



Bottom Line
Celebrating 25 Years

CELEBRATING 25 YEARS





25 YEARS OF MISSION-DRIVEN LEADERSHIP

Our purpose is educational equity, opening doors for the many whose potential and drive exceed their opportunity.

We envision a far-reaching ripple effect, launched by the transformative power of a college degree and a mobilizing first career, that will uplift individuals, families, and entire communities.

To achieve this vision, we partner with degree-aspiring students from first-generation and low-income communities to get into and through college and successfully launch a career.



Annual Report 2022 - Message from Our CEO



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25

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BOTTOM LINE ANNUAL REPORT 2022

Watch on  YouTube

25 YEARS OF INFORMED COLLEGE CHOICE

Our relationships with students begin as they enter their senior year of high school. We build connections. We listen. We learn. And we deploy our LEAD Model to support our students on their path to college.

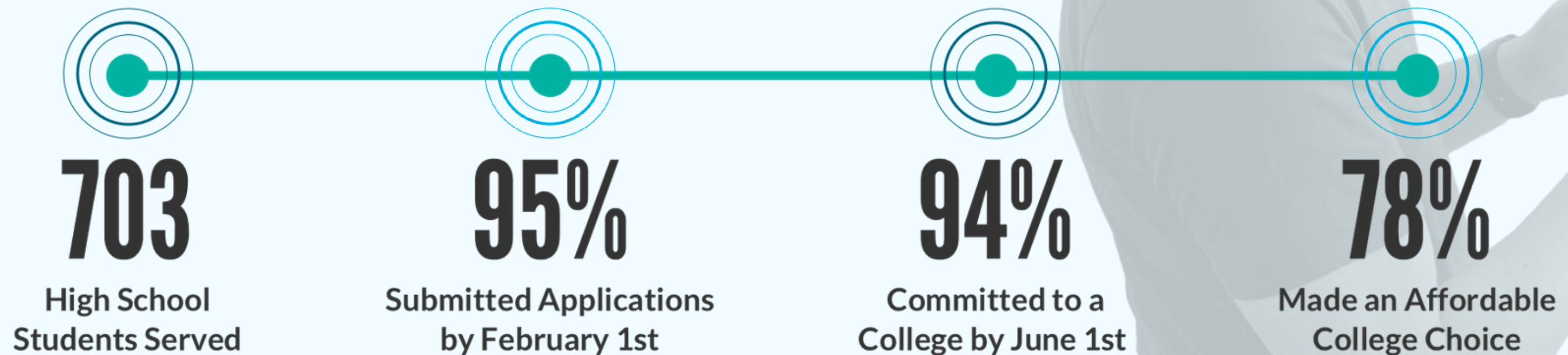


- L** Make personalized, affordable college **Lists**
- E** Write college **Essays** and all other materials
- A** Gather all information for college **Applications** and Financial **Aid**
- D** Make an informed college **Decision**

IN THE PAST 25 YEARS

We've supported **14,404 students** in making an informed college choice through our Access Program. This first drop in the pool will have far-reaching implications.

