



Bottom Line

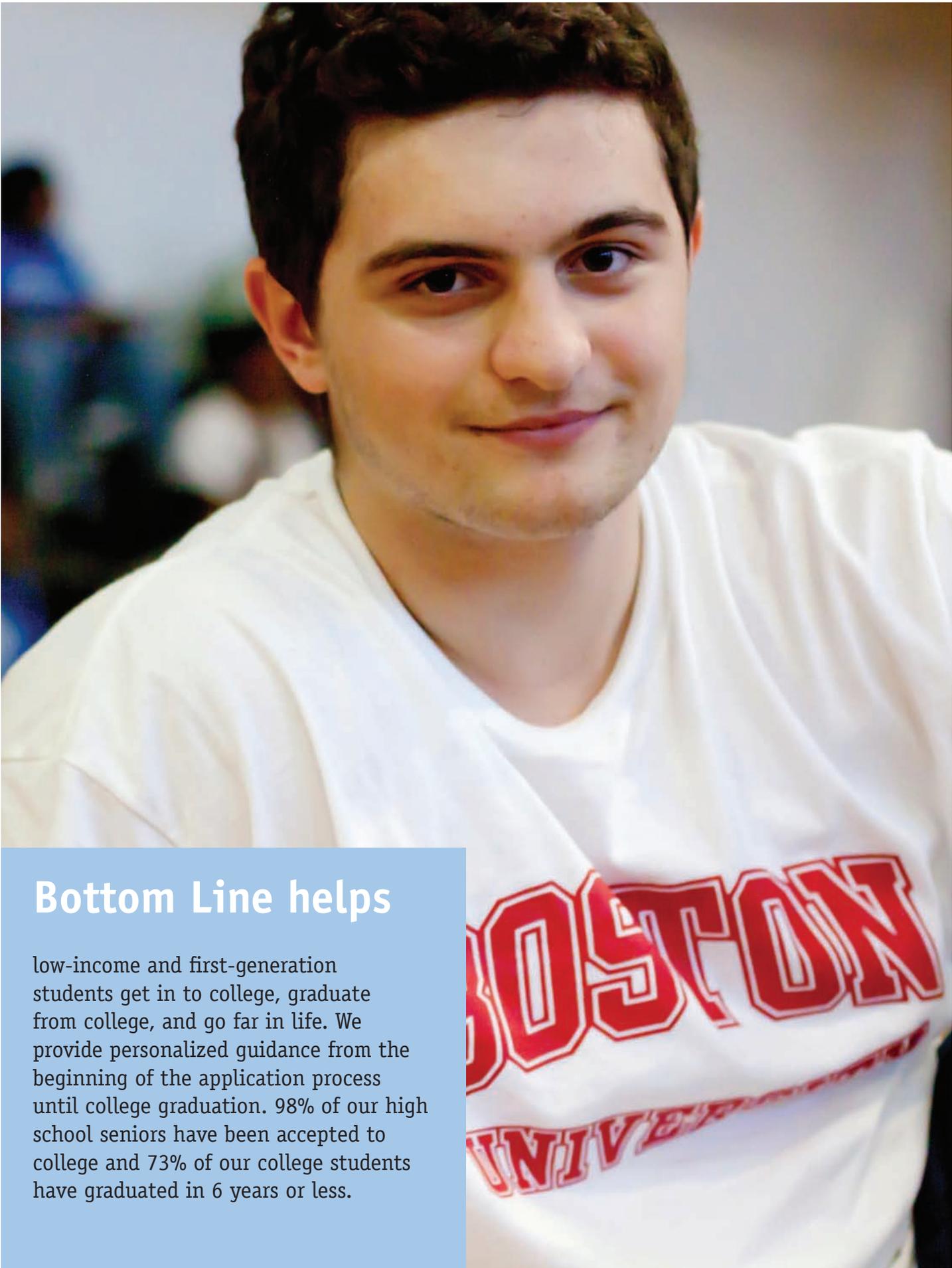
2010 Annual Report

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Making college graduation a reality,
ONE STUDENT AT A TIME.



Bottom Line helps

low-income and first-generation students get in to college, graduate from college, and go far in life. We provide personalized guidance from the beginning of the application process until college graduation. 98% of our high school seniors have been accepted to college and 73% of our college students have graduated in 6 years or less.

