



Message from the CEO



Dear Friends,

Bottom Line has completed our 16th year and the future has never looked so bright. Thanks to your confidence and support we continue to push ourselves to work with many more students every year. We have built some wonderful new partnerships with long-term investors locally and nationally and we have reinforced our objective to build stronger communities in the areas we serve.

Tremendous energy and thought surrounds the issue of college completion and we find ourselves right in the middle of the activity. Bottom Line's role is the same now as it has always been – ensuring that above all, the students we serve come first. And that a quality RELATIONSHIP with a Bottom Line counselor will make a positive difference leading towards graduation. In the pages of our 2013 Annual Report you will read about many of the exciting things happening at Bottom Line including the development of our Success Direct program model and our upcoming national expansion (Chicago!). But none of these things would be possible without the initial spark of a relationship that is born between student and counselor.

We thank you for your support and continued confidence in our solution to break the cycle of poverty by building thriving communities from within through higher education.

Sincerely,

Greg Johnson

CEO

Our Mission

Bottom Line helps low-income and first-generation students get in to college, graduate from college, and go far in life.

Our Vision

We work to ensure that every student can access and attain a bachelor's degree, 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 Core Values

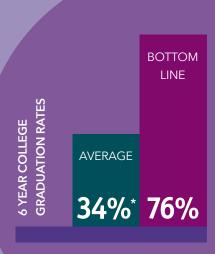
Relationships. Persistence. Results. Efficiency. Responsibility. Excellence.

Our Programs

College Access centers around counselors helping high school seniors navigate every step of the college application process, including researching schools, writing essays, applying for financial aid, and selecting a well-matched college to attend.

College Success begins the summer after high school with a summer bridge program. Once the semester begins, students will receive up to six years of oncampus / relationship-focused support to help resolve problems that threaten to derail their progress toward graduation. We focus on academic Degree progress, Employability, financial Aid and Life. By building strong one-on-one relationships and monitoring progress with our DEAL assessment rubric, Bottom Line greatly enhances our students' chances of success in college and beyond.





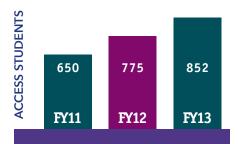
 Moving beyond access: College success for low-income, first-generation students.
 The Pell Institute, 2008.

Growth

This past year has been marked by exciting progress. We continued to increase the overall number of students served across the whole organization by nearly 20%. As we grow, we will add staff to ensure each student relationship continues to be cultivated over many years; and to make certain quality decisions are made that lead to success.



In February 2013, the 4 team members from Bottom Line's national team moved into a separate space in the same building as our Boston office. In July, 2 more team members joined our effort, including Jed Smith, Chief Development Officer and Andrew MacKenzie, Director of Evaluation. We are looking forward to their contributions and experience as we look toward the future.



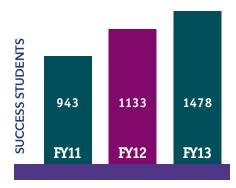
COMING SOON!Bottom Line Chicago

In the summer of 2014 we will open an office to serve the students of Chicago. This event marks a transitional moment in the organization as we will broaden our impact on a national scale. Chicago is a city that shares many of the same obstacles and advantages as Boston and New York. Chicago Public School graduates face the same challenges as students from other large metropolitan areas. The overall 6-year college graduation rate of CPS graduates is 45%. We've seen that we can dramatically impact that outcome and over the next few years we will be working with thousands of additional students.



There's no App for that!

Throughout the past year there has been an explosion of online tools and phone-based apps designed to provide support to students making their way to and through the higher education system. We look forward to integrating technology into our program where it will add value to our work, but we believe firmly that these tools cannot replace the critical nature of the one-on-one student counselor relationship.



Now in three offices (Dorchester, Jamaica Plain and Worcester), Bottom Line – Massachusetts grew to a staff of 36 employees in the 2012-2013 school year. We supported just over 2,000 students and for the first time 87% of our most recent class of college students have graduated. Thanks to a \$2.5M commitment from the Lewis Family Foundation, we have concentrated our growth in Boston's highest-need communities: Dorchester, Roxbury and Mattapan. We plan to double the number of students we serve from these neighborhoods, and the number of college students we support overall, by 2017.



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

Massachusetts



of our most recent class of college students graduated in 6 years

Like many other Bottom Line students, Josie juggles school, a social life, and significant financial responsibility for her family. She is always available to her two younger siblings as a role model and caretaker. She pays all of her own bills and works long hours. With all of these obligations, Josie struggled in her first year of college to determine a major, balance school and family responsibilities, and gain meaningful work experience.

