Our Mission

**Bottom Line** helps low-income, first-generation youth get in to college, graduate from college, and go far in life by providing guidance from the beginning of the college application process until college graduation.

Our Vision

We work to ensure that *every* student can access and attain a college diploma, regardless of their family background or where they live. We believe that helping enough students from each community realize the dream of a college diploma can transform that community with lasting change.

Our Results

Since 1997, **74%** of our college students have graduated within six years, more than twice the graduation rate of similar students across the country.
How many challenges did you have to overcome to get your college degree? All college students face struggles, but the average student in Bottom Line’s program experiences serious obstacles along the path to a degree.

Of course, like all college students, our students struggle with the day-to-day challenges of college: a low grade in Organic Chemistry, or trouble with a roommate. But, on top of these difficulties, our students face impediments related to poverty, homelessness, illness and other family struggles even as they attend college. Without the proper support, any of these obstacles can prevent a student from earning a degree, which is why so few students from low-income communities are earning college degrees without the support of a program like Bottom Line.

Bottom Line’s model is proven to help students overcome these challenges. Our services support students across the four areas that most frequently interfere with their progress towards a degree: Degree, Employability, Financial Aid and Life.

During the 2011-12 school year, we increased the number of students we supported by nearly 20%, launched our New York office, and began building a National team to ensure consistent quality as we grow and explore opportunities for expansion.

Our success this year, and every other, has been due in large part to the confidence you have shown in our staff and in our model, and for that we say THANK YOU. Our success truly depends on you.
A broken system.

Only 11% of low-income, first-generation college students graduate within six years.*

Bottom Line’s clear path to graduation

High School

College

Beyond

College Access

One year of support to high school students throughout the college application and decision process.

College Success

Up to six years of on- and off-campus support for college students across four dimensions: Degree, Employability, Financial Aid, and Life.

Going Far

Bottom Line students are graduating, starting careers, and strengthening their families and communities.
College Access

In our College Access Program, counselors provided one-on-one support to 784 high school seniors as they applied to colleges in 2011-2012. Our expert, full-time counselors worked with students through every step of the process, picking a list of schools, brainstorming and editing essays, submitting applications, acquiring financial aid, and, ultimately, deciding on a school.

We developed genuine relationships with our students through frequent face-to-face meetings. On average, each student met with their counselor every two to three weeks, or 10 times throughout the year.

Average Student-to-Guidance Counselor Ratio

College Board: College Completion Agenda, 2011 Progress Report.
Shalisa Vizcarrondo

High School of Telecommunication Arts and Technology ‘12

When Shalisa first came to Bottom Line’s New York office in the fall of 2011 as a high school senior, she had plenty on her mind beyond applying to college. Just months before, her mother had passed away.

Shalisa’s tragedy meant focusing on application deadlines would be difficult, and submitting the proper financial forms would be even more challenging. Deborah, her Bottom Line counselor, helped her meet her deadlines and finish her applications. When it came time to decide between colleges, Deborah advocated on her behalf, collecting and sending tax forms to secure financial aid for the college they decided would be her best fit.

Shalisa was accepted to several of her top choices. She is now a freshman at CUNY-Staten Island.

“The most helpful part about Bottom Line is having one-on-one attention with a counselor who understands my situation and is always open to answering any questions I have.”
College Success

Simply getting into college is not enough. During the past year in our College Success Program, counselors worked with 1,132 college students who attended one of our 34 target colleges across Massachusetts and New York. We provided support in-person, on- and off-campus, focused on four areas:

Degree: academic performance and progress

Employability: work experience and career development

Aid: financial aid and affordability

Life: personal well-being and self-advocacy

Bottom Line Target Colleges

Massachusetts

Bentley University
Boston College
Boston University
Bridgewater State University
Clark University
College of the Holy Cross
Fitchburg State University
Framingham State University
Massachusetts College of Liberal Arts
Massachusetts College of Pharmacy and Health Sciences
Northeastern University
UMass Amherst
UMass Boston
UMass Dartmouth
UMass Lowell
Salem State University
Suffolk University
Wentworth Institute of Technology
Worcester Polytechnic Institute
Worcester State University

New York

CUNY Brooklyn College
CUNY City College
CUNY City Tech
CUNY College of Staten Island
CUNY John Jay
CUNY Lehman
CUNY York College
Fordham University
SUNY Albany
SUNY Buffalo State
SUNY New Paltz

SUNY Stony Brook
St. Francis College
St. Joseph’s College
Daniel Figueiredo

Worcester State University ‘15

Daniel already knew how to work hard when he started college. While in high school, he worked long hours every week at Dunkin’ Donuts. But when he struggled during his first semester at Worcester State, he realized hard work wasn’t enough.