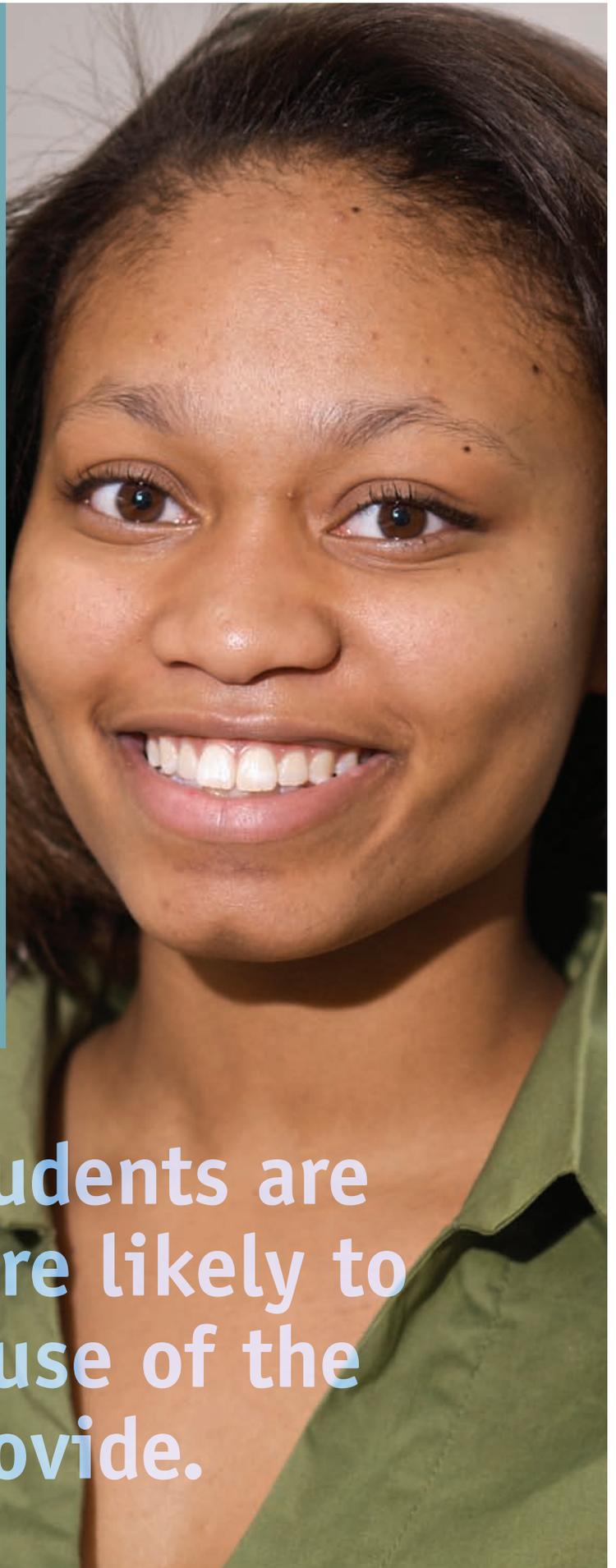
Bottom Line believes

that with the proper guidance and support, every student can and will succeed. To ensure our students have equal opportunity to earn a degree, Bottom Line supports them on a one-on-one basis over the long-term.

In our College Access Program, counselors help high school seniors navigate every step of the college application process, including researching schools, writing essays, applying for financial aid, and selecting a suitable college to attend. In our College Success Program, we resolve problems that college students face in four areas that greatly affect their chances of graduating: their academic performance, employment, finances, and life circumstances.

By building strong individual relationships with students and delivering an extensive “life curriculum,” Bottom Line greatly enhances our students’ chances of success in college and beyond.

Our college students are up to 43% more likely to graduate because of the support we provide.



Success depends on you. Earn your college degree. Stay enrolled. Make appropriate choices. Select a major. Make friends. Renew scholarships. Transfer. Persist to graduation. Offer one-on-one mentoring. Stay on track. Assess your progress. Visit campus. Nurture. Send cards and care packages. Connect with resources. Develop your professional skills. Challenge yourself. Study. Avoid excessive debt. Communicate. Perform in the classroom. Grow. Maintain your financial aid. Cope. Achieve. Graduate. Learn new skills. Build your brand.

From the Executive Director

Dear Friends,

2010 was a year of growth, preparation, and planning for Bottom Line. We expanded our programs and staff in both Boston and Worcester, completed a 5-year growth plan that will guide us to become a national organization, and prepared to launch a New York City office in 2011. But most importantly, we maintained the high-quality service that we deliver to our students every day.

We focused on guiding each student to and through college by providing them with one-on-one, long-term support and resolving problems that hindered them from achieving their goals. As a result of our staff and board's hard work, our graduation rate increased to 73% as 92 students completed their degrees.

In addition to our internal successes, an outside evaluation was completed of our program. This study illustrates the true value of the support Bottom Line provides to students during college. We hope you will take some time to learn about the recent successes our organization has achieved. As with all of our accomplishments, they would not have been possible without you.

Thank you for continuing to support Bottom Line and believe in the power of a college education.