Through monthly on-campus visits, weekly phone conversations and frequent emails, Josie's Bottom Line counselor, Nicolle, was able to be her support system. Nicolle helped her realize her interest in nursing and was ecstatic when Josie was admitted into the university's prestigious nursing program. She connected Josie to Family Van, an organization where she gained real-world nursing experience by performing screenings, delivering health counseling and referring patients to specialists.

"I really
appreciate that my
counselor checks up on my
financial aid and class grades to
make sure I'm on track and nothing
gets in the way of my education."

Matthew Yu UMass Boston '17



"While my academic institution was a suitable place to commence my academic career, the extra one-on-one attention I received and continue receiving from Bottom Line is truly what helped me get to where I am today. Every counselor I've been assigned has provided me with academic encouragement as well as personal and financial advising support. I am absolutely thankful to be a part of a program that is hungry for every individual student to achieve success!"

Josie Miranda UMass Boston '16



"Over the past five years, I was fortunate enough to have Bottom Line counselors who supported me to become the person I am today. My most recent Bottom Line counselor, Sheryl, worked tremendously hard to help me apply to graduate school at Assumption College. Sheryl also looked over my resume to make sure it was 'interview ready'. If it wasn't for the support and guidance of Bottom Line, I have no clue where I would be today!"

Tyler Holman
UMass Dartmouth '13

In May 2013, our first class of Worcester students graduated from college. Tyler Holman (featured above) joined 165 other Bottom Line students from Boston and Worcester to receive a diploma and begin a career.

Through Bottom Line's innovative approach, called Success Direct, low-income and first-generation college students who received guidance from other programs while in high school can now have the support of a Bottom Line counselor while in college and until graduation. With the growth of our Success Program, Bottom Line plans to produce 434 new college graduates annually by 2019.

Bottom Lin students of in the 201

Bottom Line - Massachusetts students graduated from college in the 2012-2013 school year "My
family came from
China seven years ago, so we
did not have enough knowledge
of the U.S. education, finance and
employment systems. However, my Bottom
Line counselor has assisted me to become
successful in college and my career. My
counselor even set up two mock-phone
interviews to boost my confidence
before the real interview."

Jin Feng Chen
UMass Amherst '14

In 2011, Bottom Line - New York opened its doors to 120 high school students and 20 first-year college students. In just a little over two years, the New York office has grown to serve nearly 700 students all of whom are committed to earning a bachelor's degree. We've seen tremendous growth since Bottom Line - New York's inception, but this is only the beginning - by 2017 we'll be serving over 2,000 students annually.

CUNY Brooklyn College • CUNY City College • CUNY City Tech • CUNY College of Staten Island • CUNY Hunter College • CUNY John Jay College • CUNY Lehman College • CUNY York College • Fordham University • Sage Colleges of Albany • SUNY Albany • SUNY Buffalo State • SUNY New Paltz • SUNY Stony Brook • St. Francis College • St. Joseph's College

New York

We have seen an overwhelming demand for our programs in New York, especially for the College Success program. As a result, we now work with students referred from high schools and community-based organizations around the city to provide our long-term college retention support. This past spring, we received nearly double the number of applications for which we had slots. This year we're supporting even greater numbers of New York City students as they work toward earning a college degree.



Like many New York City high school students, Greg Fletcher attended a large high school with hundreds of seniors and one college counselor. For Greg, the relationship he developed with Victoria, his Bottom Line counselor, was far more personalized than the one he could have developed with his counselor in school.



Ensuring that all students have a college option that is a good fit financially, academically and socially is central to Bottom Line's College Access work.

Throughout the fall, Greg worked with Victoria to research colleges, build a solid college list, edit and revise his essays and complete applications to over 16 colleges.

In January, their focus turned to completing the extensive financial aid forms necessary to ensure that Greg would have a set of affordable choices come spring.

When decision-making time rolled around in the spring, Greg had to make a difficult choice between the local school he'd had his heart set on, Baruch College, or leaving the city to try something completely new - Ithaca College. At first Greg was nervous at the idea of living away from home, but Victoria encouraged him to take the risk. Today Greg is mid-way through his first year at Ithaca College studying business.

pushed me to have new experiences - without that push I probably wouldn't have made the decision to leave home."

> Greg Fletcher Ithaca College '17

Greg Fletcher

Brooklyn, New York George Westinghouse HS '13 Ithaca College '17

Year in the Life: Highlights

Summer

- 6/25 Meets Victoria for the first time.
- 7/31 Builds an initial college list.
- 8/9 Finalizes CUNY and SUNY list.
- 8/29 Works on brainstorming and outlining essay topics.
- 9/15 Finalizes college list and edits essays with Victoria.