The son of Brazilian immigrants, Daniel is the first in his family to attend college; college was an entirely new world for him. Ali, his Bottom Line Counselor, worked closely with him to approach college in a totally different way than high school. They didn’t simply prepare for a particularly hard exam; they developed strategies to prepare for every exam, ways to budget study time for all his courses, and a concrete schedule to balance school and work. And they worked together to switch Daniel’s major from engineering to business, which they agreed better fit his interests and career goals.

By the end of his freshman year, Daniel was visiting professors’ office hours and arranging study groups with his classmates. He wasn’t just working harder; he was also equipped with the tools to succeed.
Studying for many hours isn’t enough to perform well in college - especially when, like many of our students, you have a job or have considerable family responsibilities.

During the 2011-12 school year, our counselors worked with students to ensure they were on track to graduate, to assess whether they were pursuing the right major, to plan out their study schedules, and to help them become resourceful learners.

Success Counselors conducted over 1,600 one-on-one academic advising meetings. Meetings covered test-taking strategies, interpretations of class syllabi, and assessments of a student’s entire academic direction.

Average number of credits earned during freshman year of college

- First-generation college students: 18
- Non-first-generation college students: 25
- Bottom Line students (93% first-generation): 29

A college education is a road to economic opportunity. With this in mind, we helped students explore careers, build skills, and plan for life after college. In 2011-2012, our counselors worked with students to find the right career path, select a major aligned with their career goal, compose a resume and cover letter, and connect students to internships with Bottom Line’s career partners.

Our annual career event, the Go Far Forum, gave students the opportunity to network with employees from our partner organizations. In 2011-12, we had our largest Massachusetts Go Far Forum ever, with over 200 students in attendance, and launched our first New York Go Far Forum.

Over the course of the school year, Bottom Line connected 183 students with an internship.

Within three months of graduation, 8 out of 10 Bottom Line new college graduates were employed or attending graduate school.
Entering her senior year of college, Rochelly knew she was passionate about public health but didn’t know the best way to pursue her passion, much less how to get a job in the industry.

Working with Vicky, her Bottom Line Career Counselor, they found a volunteer opportunity with Family Van, a mobile health program for disadvantaged communities, to introduce her to the field of public health.

Rochelly enjoyed her volunteer experience, and after working with Vicky to refine her resume, landed a research internship with John Snow, Inc., a public health research firm. Shortly after graduation, she was hired by Climb Corps, which advocates to improve the health of Boston city workers.

“Vicky helped me look through the endless possibilities and narrow down the main career paths I could take to reach my goals,” Rochelly says.
Shatuwan Lewis
UMass Boston ‘14

Shatuwan, or “Sha,” as his friends and family call him, wanted to study business in college, but he needed the right financial aid package to afford college.

Sha’s aid problems came at the worst possible time. During the fall of his sophomore year, a number of Sha’s family members passed away. Shatuwan transferred from out of state to UMass Boston to be closer to home, but, due to confusions stemming from his relatively sudden transfer, his aid at UMass was calculated incorrectly. He was incorrectly billed several thousand dollars, and a hold was put on his account, preventing him from registering for classes.

Sheneita, his Bottom Line Counselor, and Shatuwan worked together to advocate to the financial aid office. Sheneita helped clear up the mistake, and his aid was recalculated accurately. He was finally able to sign up for classes.

Sha is now majoring in international business and studying Mandarin. His knack for business has paid off; he recently earned an internship with State Street Bank.
College is an investment, requiring time, work, and money. In 2011-12, as tuition climbed at colleges nationwide, we ensured our students were able to afford four years of college and graduate with reasonable, manageable debt. Nationwide, low-income students paid an average of 72% of their family income to cover college tuition bills each year; with our support, Bottom Line students paid, on average, only 16% of their family income to cover their college tuition in their first year.

We accomplished this by holding over 1,000 one-on-one meetings in which counselors worked with students to make smart financial decisions, renew financial aid, resolve bills, advocate to college aid offices, and manage their loan payments.