Greg Johnson
Executive Director



Bottom Line was recognized

by the National College Access Network (NCAN) on October 11, 2010, at their Annual Conference in Washington, DC. We received the 2010 College Access Organization Award of Excellence, which honors our effective services to low-income and first-generation students. Executive Director Greg Johnson accepted the award in front of nearly 300 peer organizations and NCAN members.

This award was announced shortly after the completion of a study by Kolajo Paul Afolabi, a doctoral candidate at the Harvard Graduate School of Education. Mr. Afolabi's findings show that a student in our College Success Program is up to 43% more likely to graduate within six years because of the services we provide. These results have further confirmed our belief that providing support to low-income and first-generation students during college greatly enhances their ability to complete a degree.



“Bottom Line prioritizes the success of the young adults who participate in its program... Its efforts to help students succeed in college are clearly paying off.”

-Kolajo Paul Afolabi, *Moving from Access to Success*

Success depends on you. Earn your college degree. Stay enrolled. Make appropriate choices. Select a major. Make friends. Renew scholarships. Transfer. Persist to graduation. Offer one-on-one mentoring. Stay on track. Assess your progress. Visit campus. Nurture. Send cards and care packages. Connect with resources. Develop your professional skills. Challenge yourself. Study. Avoid excessive debt. Communicate. Perform in the classroom. Grow. Maintain your financial aid. Cope. Achieve. Ask for help. Learn new skills. Build your brand.

College Access Program

623 high school seniors received Bottom Line's one-on-one support through every step of the college application process. From researching schools and writing essays to applying for financial aid and finding scholarships, our services were provided to each student based on personal needs. On average, each student visited our office to meet with their counselor for an hour once every two weeks. Through these meetings, our counselors developed strong relationships with students, which allowed us to guide them to college. These same relationships will enable Bottom Line to provide support until our students complete a degree.

In Boston, we helped 508 high school seniors navigate the application process. In Worcester, we supported 115 high school seniors. 76% of these students are from low-income households and 96% are either from a low-income household or the first generation of their family to pursue a college education.

99% of the high school seniors Bottom Line served last year were accepted to college. Furthermore, we reviewed award letters and school options with each student to select a college that best suited personal, academic, and financial needs. 49% of these students continue to receive Bottom Line's support through the College Success Program.





“Bottom Line came to the rescue

many times. But the most important one for me was when my counselor helped me apply for The Stephen Phillips Scholarship, which will help me through my four years in college. Without her dedication, I probably would have attended a school I did not wish to.”
-Pablo Silva, UMass Amherst freshman

Stop & Shop hired six students

as interns last summer. Nakia McKenzie completed this program for a third year. She assumed the full responsibilities of a manager, 40 hours a week for 12 weeks.

“What I like most about the internship is that I am not treated as an intern... As a customer service manager, my responsibilities were hiring, disciplining, and attending to personnel. I ordered uniforms, trained new cashiers, and conducted orientations and interviews.”

Nakia and her fellow interns were also posed with the challenge of creating a sandwich that would sell and have a reasonable shelf life. Nakia’s team won. “Now our sandwich, The Fire Cracker, is being sold in several locations.”

Nakia’s experiences at Stop & Shop will help her pursue her career goals in managerial marketing. “I feel if I were placed in a store today as a manager, I would be successful.”



Build strong relationships. Provide individual support. Pursue your college dreams. Access higher education. Research colleges. Fill out applications. Offer personalized guidance. Give advice. Collaborate. Solve problems. Brainstorm. Write. Tell your story. Be a role model. Overcome obstacles. Apply for financial aid. Research scholarships. Advocate. Find your fit. Get in. Celebrate. Select a suitable school. Commit yourself. Transition to college. Attend orientation. Prepare to succeed on campus. Plan ahead. **College Success Program** Success depends on you. Earn

College Success Program

Bottom Line helps students succeed in college using our unique DEAL model. Our counselors provided guidance in four areas: Degree, Employability, Aid, and Life.

In 2010, 749 students who attended 18 Massachusetts colleges received on-campus support through our College Success Program. 711 college students were supported from Bottom Line's Boston office and 38 from our Worcester office. 88% of these students graduated or remained on track to graduate.

While each student received campus visits and phone calls, our services were tailored to suit individual needs. Whether academic struggles, life circumstances, or financial barriers posed threats to progress, our counselors guided their students through the challenges they faced and helped them stay on track to graduate.

One of our Bridgewater State University students says, "I was having trouble with Biology and I was going to withdraw. My counselor convinced me to stick through it and get a tutor. I ended up passing with a B." Bottom Line helped students overcome obstacles like this on the following campuses.

