level.”**

Looking ahead to Fall 2024, Ernst shares that getting Bottom Line to Dayton—where currently about 10% of students in the region’s lowest income districts will earn a Bachelor’s degree—is sure to have a tangible impact. There’s also internal impact for Bottom Line as part of the investment has helped create new technology to generate more efficiency for Bottom Line’s Advisors.

Ernst’s message to others interested in partnering with students to get into college, graduate, and go far? “If you really want to invest in the people you want to serve—and provide them with the largest return on investment on your dollar—we don’t think there’s any better investment than helping young people change their life trajectories through a college education.”

Our Year of Planning for Strategic Growth

With the generous \$15 million gift from MacKenzie Scott serving as a foundational investment to accelerate efforts to expand Bottom Line's impact across the country, and strategic guidance from McKinsey & Company, Bottom Line sharpened its focus on scaling its model. With an eye toward the year 2030, we set ambitious goals to reach more students and drive more impact. Specifically, in fiscal year 2023 we introduced the organization's strategic objectives to:

- Directly serve over 20,000 students per year across 7-10 geographic regions
- Indirectly reach hundreds of thousands of students with Bottom Line's program model and tools
- Continue delivering consistently high impact across time, Advisor, region, and student characteristics according to findings of the 2021 Randomized Control Trial study emphasizing Bottom Line's impact



Coming Fall 2024

Bottom Line Ohio

In a bold first step toward achieving these objectives, we embarked on a plan to open a Bottom Line office in Dayton, Ohio. Throughout the new fiscal year, and under the leadership of founding Executive Director, James Cosby, we'll be hard at work to establish our first new region in 10 years by:

- Establishing a runway to recruit students for Fall of 2024
- Building partnerships with local community organizations, high schools, and institutions of higher education
- Building partnerships with foundations and corporations to sustain long-term office operations
- Recruiting and training staff with Bottom Line's proven model
- Building a Regional Advisory Board to support fundraising and local strategy

Another heartfelt thank you to The Connor Group Kids and Community Partners providing the support and resources needed to lay a strong foundation in Ohio, empowering more students to realize their dreams.



James Cosby
Executive Director
Bottom Line, Ohio

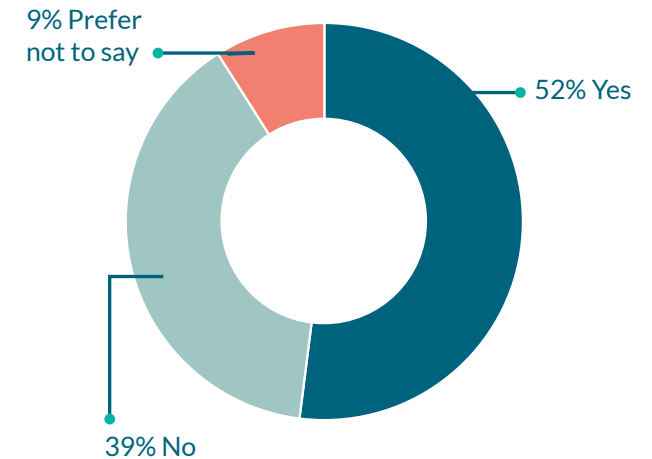
Bottom Line Staff

At Bottom Line, we're strengthened by the collective similarities and differences of our students, staff, champions, and partners. We create, recognize, and value the diversity among us by:

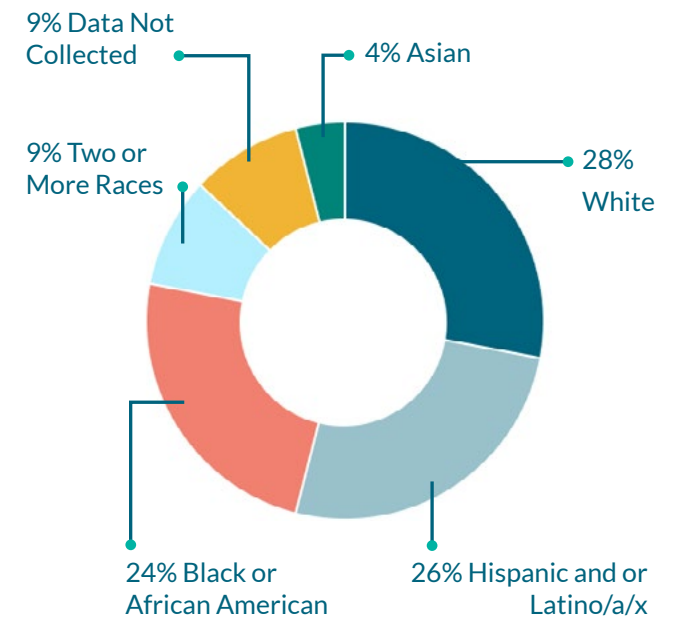
- Ensuring that our students can see themselves in the identities of our staff at all levels of the organization
- Working to make sure that those of us who have personally faced educational inequity are partnering in ongoing efforts to shape our organization



Bottom Line Staff Who Were First-Generation College Students



Bottom Line Staff are Ethnically Diverse



Organizational Leadership

To help steward growth and innovation plans, Bottom Line's Senior Leadership Team grew significantly in fiscal year 2023, reflecting a commitment to reaching thousands more students, bringing new innovations to our programming, and elevating the awareness and profile of the incredible work performed daily by our network of staff across the country—all while being intentional to design a leadership team that mirrors the demographic make-up of our students.



Brian Alexander
Vice President of Regional Growth



Andrea Carter
Chief External Affairs Officer



Victoria Coker
Executive Director, New York



Steve Colón
Chief Executive Officer



James Cosby
Executive Director, Ohio



Vanessa Díaz
Chief Technology and Data Officer



Shannon Donnelly
Chief Operating and Financial Officer



Shauwea Hamilton
Chief Regional Officer



Will Hobart
Executive Director, Chicago



Sarah Place
Chief Program Officer



Ginette Saimprevil
*Executive Director, Boston
Bottom Line Alumna*



Alissa Silverman
Vice President of Regional Success

New Board Members

Last year also marked a vote of approval to add three exceptional new members to Bottom Line's Board of Directors, including for the first time a Bottom Line alumnus. Max Clermont, Geraldine White, and Mike Volo were each appointed to a three-year term.

"Our new board members will be instrumental as we strive to ensure that our students have access to the transformative power of a college degree. They understand that getting into a college which is a good fit, graduating with lower debt, and launching a meaningful career are essential to advancing economic mobility." — Auditi Chakravarty

We remain grateful for our board members who continue to support and guide our organization both nationally and within our regions.

[Board of Directors](https://www.bottomline.org/content/leadership) — <https://www.bottomline.org/content/leadership>

[Chicago Advisory Board](https://www.bottomline.org/content/chicago-leadership-0) — <https://www.bottomline.org/content/chicago-leadership-0>

[Massachusetts Advisory Board](https://www.bottomline.org/content/boston-leadership) — <https://www.bottomline.org/content/boston-leadership>

[New York Advisory Board](https://www.bottomline.org/content/new-york-city-leadership) — <https://www.bottomline.org/content/new-york-city-leadership>



Max Clermont '11
Senior Technical Adviser
Partners In Health



Mike Volo
Principal, Financial Advisor
CAPTRUST



Geraldine White
Chief Diversity Officer
Publicis Groupe US

The Best of Bottom Line in the News

In the dynamic landscape of college access and success, the 2023 fiscal year was marked by advancements to Bottom Line's profile as a thought leader. In case you missed them or want to share with others who care about college attendance and graduation for first-generation and students of color, we've compiled our most influential media placements from the past year.