IN 2022



25 YEARS OF COLLEGE PERSISTENCE & COMPLETION

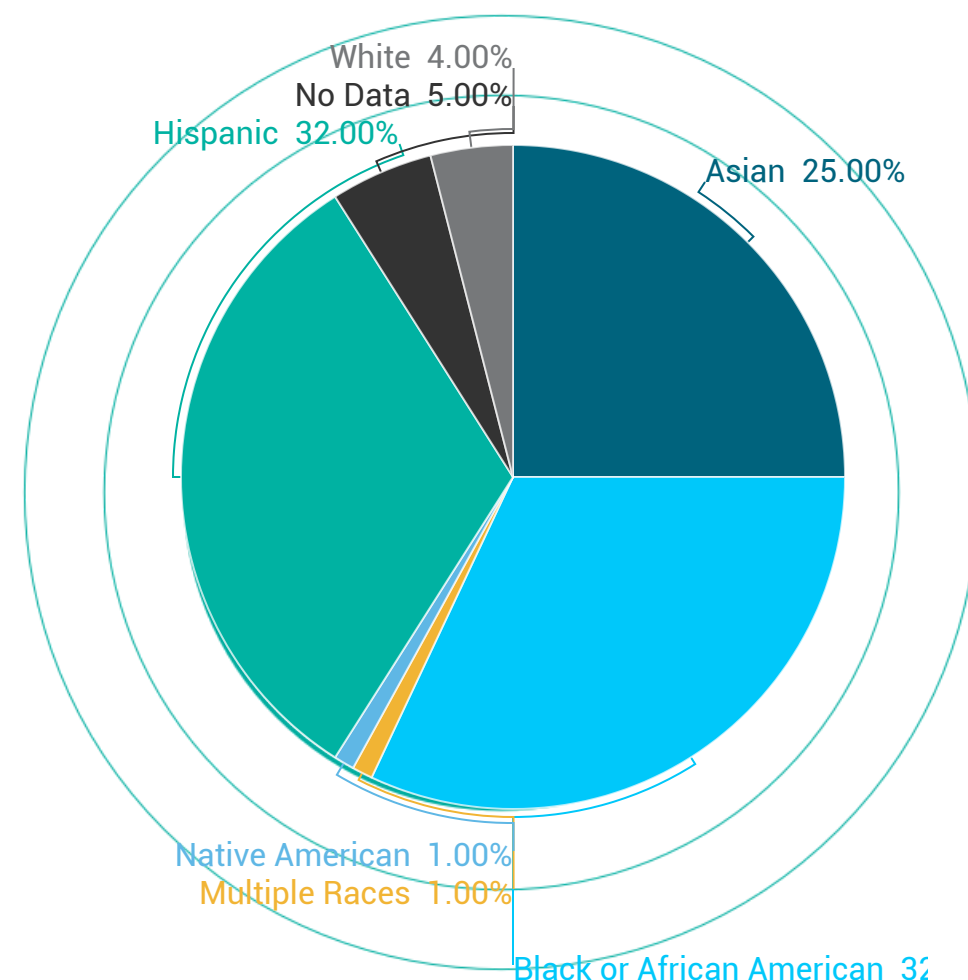
Bottom Line's College Success Program is founded on our belief that college persistence is the key to student success. Professional Advisors support students for their entire college journey. Through a combination of one-on-one relationships and data-informed approaches, Advisors expertly utilize our proactive DEAL methodology to partner with students to:



- D** Graduate with a bachelor's **Degree** within six years
- E** Secure career-relevant **Employment** experience or **Enroll** in graduate school within six months of graduation
- A** Ensure **Affordability** by having less than \$31,000 in student loan debt
- L** Demonstrate strong **Life** skills like self-awareness, self-management, and quality decision-making

IN THE PAST 25 YEARS

Bottom Line has partnered with **12,672 students** to get into and through their college experience in our *Success Program*. This group includes **6,244 graduates and counting!**



IN 2022

813

Bottom Line students earned their degree



\$17,518

The average debt at graduation for these students



25 YEARS OF LAUNCHING CAREERS

Ultimately, our program is designed to ensure career-ready college graduates, who are well-positioned to realize social and economic mobility and contribute meaningfully to their communities. Bottom Line Advisors and Career Connection teams collaborate with our corporate partners and volunteers to:

- Explore and get exposure to potential careers
- Strengthen career search plans, portfolios, and practices
- Build broad and diverse personal and professional networks
- Gain career relevant work experience and expertise



“Vertex gave me my own project. The equipment for working with stem cells and technical language was scary at first. But as I conducted research and gained confidence presenting data, I built a resume that helped me land other hypercompetitive roles at my university that are helping me launch my career in the medical field.”

Chiruz Muhimuzi,

Bottom Line *Success* Student 2022



“Vertex Pharmaceuticals is proud to partner with Bottom Line in support of its proven college *Access & Success* program, which ensures Vertex Science Leaders Scholars receive relationship-based 1:1 guidance and support as they pursue their degrees and advance their STEM careers. For scholars like Chiruz Muhimuzi, who is majoring in biology, it is inspiring to be part of their journeys and see them flourish both in school and during their internships at Vertex. Our collaboration with Bottom Line ensures more first-generation students of color have the career opportunities, exposure, and mentorship they need to achieve their dreams, and it makes the biotechnology industry more accessible, equitable, and inclusive.”

Stephanie Franklin,

Senior Vice President and Chief Human Resources Officer, Vertex | Bottom Line Regional Board Member

IN THE PAST 25 YEARS

All Bottom Line students have worked with their Advisors to pursue strong career plans that set them up for long-term success. As a result, in 2022 Bottom Line graduates reported earnings that represented **twice** their family's income upon entering the program.

