



# Bottom Line

Get in • Graduate • Go far

Success depends on you



# Bottom Line

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### From the Executive Director

During an economically difficult time, having a college degree is more important than ever. Over the last year, school systems cut back on staff, college tuition increased, and funds to help pay for higher education dwindled.

In this context, I am very pleased to share our 2009 Annual Report, which demonstrates that in light of the difficulties around us, we challenged our staff, Board, students, and supporters to keep working toward a bigger and better Bottom Line. Last year, we supported 15% more students in Boston and successfully launched our Worcester office. Solid planning and relentless effort allowed us to meet our fundraising goals and keep expenses under budget for the fourth consecutive year.

Low-income and first-generation students need to make better decisions about how to get in and where to go to college, and while on campus they need significant support to stick it out until graduation. Bottom Line offers the personalized guidance necessary to solve those problems and we are able to document our results.

The hours we spend working with our students would not be possible without the amazing support of our growing list of contributors. We are extremely thankful to all of you who have been generous to Bottom Line in the last year. I hope you enjoy reading this report and I look forward to sharing our continued efforts with you during the new year.

Greg Johnson  
Executive Director

# Our Mission

Bottom Line was founded to help disadvantaged students **Get in** to college, **Graduate** from college, and **Go far** in life. We accomplish this by providing one-on-one guidance and support from college applications to college graduation. **98%** of our high school students have been **accepted** to at least one college and **72%** of our college students have **graduated** in six years or less.







# Bottom Line

**Low-income** and **first-generation** students are attending and graduating from college at **unacceptably low rates**. By providing support based on individual needs, Bottom Line is changing that.



Get in • Graduate • Go far

# Our Model



Every year, students from our community reach their senior year and decide they want to go to college. Unfortunately, many of them don't know how to get there or don't have the resources to make it through.

For students from low-income households, crowded urban schools, and families that have little or no experience with higher education, there are few places to turn for help applying to and attending college. Their guidance counselors work with too many students to offer them the step-by-step assistance needed to get in to college. Their financial situation discourages them from believing they can afford a college education. The many semesters of college-level coursework they will have to complete seems daunting. And for students from the first generation of their family to earn a college degree, their parents and family members lack the knowledge to navigate a long and complicated admissions process.

Founded in 1997, Bottom Line was designed to provide the multi-faceted guidance that low-income and first-generation students need to succeed in college. By providing comprehensive, one-on-one support from the beginning of the college application process until college graduation, Bottom Line has helped students from our community graduate at nearly the same rate as the wealthiest, most supported students in the country. Thanks to our programs, our graduates have gone on to build fulfilling careers, make meaningful contributions to their communities, and create a happier and healthier life for themselves and their families.



# Bottom Line



»Ileiska Algarin grew up in a low-income, single-parent home in Boston and earned high marks as a student at Brighton High School. No one in her family held a college degree, so when it came time to apply to college, she turned to Bottom Line for help.

Ileiska provides financial and emotional support to her family, so balancing senior year homework and family commitments with college applications was stressful. With one-on-one guidance from her Bottom Line counselor, she applied to an impressive list of colleges and was accepted to competitive schools like Smith College.

After receiving a generous financial aid package from Smith College, Ileiska felt torn between attending there or Suffolk University. Studying at Suffolk would allow her to continue living with her family as she had hoped, but she did not receive the financial aid necessary to attend there. Bottom Line nominated Ileiska for a Quaker scholarship, which covered the \$2,500 balance she owed. She now studies at Suffolk University and is able to live at home and continue caring for her family.





# Get In



## In 2010, 1 in 4 college-bound students from the Boston Public Schools will receive our personalized guidance.

At Bottom Line, we understand that not all students have the knowledge and resources needed to apply to college. While some students receive the necessary support from their schools and families, students from low-income households or the first generation of their family to attend college have far fewer places to look for help. Bottom Line's College Access Program provides the knowledge and support to help each student get in to college, finance their education, and make a smart decision about where to attend.