Life

Success counselors met with students on campus at least once per month and kept in touch via emails and phone calls between visits. Because counselors stayed in regular contact with their students, they were able support students through an array of difficult personal challenges. Counselors, in addition to other services, helped students adjust socially to the college environment, hosted group celebrations on campus, and worked with students to overcome difficult person struggles like the death of a parent.

We assembled and mailed care packages to every one of our college students during fall and spring midterm exams. We also mailed 7 greeting cards to each student at important moments throughout the year, wishing them happy birthday, offering encouragement and thanking them for their hard work. Though simple, care packages and cards remind students that Bottom Line is there to support them.

7,575 greeting cards mailed
4,225 on-campus visits
2,150 care packages sent
Jaclynn George

Boston University ‘13

Like many Bottom Line students, Jaclynn juggles an incredible number of responsibilities. She is a full-time student, a full-time employee, and a mom. And she’s already studying for her GREs.

Anyone would struggle to handle so many competing priorities. Rachel, Jaclynn’s Bottom Line counselor, has developed a strong personal relationship with Jaclynn, and has been there for her when circumstances grew unmanageable. During her junior year, when Jaclynn struggled to balance academics with her other duties, they met in person to find a way to refine her schedule. And when Jaclynn appeared to be financially unable to return for her senior year, Rachel called as many people as she could, and found a solution.

“Rachel has been an amazing person to work with. It is really thanks to Rachel that I was able to return to BU for my senior year.”
Yeison Baez
Suffolk University ‘11

In 2006, Yeison began working with Bottom Line as a senior from Boston’s English High School. His counselor helped him apply to and enroll at Suffolk University.

“Not only did Bottom Line help me with the application process but also provided the emotional support I couldn’t receive elsewhere. My Bottom Line counselor was always there to provide encouragement and support in good and bad situations.”

At Suffolk, Yeison pursued his passion for technology and majored in Computer Science. However, after evaluating his interests with his Bottom Line counselor, he decided to switch his major from Computer Science to Information Systems. Shortly after graduation, he was hired as a database administrator at Kronos, Inc.

“Without a college education, I would not have been where I am today...working with the things I love. I truly owe it ALL to Bottom Line.”
In the spring of 2012, **121** Bottom Line students graduated from college. In the summer after graduation, we continued to support our alumni, connecting graduates with opportunities for jobs, internships, and informational interviews with our career partners.

Since 1997, **730** of our College Success students have earned a degree. By the spring of 2016, we will graduate nearly **300** college students every year, and over **2,000** Bottom Line alumni will be contributing to our communities as business owners, teachers, scientists, nurses, and social workers.
Boston

Our Boston office continued to grow: over the past school year, we served 1,400 Boston students. Our staff expanded to 23 full-time employees, and we created a new career team, which helped students build career skills and connected students with professional opportunities. Over the next five years, our Boston office will grow to support more than 2,700 students, double the number we currently.

New York

Bottom Line New York opened our office in Downtown Brooklyn and, in our first year of operation, supported 125 high school students and 20 college students. All of our high school students were accepted to college and enrolled in school this fall, and all of our college seniors have re-enrolled. Over the next five years, our New York office will grow to support 500 high school seniors and over 1,500 college students annually.

Worcester

Our Worcester site moved into a new, larger office in Worcester’s central business district. The increased office space allowed us to serve over 300 Worcester high school seniors and college students, our largest class to date.
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Supporters

Bottom Line could not have served 1,917 students over the past school year without the support of the following individuals, corporations, and foundations. Thanks to these supporters, 1,917 young people will be able to obtain higher-paying jobs, provide for their families, and participate in their communities.

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- Worcester Tornadoes
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- Ze Liang Photography
- Zoo New England
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#### ASSETS
- Cash and cash equivalents: $2,128,881, $2,025,708
- Restricted cash: -
- Pledges receivable: $1,218,879, $831,617
- Prepaid expenses & other assets: $44,245, $18,543

#### Property and Equipment:
- Database and website: $141,563, $141,562
- Furniture and equipment: $281,334, $211,793
- Leasehold improvements: -

#### Accumulated depreciation
- ($291,635), ($209,216)

#### Other Assets:
- Deposits: $35,895, $35,075
- Lease acquisition costs, net: $22,257, $30,289
- Pledges receivable: $75,000, $584,000