Assumption College
Bentley University
Boston College
Boston University
Bridgewater State University
Clark University
College of the Holy Cross
Mass. College of Liberal Arts
Northeastern University
Salem State University
Smith College
Suffolk University
Tufts University
UMass Amherst
UMass Boston
UMass Dartmouth
Worcester Polytechnic Institute
Worcester State University





“I don’t know what I would do without Bottom Line

in terms of financial aid. During crucial times in school, I’ve seen others getting stressed out and aggravated with the process. It’s a golden advantage knowing I have Bottom Line’s help.”

-Northeastern University student

A young man with a goatee, wearing a brown zip-up jacket and a patterned beanie, is smiling and giving a thumbs-up gesture. He is standing outdoors in front of a building with light-colored horizontal siding. The background is a clear blue sky.

Bottom Line mailed 1,362 care packages,

sent 4,767 cards, and made 133 trips to college campuses last year. While helping our college students fill out financial aid forms, renew scholarships, pick classes, find jobs, connect with tutors, declare majors, and manage their busy schedules was imperative to their success, helping them stay motivated and cope with personal issues was just as important.

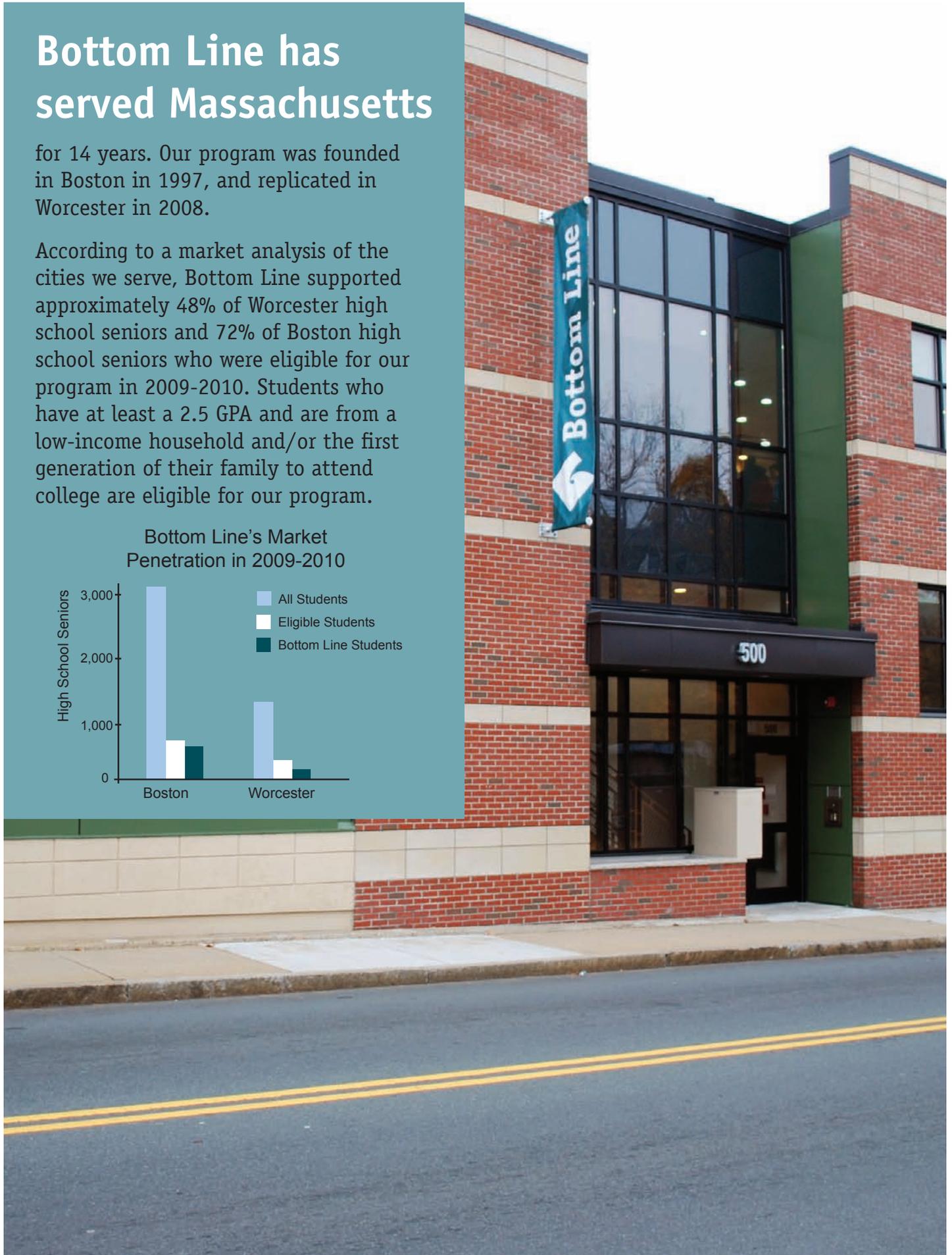
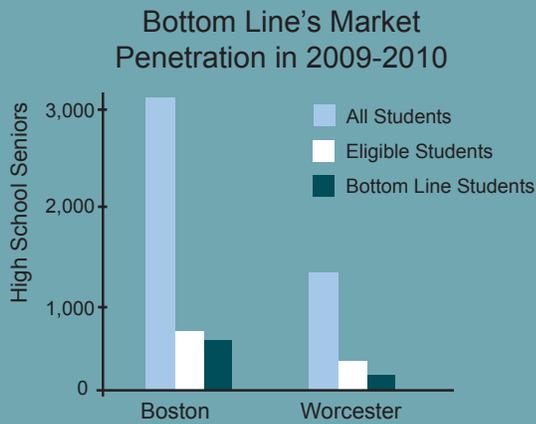
Bottom Line student Vanessa says, "My counselor not only helped me with financial and academic problems, but with other difficulties I was facing in my life. She supported me and helped me strengthen my courage and self-esteem."