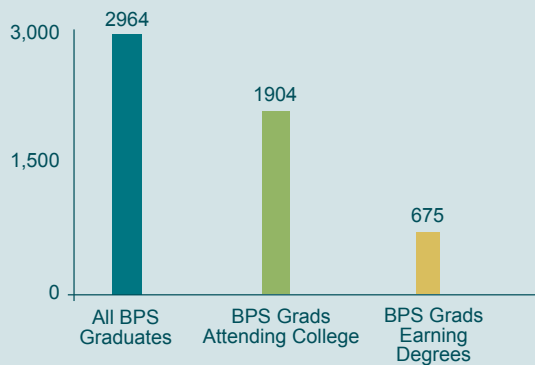
During the 2008-2009 school year, Bottom Line supported 475 Boston and Worcester high school seniors. In our College Access Program, each student was guided step-by-step through the cumbersome college application process. Whether they were researching schools, brainstorming essays, or applying for financial aid and scholarships, our counselors worked one-on-one with these students to help them get in to college.

With Bottom Line's assistance, 98% of our high school seniors were accepted to college, a continuation of the success our program has achieved since its founding. With added improvements to our program in 2009-2010, we plan to offer even more comprehensive support to 625 seniors from the time they first visit our offices until they submit their deposit to a college.

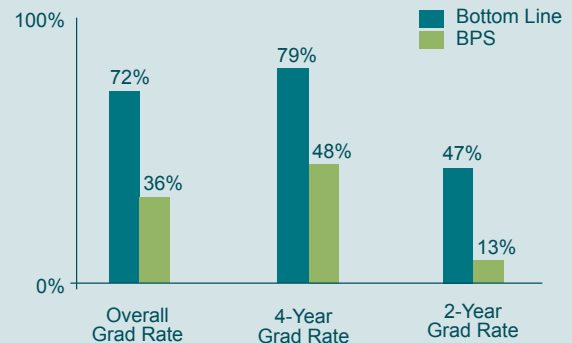


# Bottom Line

College-Going and College Graduation Rates for Boston Public Schools (BPS) Graduates



Bottom Line and BPS College Graduation Comparison



Data for BPS Graduates is taken from "Getting to the Finish Line: College Enrollment and Graduation" November 2008, prepared by Andrew Sum etc.

The number of obstacles that can cause a student to drop out of college is daunting.

A loss of a scholarship or financial aid, the passing of a family member or mentor, an unpreparedness for college-level academics, an absence of support from friends or family, or a lack of confidence in their ability to persist through each semester can sidetrack any student from graduating. To help students **DEAL** with these difficulties, Bottom Line's College Success Program helps students earn their **Degree**, gain **Employment**, maintain their financial **Aid**, and lead a happy, healthy **Life**.

Last year, 610 students attending colleges in Massachusetts and beyond received Bottom Line's continued one-on-one support. Our counselors took the role of academic advisor, financial aid advocate, career counselor, mentor, and friend as needed. Through campus visits, phone calls, care packages, cards, and emails, Bottom Line counselors provided our college students with the guidance they required to stay on track to graduation. When a student needed to find a job, Bottom Line helped them create a resume and explore employment opportunities both on and off campus. When a student was ill-suited at their school, Bottom Line helped them take the necessary steps to transfer to a different college. But most importantly, when unexpected events occurred, Bottom Line was there to provide the necessary emotional and family-like support to help our students remain on the path to college success.

Each college student faces unique and difficult challenges on their journey to a degree. Through strong relationships with our counselors, Bottom Line has continued to help our students overcome these challenges and succeed. In our thirteen-year history, 72% of our college students have graduated in six years or less, nearly three times the graduation rate of similarly disadvantaged students. By continuing to build and improve our services, we expect our graduation rate to rise each year.



# Graduate



## DEGREE

"I was unsure what classes to take in my spring semester. My counselor Ruth helped me understand what I needed to take to graduate on time with my major. Now planning out my classes is easy."

–Jennifer Rodriguez,  
sophomore at UMass Boston

## EMPLOYMENT

"If it was not for Bottom Line, I would have never had the opportunity to work at Hill Holliday. It was a rewarding experience and I'm thankful for having had the chance to build my resume. Bottom Line has helped me better understand my options and I have a better idea of what I want to pursue as a career after graduation."

–Daisy Guerrero,  
junior at Bridgewater State

## AID

"Pine Manor College became too expensive for my mom and me to afford. I approached Bottom Line about transferring and they helped me every step of the way. When I look back, I realize that without Bottom Line's help, this might have been the end of my academic career."