#### TOTAL ASSETS
- $3,709,186, $3,823,873

#### LIABILITIES AND NET ASSETS

##### Current liabilities:
- Accounts payable: $22,283, $40,248
- Accrued expenses: $68,183, $26,598
- Scholarships payable: $23,000, $114,450

##### Deferred Rent
- $47,166, $43,674

##### Net Assets:
- Unrestricted: $2,150,002, $1,980,016
- Temporarily restricted: $1,398,552, $1,618,887

##### TOTAL LIABILITIES AND NET ASSETS
- $3,709,186, $3,823,873

Financial statements audited by Cohen & Associates, Certified Public Accountants
## Revenue and Support:

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$1,990,539</td>
<td>$2,834,766</td>
</tr>
<tr>
<td>Scholarship contributions</td>
<td>$65,250</td>
<td>$280,750</td>
</tr>
<tr>
<td>Special events</td>
<td>$864,698</td>
<td>$606,263</td>
</tr>
<tr>
<td>Cost of special events</td>
<td>($193,929)</td>
<td>($117,723)</td>
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<tr>
<td>Program revenue</td>
<td>$87,100</td>
<td>$63,750</td>
</tr>
<tr>
<td>Interest</td>
<td>$12,058</td>
<td>$2,579</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$2,825,716</strong></td>
<td><strong>$3,670,385</strong></td>
</tr>
</tbody>
</table>

## Expenses:

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program services</td>
<td>$2,313,561</td>
<td>$1,816,804</td>
</tr>
<tr>
<td>Administration</td>
<td>$273,694</td>
<td>$208,897</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$288,810</td>
<td>$160,551</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$2,876,065</strong></td>
<td><strong>$2,186,252</strong></td>
</tr>
</tbody>
</table>

## Change in net assets

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Change in net assets</strong></td>
<td>($50,349)</td>
<td>$1,484,133</td>
</tr>
<tr>
<td>Net assets, beginning of year</td>
<td>$3,598,903</td>
<td>$2,114,770</td>
</tr>
<tr>
<td><strong>NET ASSETS, END OF YEAR</strong></td>
<td><strong>$3,548,554</strong></td>
<td><strong>$3,598,903</strong></td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th>Operating Activities:</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in net assets:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adjustments to reconcile change in net assets to net cash used in operating activities:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Depreciation</td>
<td>$90,451</td>
<td>$72,623</td>
</tr>
<tr>
<td>Capitalized in kind donations</td>
<td>0</td>
<td>($30,289)</td>
</tr>
<tr>
<td>(Increase) decrease in assets:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restricted cash</td>
<td>$102,950</td>
<td>$88,050</td>
</tr>
<tr>
<td>Pledges receivable</td>
<td>$121,738</td>
<td>($1,201,822)</td>
</tr>
<tr>
<td>Prepaid expenses and other assets</td>
<td>($26,522)</td>
<td>$3,461</td>
</tr>
<tr>
<td>Deposits</td>
<td>0</td>
<td>($22,055)</td>
</tr>
<tr>
<td>Increase (decrease) in liabilities:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable</td>
<td>($17,965)</td>
<td>($4,615)</td>
</tr>
<tr>
<td>Accrued expenses</td>
<td>$41,585</td>
<td>($42,463)</td>
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<tr>
<td>Scholarship grants payable</td>
<td>($91,450)</td>
<td>($76,550)</td>
</tr>
<tr>
<td>Deferred Rent</td>
<td>$3,492</td>
<td>$12,228</td>
</tr>
<tr>
<td><strong>Net cash provided by operating activities</strong></td>
<td>$173,930</td>
<td>$282,701</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Investing Activity:</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase of property and equipment</td>
<td>($70,757)</td>
<td>($59,421)</td>
</tr>
<tr>
<td><strong>Net cash used in investing activity</strong></td>
<td>($70,757)</td>
<td>($59,421)</td>
</tr>
<tr>
<td><strong>Net increase in cash</strong></td>
<td>$103,173</td>
<td>$223,280</td>
</tr>
<tr>
<td>Cash and cash equivalents, beginning of year</td>
<td>$2,025,708</td>
<td>$1,802,428</td>
</tr>
<tr>
<td><strong>CASH AND CASH EQUIVALENTS, END OF YEAR</strong></td>
<td><strong>$2,128,881</strong></td>
<td><strong>$2,025,708</strong></td>
</tr>
</tbody>
</table>