As a result of Bottom Line's multi-faceted guidance, 92 new students graduated from college in the 2009-2010 school year. This increased our 6-year college graduation rate to 73%, which is twice the typical graduation rate of students from the Boston Public Schools.

Bottom Line has served Massachusetts

for 14 years. Our program was founded in Boston in 1997, and replicated in Worcester in 2008.

According to a market analysis of the cities we serve, Bottom Line supported approximately 48% of Worcester high school seniors and 72% of Boston high school seniors who were eligible for our program in 2009-2010. Students who have at least a 2.5 GPA and are from a low-income household and/or the first generation of their family to attend college are eligible for our program.



Build strong relationships. Provide individual support. Pursue your college dreams. Access higher education. Research colleges. Fill out applications. Offer personalized guidance. Give advice. Collaborate. Solve problems. Brainstorm. Write. Tell your story. Be a role model. Overcome obstacles. Apply for financial aid. Research scholarships. Advocate. Find your fit. Get in. Celebrate. Select a suitable school. Commit yourself. Transition to college. Attend orientation. Prepare to succeed on campus. Plan ahead. **Expansion** Provide long-term support. Success depends on you. Earn

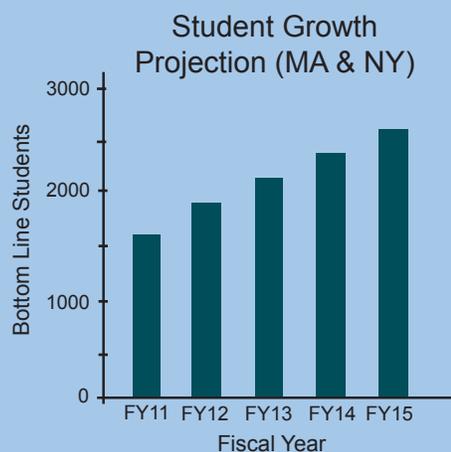
Expansion

Bottom Line completed a plan to expand our organization over the next 5 years. This growth strategy outlines the steps Bottom Line will take to serve more students, build a national presence, and lead the effort to increase college attainment rates. We have set an ambitious goal to support 2,600 students by 2015. As the first major step in this expansion, we will open a New York City office in July 2011, in addition to continuing our growth in Massachusetts.

New York City was chosen as Bottom Line's next site because of the city's size, need, and vibrant college environment. New York is the largest city in the United States and has a high percentage of low-income and first-generation students. Furthermore, graduation rates of underrepresented students are as low as 30% at some of the most commonly attended colleges. With more than 100 college campuses in the area, New York City is a prime location for Bottom Line to provide services and improve the outcomes of low-income and first-generation students.

We will begin serving New York City students in 2011. To lay the groundwork, we have met with other youth-serving organizations, corporate leaders, and local funders. We have also met with officials from the Department of Education who we hope to work with to change inadequate education policies and promote the need for support services during college.

Bottom Line has grown every year, and 2010 has been no different. While the goals we set in our growth plan are lofty, we are confident in our organization's ability to achieve them. We have begun taking the first steps to becoming a national organization and we will continue to pursue this goal in the coming year.



Success depends on you. Earn your college degree. Stay enrolled. Make appropriate choices. Select a major. Make friends. Renew scholarships. Transfer. Persist to graduation. Offer one-on-one mentoring. Stay on track. Assess your progress. Visit campus. Nurture. Send cards and care packages. Connect with resources. Develop your professional skills. Challenge yourself. Study. Avoid excessive debt. Communicate. Perform in the classroom. Grow. Maintain your financial aid. Cope. Achieve your goals. Listen. Call. Ask for help. Learn new skills. Build your brand.