–Majory Gabriel,  
2009 graduate of UMass Boston

## LIFE

"After my first year at WPI, my grandmother passed away. I was in pieces. I didn't know if I wanted to continue school, I didn't know where I would live, or how my financial situation would work. Once again, Bottom Line was there for me, reminding me that my grandmother would not want me to give up."

–Millie Fury Hopkins,  
2008 graduate of WPI



# Bottom Line

## Draper Laboratory

Last summer, Ina Duka interned at Draper Laboratory, where she worked on two projects for the Navy and was able to gain hands-on experience in the Microelectronics Department.

Ina says walking into the lab each day and knowing how to use different technologies boosted her confidence. Through the internship, she further developed a passion for her major, Electrical & Computer Engineering. Now a sophomore at WPI, she hopes to work at Draper again next summer.

## Sun Life Financial

Huy Huyn worked in Sun Life's New Business Department for the past two summers, learning how insurance claims are coded and processed.

Huy's favorite part of working at Sun Life was the presentations made by various managers, which taught him about different areas of the insurance business.

Huy says the internship helped him become independent and prepare for his career. "The experience that I gained will absolutely help to bring me success in my future."

## Hill Holliday

At her summer internship in Hill Holliday's Media Department, Daisy Guerrero explored many facets of the advertising agency, including how to research client competitors and air commercials. As part of a group project, she also created a mock campaign for Chili's Grill & Bar.

Daisy feels that the internship helped her develop valuable organizational skills. She would like to pursue a career in event planning or public relations, and perhaps attend graduate school in the future.



# Go Far

## Internship Partners

Benchmark Assisted Living

Boston Lawyers Group

Draper Laboratory

The Goodwill Fresh Air Camp

Harvard Pilgrim Health Care

Hill Holliday

Kellogg's

Liberty Mutual

State Street

Stop & Shop Supermarket Company

Sun Life Financial

Target

Veterans Administration

Vinfen

Last year, we connected more than 40 students to internships with our corporate partners.

Making sure our students “go far” means helping them build their career, contribute to their community, and create a healthy, happy life for themselves and their families. During the 2008-2009 school year, we strengthened our relationships with local corporations who not only support our programs, but offer our students and graduates valuable internships and full-time jobs. The students we introduced to our corporate partners were able to expand their resumes and begin their paths to fulfilling careers.

In January, we held our 6th Annual Career Fair. Volunteers from local corporations offered their advice to our students through informational panels and workshops. Mock interviews helped our students develop their professional skills and prepare for a competitive job market. And above all, our students were able to explore the many opportunities that lay ahead for them as college graduates.

Thank you to all of the companies who help Bottom Line’s students “go far.”





# Bottom Line



»Nathaniel Amonoo-Afari came to Bottom Line as a North High School senior. He emigrated from Ghana with his father and sisters the year prior, leaving his mother behind. He knew little about the US education system; however, Nathaniel was determined to go to college.

Nathaniel was interested in studying animal science and applied to colleges such as UMass Dartmouth, Westfield State, and Newbury College. Bottom Line helped Nathaniel fill out the paperwork to receive the proper financial aid for a student supported by one parent. He was accepted to several colleges and elected to attend Westfield State through their summer program, which offered the academic support he would need to succeed on campus.

Nathaniel then discovered that his father was unable to pay the \$1,000 deposit needed to enroll at Westfield State. Unwilling to give up, Bottom Line helped Nathaniel's family take out a federal loan to cover the deposit. Nathaniel began school at Westfield State during the summer. He loves his classes and recommends Bottom Line and Westfield State to all his friends.



# Worcester



During our first year, 100% of the high school seniors in our Worcester College Access Program were accepted to college.

Bottom Line officially opened its first satellite office in Worcester on July 1, 2008. Selected for its close proximity to Boston, need for one-on-one college counseling, and surrounding college environment, Worcester has proven a rewarding choice for our first expansion.

During the office's inaugural year, our two-person staff, led by Bottom Line alum Ginette Saimprevil, spread the word about our programs throughout the city and built relationships with teachers, guidance counselors, and community-based organizations. With additional help from our committed Worcester Advisory Board, Bottom Line quickly became an integral member of the Worcester community.