Graduates earned

2X

their family's income

25 YEARS OF PROVEN IMPACT

In 2014, external researchers Andrew Barr (Texas A&M) and Ben Castleman (UVA) launched a Randomized Controlled Trial (RCT), the gold standard of scientific evaluation, to put our relationship-based model to the most rigorous test. The most recent results from that eight-year-long study confirmed that Bottom Line works. There is true causation between our efforts and our students' success, not just a simple correlation. Specifically, the study found that...

**Bottom Line students make stronger,
more informed college choices**

13%

More likely to be
enrolled in a four-
year college



17%

More likely to attend
an institution with
above-median
earnings for graduates

**Bottom Line students persist and earn
their bachelor's degrees**

10

Percentage points
more likely to stay
enrolled in a four-year
college over time



23%

More likely to
graduate within four
years after high school

These large impacts of Bottom Line on enrollment quality, persistence, and bachelor's degree attainment are very consistent across sites, student groups, cohorts, and Advisors.

"What's especially notable is that Bottom Line appears equally effective across sites and for students of various backgrounds. Bottom Line also primarily serves students of color, so — if scaled broadly — intensive advising could increase both economic mobility and lead to greater racial equity in college degree attainment."

Ben Castleman (UVA) and Andrew Barr (Texas A&M)

“Bottom Line has played a huge role in my life, as well as many of my friends. From helping us navigate the stressful and intimidating college application process, to making one of the biggest decisions of our lives in deciding what schools to attend, to supporting us through our foreign college journeys. After graduation, Bottom Line was still there, helping us land our first professional jobs and providing networking opportunities so we can meet other successful professionals. I wouldn’t have ever made it this far if Bottom Line wasn’t cheering me on every step of the way.”

Jessica Pierre, Chief of Communications, City of Boston



MEET PHYLISS ST-HUBERT




MEET ERIC CAMPOS





25 YEARS OF INNOVATING TO EXPAND OUR REACH

In our efforts to continuously improve our offerings and reach more students around the nation, we are exploring several innovative programmatic enhancements. While we are still in the early stages of much of this work, we are driven by the belief that a smarter use of technology, data, and external partnerships can help us expand our reach and impact. Three of these innovations are Bottom Line Connect, Learning Labs, and BLUprint.



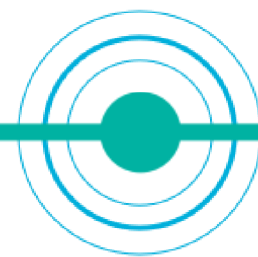
BOTTOM LINE CONNECT

Bottom Line Connect launched this year as a secure, convenient platform for volunteers to connect with students and alumni seeking mentors and knowledge to support their career aspirations. This is an exclusive platform for the Bottom Line Community focused on mentorship and making connections. It has a similar look and feel to LinkedIn and allows students to find and request meetings with volunteers through the platform's directory.



529

Volunteers



630

Students



312

Mentorship Hours



LEARNING LABS

In partnership with the National Council for Community and Education Partners (NCCEP), we developed a series of trainings and capacity-building courses built on our LEAD and DEAL curricula. Grounded in principles of adult learning – and leveraging both self-paced virtual classes and facilitated synchronous sessions – student-serving organizations are trained on how best to deploy Bottom Line’s proven model with their students. Our first Learning Labs provided Bottom Line curriculum and training to **83 counselors, advisors, and administrators** from **19 states**, representing **24 NCCEP member institutions** that collectively serve over **166,000 students** across the nation.

“In a truly collaborative effort, our organizations worked to put Bottom Line’s tools, resources, and knowledge into the hands of GEAR UP professionals from across the country. Participant feedback consistently shows that the information is valuable, and we’re ecstatic that the research-backed methods are available for GEAR UP practitioners. NCCEP looks forward to more Learning Labs that create a positive impact for GEAR UP programs and their students’ success.”