USA Today

The College-Going Gap Between Black and White America was Always Bad. It's Getting Worse

WTTW-TV Chicago

Illinois Tops Nation in Applications for Student Debt Relief

Commonwealth of Massachusetts Joint Committee on Higher Education Hearing

Banning Legacy Preference in Higher Education Admissions in Massachusetts

Diverse Issues in Higher Education

Nonprofit Offers Solutions to GAO Report

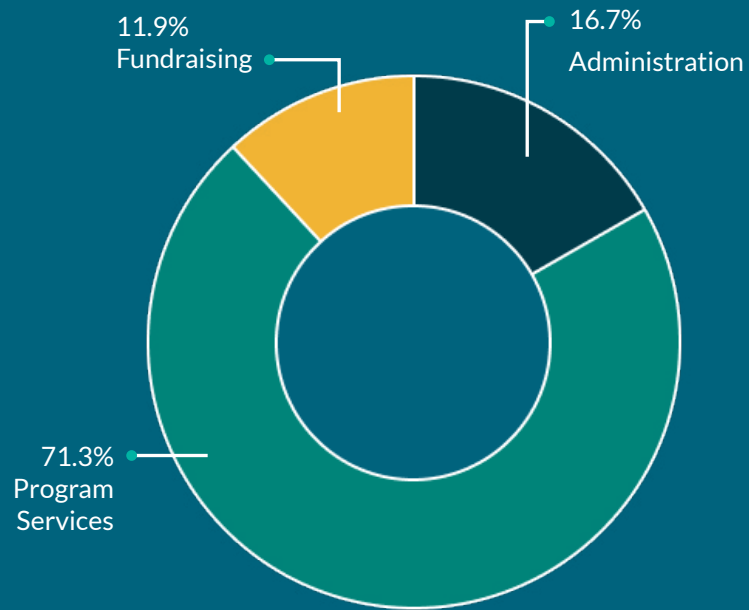
Downtown Brooklyn

Make it in Brooklyn: Bottom Line

Sources

1. <https://www.usatoday.com/story/news/education/2023/05/15/college-student-gap-between-black-white-americans-worse/70195689007/>
2. <https://www.diverseeducation.com/student-issues/article/15305005/nonprofit-offers-solutions-to-gao-report>
3. <https://news.wttw.com/2023/03/18/illinois-tops-nation-applications-student-loan-debt-relief>
4. <https://www.downtownbrooklyn.com/news/2023/make-it-in-brooklyn-bottom-line/>
5. <https://malegislature.gov/Events/Hearings/Detail/4605>

2023 Financials



Statement of Financial Position

Cash and Investments	\$28,873,194
Contributions receivable	\$6,697,481
Total financial assets	\$35,858,111
Net assets with donor restrictions	\$12,444,093
Financial assets available to meet cash needs for general expenditures within one year	\$23,126,582
Other financial assets	\$3,850,015
Total assets	\$39,708,126
Current liabilities	\$2,008,458
Long term Lease Obligations	\$1,096,204
Net assets	\$36,603,464
Total liabilities and net assets	\$39,708,126

Statement of Activities

Total revenue and support	\$38,635,717
Total expenses	\$21,169,311
Change in net assets	\$17,466,406
Net assets, beginning of year	\$19,137,058
Net assets, End of year	\$36,603,464
Net cash provided by operating activities	\$15,023,830
Net cash used for investing activities	\$14,365,297
Contributions received for Endowment	\$299,544

Connect with Us

To get involved with a specific Bottom Line region, or share your interest to help launch new ones, members of our senior leadership are ready to connect with you. Get in touch to explore ways to begin or continue your support as a relentless ally to students.



Brian Alexander
Vice President of Regional Growth



Andrea Carter
Chief External Affairs Officer



Victoria Coker
Executive Director, New York



James Cosby
Executive Director, Ohio



Will Hobart
Executive Director, Chicago



Ginette Saimprevil
*Executive Director, Boston
Bottom Line Alumna*

Thank You

For over 25 years, Bottom Line has advocated for educational equity by ensuring that the right to a quality college education is accessible to the many, not just the few. Our vision is to create a far-reaching ripple effect, launched by the transformative power of a college degree and a mobilizing first-destination job.

Thank you for your contributions and ongoing support to help us fulfill this vision. Because of your generosity, Bottom Line gets to be a relentless ally for degree-aspiring students from first-generation and low-income backgrounds; partnering with them to get into college, graduate, and go far in life.



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LinkedIn @bottom-line



Facebook @bottomlineinc



Twitter @bottomlineorg