Most importantly, Bottom Line helped 74 high school seniors from Worcester's class of 2009 navigate the college application process and get accepted to college.

We are excited to provide more students from Worcester with the guidance they need to get in to college and also continue to support students from our inaugural class as they attend college. With this additional office, not only can we help students from Worcester get in, graduate, and go far, but we can offer a regional support network for our students to rely on as they attend colleges across the state.



# Bottom Line

## Thank you...

With the support of our donors, Bottom Line has grown from a small organization serving 25 Boston high school seniors to a regional support network for thousands of students from Boston and Worcester. Since our founding, we have helped 3,275 students get in to college, graduate from college, and go far in life. We are grateful for the generous and unwavering support of the individuals, corporations, and foundations that believe in our mission.

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New Repertory Theatre  
Nintendo of America  
Brendan O'Connor  
Charles O'Connor

Mary O'Sullivan  
Michael O'Sullivan  
Peter Pedro  
Pepsi Bottling Group  
Pho Republique  
Picco Restaurant  
Rebecca's Café  
Reebok  
Renaissance Boston Waterfront Hotel  
Jose Antonio Rivera  
Sheri Rosenberg  
Rota Portrait Design  
RTS Enterprises  
Salon Mario Russo  
Seaport Hotel  
Simplicity Chef  
Nancy & Kirk Smith  
SpeakEasy Stage Company

Amy Starr  
State Street Corporation  
Stellina Restaurant  
Sterling Golf Management  
Sun Wine Fest '09  
Swan Boats of Boston  
Sweet Life Café  
Gina Tangney  
David Terry  
The Original Tremont Tearoom  
Turtle/Tadpole  
Ultimate Bootcamp  
Union Oyster House  
Vargas & Vargas  
Verizon Wireless  
Vinalia  
Mike Volo  
Wachusett Mountain

Connie Walkingshaw  
Wal-Mart  
Joan Wasserman  
Westin Copley Place Hotel  
Westin Waterfront Hotel  
Zoo New England