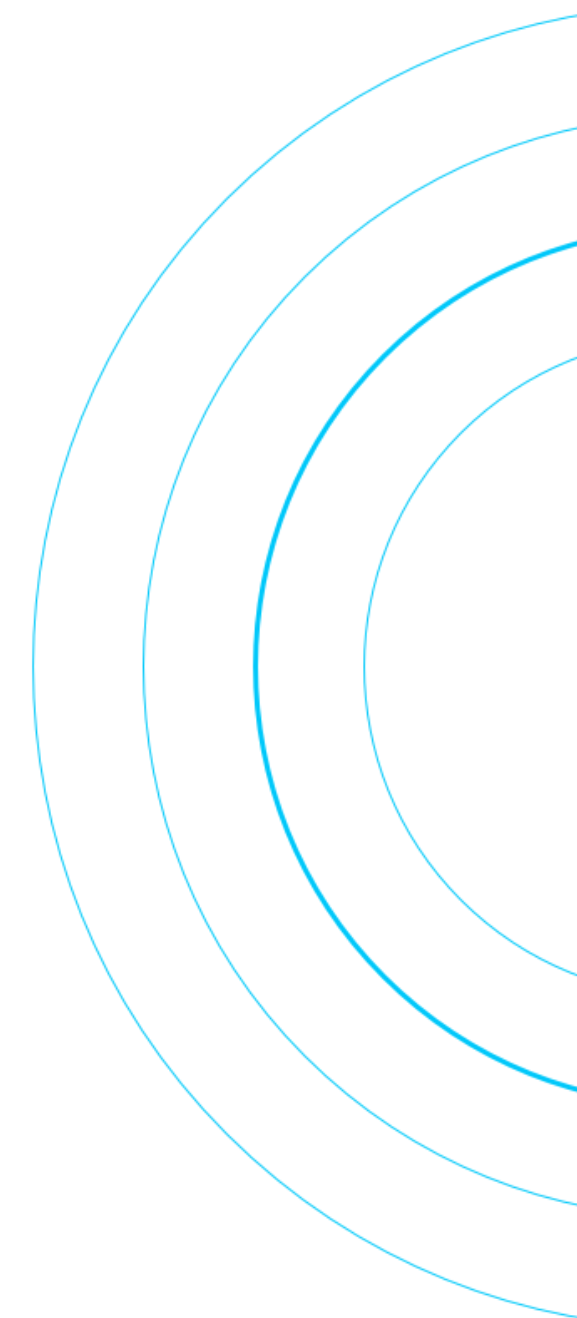
Betty Paugh Ortiz

Vice President of Programs, National Council for Community and Education Partnerships



BLUPRINT

The BLUprint pilot program combines the innovation of artificial intelligence technology with a highly trained Bottom Line Advisor to deliver our proven DEAL model directly to students' phones via text message. The tech-enabled feature — affectionately called “BLU” (an acronym for Bottom Line University) — automatically sends students helpful reminders and nudges, connects them with resources, and answers routine questions. Advisors are then available to connect with students should they have additional questions or if a student wishes to speak with them. In 2022, BLUprint served over **500 students!**



25 YEARS OF RELENTLESS ALLIES

Bottom Line would like to thank Kevin Connolly for nine years of dedicated service on the Board of Directors, the last six as Chair. As a longtime champion, Kevin's contributions to the organization, our students, and our staff are too numerous to count. However, he has done all of it deeply grounded in Bottom Line's mission and in profound alignment with our Core Values and our Commitment to Diversity, Equity, and Inclusion. In recognition of this exemplary service, the Board of Directors unanimously elected Kevin to be Bottom Line's first Director Emeritus.



WELCOME NEW BOARD CHAIR, AUDITI CHAKRAVARTY!



Auditi Chakravarty was unanimously elected as the Chair of Bottom Line's Board of Directors at the June Board Meeting. Auditi, a Senior Vice President of Learning and Assessment at the College Board, has nearly 30 years of experience in education. She started her career as an English teacher and has been fighting for equitable access to quality education ever since.

"Bottom Line has helped alter the college and career trajectories for thousands of first-generation and low-income students. I'm continually amazed by their stories, and immensely grateful for the Bottom Line staff and leadership who work every day to partner with hard-working students in realizing their potential. I am proud to lead a Board of Directors who are firmly committed to creating opportunities for a diverse next generation of leaders in business and civic life."