Fall/Winter

- 10/10 Plans a timeline for completing college applications.
- 10/18 Works with Victoria on supplemental essays.
- 10/22 Submits CUNY and SUNY applications!
- 11/13 Sees Victoria for help on additional applications.
- 11/30 "Hits submit" on all of his college applications!

Spring

- 1/14 Completes financial aid applications.
- 2/25 Hunts down the documents needed to apply for Opportunity Programs.
- 3/30 Received acceptances and financial aid packages from 13 schools.
- 4/8 Relies on Victoria to help analyze financial aid packages to determine the best fit.
- 5/1 Decides to go to Ithaca College.



Success

Like many Bottom Line students, Marlin Santana struggled to adjust to the academic expectations of college. Our counselors work with students to improve their study habits, maximize academic support on campus, and manage the competing priorities of school, work, family and friends. In the end, Marlin pulled off a tough first semester with a 3.06 GPA!

"Bottom Line has
helped me grow not only
as a student but as a person too.
Bottom Line gave me the resources
and confidence to tackle a variety
of problems from my financial aid to
homesickness. There's no doubt in my
mind that they have my back."

Marlin Santana SUNY - Buffalo '16

of years that Bottom Line will support a student through college

We believe that having a dedicated full-time counselor is essential to ensuring that a student achieves success and earns their degree.

When Marlin reached out to Risa in the winter, she was stressed and feeling disconnected from family and friends.

Risa coached Marlin through the moment by phone, and then sent her a care package with a card signed by the entire Bottom Line staff to help cheer her up.

Financial instability can be a major barrier to completing college for low-income students. Bottom Line provides financial coaching and works with students to help them maintain their financial aid throughout college. With the support of Bottom Line, 94% of our students remain on track financially throughout their time in college.

Marlin Santana

Bronx, New York
Peace and Diversity High School '12
SUNY College at Buffalo State '16

Year in the Life: Highlights

Fall

- 9/27 Marlin's financial aid was reduced. Discusses with Risa how to manage her remaining financial obligations.
- 10/9 Creates a time management calendar with Risa to help keep track of her study time.
- 11/28 Reviews test-taking strategies and prepares for finals.

Winter

- 1/8 Reviews her first semester at school and makes a plan for getting more involved on campus.
- 2/5 Reviews academic progress and checks on financial aid and campus life.
- 2/28 Reaches out to Risa because she's feeling overwhelmed.

Spring

- 3/8 Is referred by Risa to a colleague in the education field to learn more about career opportunities.
- 4/11 Updates her financial aid forms.
- 5/3 Works with Risa to map out her study schedule for finals.
- 6/12 Becomes a coach for the new class of incoming Bottom Line students at her college.

Financials

Statements of Financial Position*	2013	2012	
Cash and cash equivalents	2,735,779	2,128,881	
Pledges receivable	1,911,462	1,218,879	
Prepaid expenses & other assets	70,249	44,245	
ASSETS	4,717,490	3,392,005	
Property & Equipment (less depreciation)	175,613	184,029	
Other assets	1,103,769	133,152	
TOTAL ASSETS	5,996,872	3,709,186	
Current liabilities	305,917	113,466	
Deferred rent	47,754	47,166	
Net assets	5,643,201	3,548,554	
TOTAL LIABILITIES AND NET ASSETS	5,996,872	3,709,186	
Statements of Activities **	2013	2012	
REVENUE & SUPPORT	6,096,153	2,825,716	
Program Services	3,240,926	2,313,561	
Administration	309,642	273,694	
Fundraising	<u>450,938</u>	288,810	
EXPENSES	4,001,506	2,876,065	
Change in net assets	2,094,647	(50,349)	
Net assets, beginning of year	3,548,554	3,598,903	
NET ASSETS, END OF YEAR	5,643,201	3,548,554	
Statements of Cash Flows**	2013	2012	
Net cash provided by operating activities	687,141	173,930	
Net cash used in investing activity	(80,243)	(70,757)	
Net increase in cash	606,898	103,173	
Cash & cash equivalents, beginning of year	2,128,881	2,025,708	
CASH & CASH EQUIVALENTS, END OF YEAR	2,735,779	2,128,881	

^{*} June 30, 2013 & 2012

^{**} For the period from July 1, 2012 - June 30, 2013 & July 1, 2011 to June 30, 2012.

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"My counselor is
wonderful. Not only is
she friendly and kind, but she
understands the path that I'm going
toward and carefully weighs out the pros
and cons of each choice. For example, she
took the time to help me break down the
classes I need to take to get
toward my major."

Brian Ng UMass Boston '17 My counselor
makes the process really
easy. She's very kind and
supportive. And she has very
flexible hours which is great. I feel
like she's there because she
genuinely wants to help us out.

Kwasi Bandoh Worcester South HS '14

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2200

of students that Bottom Line worked with this year

\$100.000+

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