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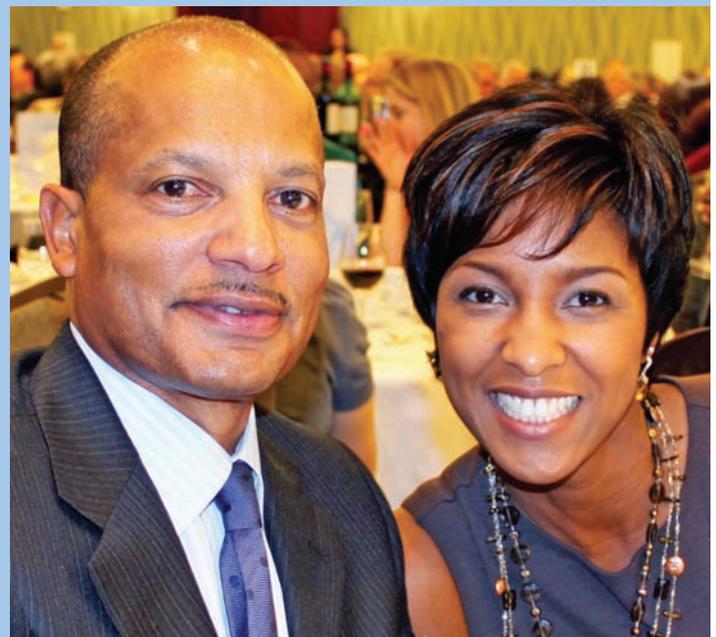
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 Rosa Stamos
 Ryan Steel
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 Justin Stephan
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 Gretchen Trafton
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 Adam Tucker
 Daniel Tucker
 Scott Tyler
 Theodore Tyson
 Sarah Underhill
 John Vanderpol
 Ingrid Vargas
 Kapil Vashistha
 Felipe Venegas
 Cheryl & David Villandry
 Jonathan Vipond
 Lauren & Peter Vitulli
 Erik Vogan
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 Stanley & Debra Wasilauski
 Mike Wasserman
 Petter Wendel
 Donald & Cindy Westmoreland
 Kim Whelan
 Nancy White
 Whitney Trimble
 Tony Wilkins
 William Hobson
 Rick Williams
 Donna Wilson
 Holly Wojcik
 Susan Wolf

Toni & Bernard Wolfman
 Worcester Telegram & Gazette
 Bryan Wren
 Dan Wysocki
 Jeffery York
 Sun Zi

In-Kind Donations

Cohen Design
 Anthony's Pier 4
 Aquitaine
 b.good
 Beacon Hill Athletic Club
 Beacon Photography
 Bertucci's
 Best Valley Wines
 Beth Hedges
 beTM Interior Design
 BNY Mellon
 Boston Athletic Association
 Boston Athletic Club
 Boston Beer Company
 Boston Bruins Foundation
 Boston by Foot
 Brookline Booksmith
 Center for Asian Martial Arts
 The Charles Hotel
 Comcast
 DeCordova Museum
 East Coast Grill
 Edible Arrangements
 F1 Boston
 Fallon Fine Art
 Felt Boston
 Fidelity Investments
 Firefly American Bistro
 The Fireplace
 Good
 Alan Halfenger
 The Hampshire House
 Holly Cleaners
 ImprovAsylum
 Institute of Contemporary Art
 Irie Jamaican Style Restaurant
 Isabella Stewart Gardner Museum
 Jillian's Boston
 Kickass Cupcakes
 Kings Lanes, Lounge & Billiards
 La Morra Ristorante
 La Tete Hair Salon

Lineage
 M+M Design
 McGreevy's
 Michele Topor's Food Tours of Boston
 Mohegan Sun
 Viola Morse
 National Grid
 New England Patriots Charitable
 Foundation
 New Repertory Theatre
 Charlie O'Connor
 Pawtucket Red Sox
 Peter Pedro
 Pepsi Bottling Group
 Plimoth Plantation
 The Preservation Society of Newport
 County
 Renaissance Boston Waterfront Hotel
 Revolution Rock Bar & Lounge
 RTS Enterprises
 Sakonnet Vineyards
 Salon Mario Russo
 Seaport Hotel
 Simplicity
 SpeakEasy Stage Company
 Sterling Golf Management, Inc.
 Sullivan Tire
 Sun Wine Fest
 The Swan Boats of Boston
 Seyfarth Shaw
 Dave Terry
 Tremont Tea Room
 Truro Vineyards of Cape Cod
 Turtle & Tadpole
 Upstairs on the Square
 Verizon Wireless
 Vinalia
 Wachusett Mountain Ski Area
 Westin Boston Waterfront
 Westin Copley Place Hotel
 Wheelock Family Theatre
 Whole Foods
 Worcester Art Museum
 Worcester EcoTarium
 Worcester Tornadoes