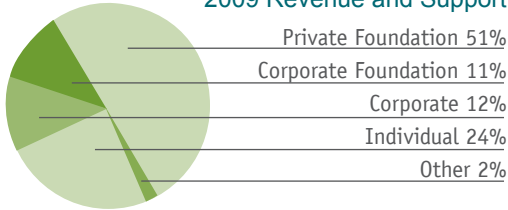




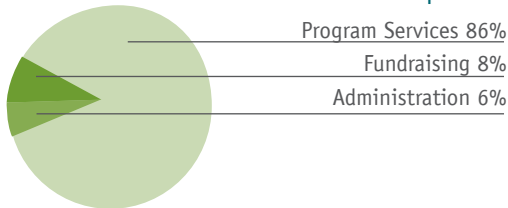


# Bottom Line

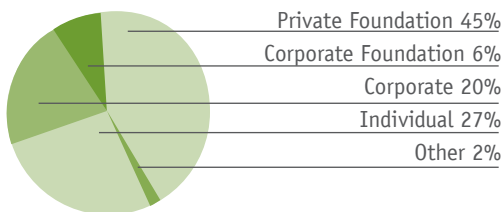
## 2009 Revenue and Support



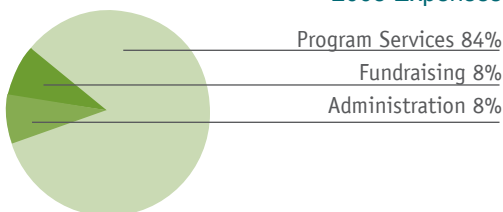
## 2009 Expenses



## 2008 Revenue and Support



## 2008 Expenses



## Statements of Financial Position

The Bottom Line, Inc. | June 30, 2009 & 2008

ASSETS	2009	2008
Current Assests		
Cash	\$1,729,207	\$1,275,363
Restricted cash	\$203,487	\$2,144
Pledges receivable	\$89,000	\$412,750
Prepaid expenses and other assets	\$19,966	\$11,173
	<hr/>	<hr/>
	\$2,041,660	\$1,701,430
Property and Equipment:		
Database	\$104,563	\$37,103
Furniture & equipment	\$155,120	\$143,389
Leasehold improvements	\$51,552	\$5,343
	<hr/>	<hr/>
	\$311,235	\$185,835
Accumulated depreciation	(\$79,968)	(\$85,701)
	<hr/>	<hr/>
	\$231,267	\$100,134
Other Asset:		
Deposits	\$14,020	\$15,444
	<hr/>	<hr/>
<b>TOTAL ASSETS</b>	<b>\$2,286,947</b>	<b>\$1,817,008</b>
<b>LIABILITIES AND NET ASSETS</b>		
Current Liabilities		
Accounts payable	\$60,951	\$11,504
Accrued expenses	\$49,790	\$12,875
Scholarships payable	\$203,487	\$100,000
	<hr/>	<hr/>
	\$314,228	\$124,379
Deferred Rent	\$10,482	\$0
Net Assets:		
Unrestricted	\$1,829,790	\$1,348,083
Temporarily restricted	\$132,447	\$209,238
	<hr/>	<hr/>
	\$1,962,237	\$1,557,321
	<hr/>	<hr/>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$2,286,947</b>	<b>\$1,817,008</b>

Financial Statements audited by Cohen & Associates, Certified Public Accountants

# Financials

## Statements of Activities | The Bottom Line, Inc. | years ended June 30, 2009 & 2008

	<b>2009</b>	<b>2008</b>
Revenue and Support:		
Contributions	\$1,643,021	\$1,151,296
Special events	\$486,628	\$556,705
Cost of special events	(\$105,772)	(\$112,355)
Program revenue	\$27,500	\$17,105
Interest	\$13,907	\$20,766
	<hr/> \$2,065,284	<hr/> \$1,643,517
Expenses:		
Program services	\$1,442,509	\$1,034,952
Administration	\$133,430	\$102,498
Fundraising	\$104,429	\$91,995
	<hr/> \$1,660,368	<hr/> \$1,229,445
Change in net assets	\$404,916	\$414,072
Net assets at beginning of year	\$1,557,321	\$1,143,249
	<hr/> <hr/> \$1,962,237	<hr/> <hr/> \$1,557,321
<b>NET ASSETS AT END OF YEAR</b>		

## Statements of Cash Flows | The Bottom Line, Inc. | years ended June 30, 2009 & 2008

	<b>2009</b>	<b>2008</b>
Operating Activities		
Change in net assets:	\$404,916	\$414,072
Adjustments to reconcile change in net assets to net cash used in operating activities:		
Depreciation	\$55,825	\$18,972
(Increase) decrease in assets:		
Restricted cash	(\$201,343)	(\$97,856)
Pledges receivable	\$323,750	(\$120,500)
Prepaid expenses and other assets	(\$8,793)	(\$3,202)
Deposits	\$1,424	(\$13,020)
Increase (decrease) in liabilities:		
Accounts payable	\$30,576	\$18,871
Accrued expenses	\$10,622	\$26,293
Scholarship grants payable	\$13,343	\$90,144
Deferred Rent	\$10,482	\$0
Net cash provided by (used in) operating activities	<hr/> \$640,802	<hr/> \$529,486
Investing Activity:		
Purchase of property and equipment	(\$186,958)	(\$77,906)
Net cash used in investing activity	<hr/> (\$186,958)	<hr/> (\$77,906)
Net increase in cash	\$453,844	\$451,580
Cash, beginning of year	\$1,275,363	\$823,783
	<hr/> <hr/> \$1,729,207	<hr/> <hr/> \$1,275,363
<b>CASH, END OF YEAR</b>		

## Board of Directors

**Dave Terry (Chair)**

Salvectus Healthcare

**Peter Bishop**

Morgan Stanley

**George Chu**

Citizen Schools

**Patrick Day**

University of Massachusetts at Boston

**Emerson Foster**

The Mentor Network

**Alan Halfenger**

Bain Capital

**John Lewis**

Seyfarth Shaw

**Viola Morse**

Brandeis University

**Charles J. O'Connor III**

Fidelity Investments

**C. Sura O'Mard**

Boston Public Schools

**Peter C. Pedro, Jr**

The Bostonian Group

**The Hon. Patti Saris**

United States District Court

**Marc Smith**

**Michael Volo**

Fidelity Investments

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Fax: 617-524-9559

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Visit us at [www.bottomline.org](http://www.bottomline.org)