**We are incredibly grateful for our
broad and diverse communities of
champions, donors, and volunteers!**

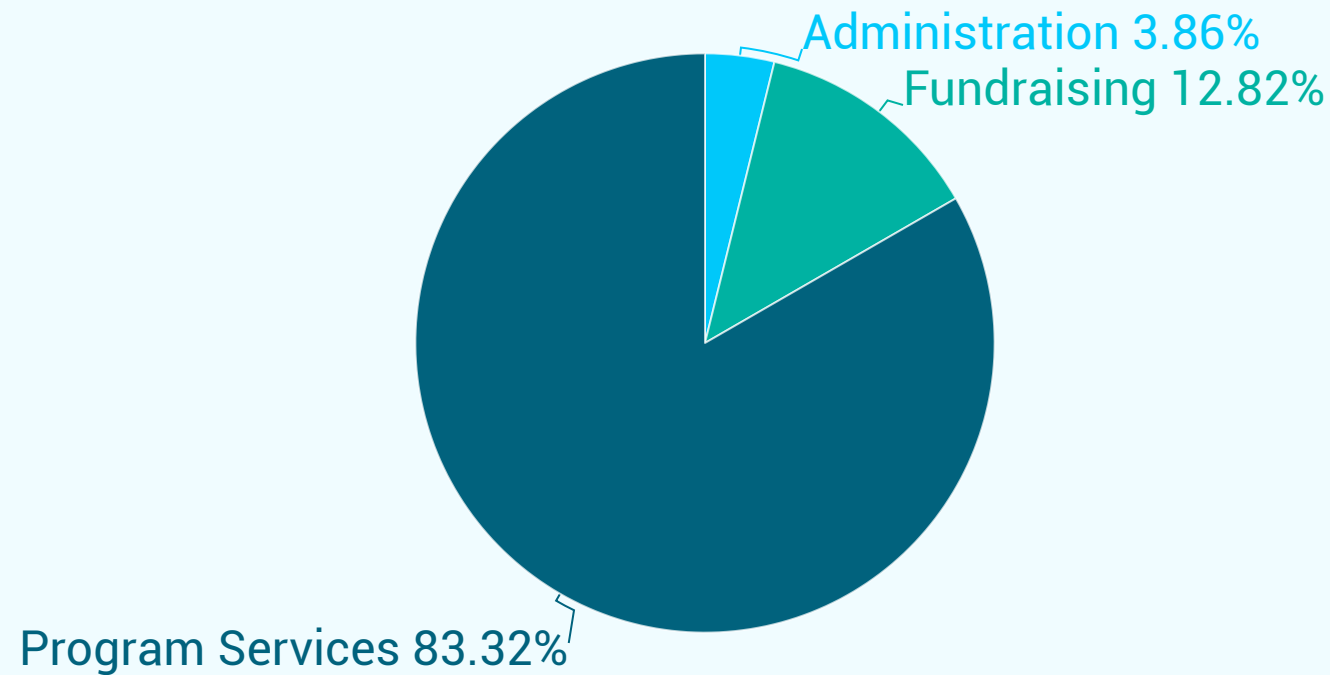
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2022 FINANCIALS

Bottom Line is proud to have a 4-star rating on Charity Navigator and Platinum Transparency on GuideStar.

2022 EXPENSES



STATEMENTS OF FINANCIAL POSITION

Cash and cash equivalents.....	\$13,383,262
Contributions receivable	\$4,883,622
Total financial assets	\$18,450,464
Net assets with donor restrictions.....	\$7,288,207
Financial assets available to meet cash needs for general expenditures within one year:.....	\$9,560,091
Other assets	\$2,725,446
Total Assets.....	\$21,295,444
Current liabilities.....	\$1,408,593
Deferred rent.....	\$217,491
Net assets	\$19,669,360
Total Liabilities & Net Assets.....	\$21,295,444

STATEMENT OF ACTIVITIES

Total revenue and support.....	\$18,128,456
Total expenses	\$14,854,221
Change in net assets.....	\$3,274,235
Net assets, beginning of year.....	\$16,395,125
Net Assets, End of Year	\$19,669,360

Net cash provided by operating activities.....	\$2,890,545
Purchase of property and equipment.....	\$9,695
Net increase in cash.....	\$2,900,240
Cash & cash equivalents, beginning of year.....	\$10,483,022
Cash End of Year.....	\$13,383,262



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Celebrating 25 Years

THANK YOU



Continue your support as a relentless ally.