Build strong relationships. Provide individual support. Pursue your college dreams. Access higher education. Research colleges. Fill out applications. Offer personalized guidance. Give advice. Collaborate. Solve problems. Brainstorm. Write. Tell your story. Be a role model. Overcome obstacles. Apply for financial aid. Research scholarships. Advocate. Find your fit. Get in. Celebrate. Select a suitable school. Commit yourself. Transition to college. Attend orientation. Prepare to succeed on campus. Plan ahead. Success depends on you. Earn

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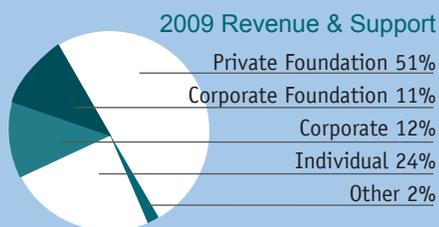
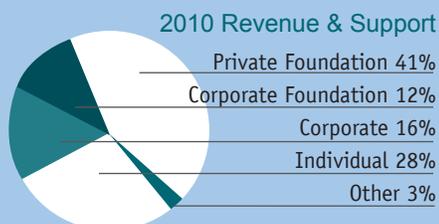
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Success depends on you. Earn your college degree. Stay enrolled. Make appropriate choices. Select a major. Make friends. Renew scholarships. Transfer. Persist to graduation. Offer one-on-one mentoring. Stay on track. Assess your progress. Visit campus. Nurture. Send cards and care packages. Connect with resources. Develop your professional skills. Challenge yourself. Study. Avoid excessive debt. Communicate. Perform in the classroom. Grow. Maintain your financial aid. Cope. Achieve. Stay in touch. Listen. Call. Ask for help. Learn new skills. Build your brand.

Financials

Statements of Financial Position | The Bottom Line, Inc. | June 30, 2010 & 2009



ASSETS	2010	2009
Current Assets:		
Cash	\$1,802,428	\$1,729,207
Restricted cash	\$191,000	\$203,487
Pledges receivable	\$213,795	\$89,000
Prepaid expenses and other assets	\$22,004	\$19,966
	\$2,229,227	\$2,041,660
Property and Equipment:		
Database & website	\$116,563	\$104,563
Furniture & equipment	\$177,371	\$155,120
Leasehold improvements	\$51,552	\$51,552
	\$345,486	\$311,235
Accumulated depreciation	(\$136,593)	(\$79,968)
	\$208,893	\$231,267
Other Asset:		
Deposits	\$13,020	\$14,020
TOTAL ASSETS	\$2,451,140	\$2,286,947
LIABILITIES AND NET ASSETS		
Current Liabilities:		
Accounts payable	\$44,863	\$60,951
Accrued expenses	\$69,061	\$49,790
Scholarships payable	\$191,000	\$203,487
	\$304,924	\$314,228
Deferred Rent	\$31,446	\$10,482
Net Assets:		
Unrestricted	\$1,912,689	\$1,829,790
Temporarily restricted	\$202,081	\$132,447
	\$2,114,770	\$1,962,237
TOTAL LIABILITIES AND NET ASSETS	\$2,451,140	\$2,286,947

Statements of Activities | The Bottom Line, Inc. | Years ended June 30, 2010 & 2009

	2010	2009
Revenue and Support:		
Contributions	\$1,458,222	\$1,643,021
Special events	\$692,428	\$486,628
Cost of special events	(\$127,232)	(\$105,772)
Program revenue	\$63,750	\$27,500
Interest	\$2,752	\$13,907
	\$2,089,920	\$2,065,284
Expenses:		
Program services	\$1,637,706	\$1,442,509
Administration	\$149,557	\$133,430
Fundraising	\$150,124	\$104,429
	\$1,937,387	\$1,660,368
Change in net assets	\$152,533	\$404,916
Net assets at beginning of year	\$1,962,237	\$1,557,321
NET ASSETS AT END OF YEAR	\$2,114,770	\$1,962,237

Statements of Cash Flows | The Bottom Line, Inc. | Years ended June 30, 2010 & 2009

	2010	2009
Operating Activities		
Change in net assets:	\$152,533	\$404,916
Adjustments to reconcile change in net assets to net cash used in operating activities:		
Depreciation	\$56,625	\$55,825
(Increase) decrease in assets:		
Restricted cash	\$12,487	(\$201,343)
Pledges receivable	(\$124,795)	\$323,750
Prepaid expenses and other assets	(\$2,038)	(\$8,793)
Deposits	\$1,000	\$1,424
Increase (decrease) in liabilities:		
Accounts payable	(\$16,088)	\$30,576
Accrued expenses	\$19,271	\$10,622
Scholarship grants payable	(\$12,487)	\$13,343
Deferred Rent	\$20,964	\$10,482
Net cash provided by operating activities	\$107,472	\$640,802
Investing Activity:		
Purchase of property and equipment	(\$34,251)	(\$186,958)
Net cash used in investing activity	(\$34,251)	(\$186,958)
Net increase in cash	\$73,221	\$453,844
Cash, beginning of year	\$1,729,207	\$1,275,363
CASH, END OF YEAR	\$1,802,428	\$1,729,207

Upline Accime Charles Achibiri Viola Adhami Carlos Aguilar Lolav Ahmed Rondik Ahmed Soumia Aitelhaj Ugo Ak
Jacqueline Alves Sonia Alves Nisaury Amador Victoria Amador Kasha Ambrose Brandi Ann Andrade Jason Andrade
Arnoux Lima Asrar Christiana Awosan Felicia Awosan Anulfo Baez Stalin Baez Devona Bailey Gina Balthazar Mallory B
Christina Biayemi Hawa Biayemi Darlene Bidy Jennifer Bido Lataya Bishop Troy Botts Fabiola Bousseau Shanika
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Jandelle Council Stephanie Crawford Dalfany Cruz Wendy Cyprien Cecilia Davis Latoya Davis Yesenia De Los Santos
Madeline DoCanto Marshal Dorlus Cesarina Dos Santos Maria dos Santos Jahfree Duncan Nicole Duncan Naomi Dur
Nindra Eugene Armineuza Evora Fadumo Farah Christal Fenton Anicia Fernandes Lucy Fernandes Angela Fernand
Francis Martine Francois Ruth Francois Ednei Furtado Lourdes Furtado Millisent Fury Hopkins Majory Gabriel Marqu
Geneste Natalie Gill Masooda Gohari Maria Gomes Solange Gomes Zelda Goncalves Cindy Gonzalez Cindy Gonzalez M
Guan Daisy Guerrero Maria Guerrero Noelani Guerrero Elizabeth Guerrier Mica Gustin Tuan Ha James Hairston Ubah
Huynh Zakiyyahah Id-Deen Natalie Inozil Uchenna Iruka Calvin Ivy Nancy Jean-Baptiste Stephane Jean-Baptiste
Ameeka Johnson Claudine Johnson Jessica Johnson Vineesha Johnson David Johnson-Mack Bessie Jones John Jo
Chioma Kamalu Phillip Kelly Linda Kieu Lyia Kledong Alba Kotoni Natasha Labbe Sherlyne Ladouceur Laurine Lam
Lee Susan Lee Wing Lee Donald Leonard Franconero Leonard Brandt Lewis Xu Yi Li Sa
Charles Eugenie Lu Mauricia Luma



Mitchell Rahma Mohamud Yolima Montoya Oluwatoyosi Morakinyo Guerdith Morency Charmin Moreta-Delara Judith
Yee Fai Ng Celia Ngale Hanh Nguyen Jeannette Nguyen Kim Nguyen My Huong Nguyen Natalie Nguyen Kaine Nicholas
Olotu Sandra Orellana Miriam Ortiz Manuel Paniagua Ilda Papaarigjir Tayla Paschal Susan Paul Mary Paulino Menwon
Walkens Petit-Frere Stephanie Philippe Johanne Philistin Candice Phillips Kadian Phillips Omar Phillips KyQuan P
Waheed Pirzai Mervine Plaisimond Frinny Polanco Mayorin Porras Penny Price Widline Pyrame Adam Ramirez Layla
Shani Roberts Tena Robinson Cristina Rodrigues Denise Rodrigues Melissa Rodrigues Monique Rodrigues Thomas R
Mirilandy Rosario Sonia Rosario Suhay Rosario Yuri Rosario Tikola Russell Doris Sagastume Ponko Ginette Saimprevil
Sanon Daysa Santana Vanessa Santos Fleni Saridis Dolla Seng Ileana Sevilla Sophia Simeon Volsie Simplicie Shakan
Soto Zandra-Dee Spence Monique Spencer Chloe Springstead Fitz Gerald St. Cloud Kerline St. Fleur Gerald St. Just
Tak Sun Serginio Sylvain Inara Tabb Jenny Tafur-Rodriguez Siu Tam Shoggaï Tamarat Telma Tavares Justin Taylor Be
Connie Thomas Denroy Thomas Michelle Thomas T'shana Thomas Alicia Thompson Nicole Thorne Jocey Timas Jessic
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