



#standup4CB

Menkahre,  
senior at Grand Center  
Arts Academy with his  
mom, Jewel



Scott, CB's Executive Director with Kelvin, University of Missouri–St. Louis alum and AmeriCorps VISTA

"Everyone needs a support network to keep you on track, to hold a mirror up to you when you're about to make a mistake, or to make sure you are accountable to your goals. No one goes at it alone." -Kelvin



Dear Friends & Family,

This has been a year of definition. After celebrating our ten year anniversary in 2016, we have been diligently setting the stage for what College Bound will be in the next decade and beyond. We are proud of what we have accomplished and know it is our responsibility to be vital, viable and stable for the long-term. The bedrock of a sustainable culture is to name, and live by, the values crucial to guide the work. We adopted a set of core values this January so that CB will continue to push our students to new heights. They are:



**Foundation of Trust.** The root of trust is reliability, teamwork, and integrity. Establishing trusting relationships with our students, families, partners, and colleagues allows us to align and improve.

**Focus on Achievement.** The path to a college degree is long and challenging and we never stray from our foremost priority, college degree attainment. We hold ourselves accountable to clear, bold goals to ensure we win the long game.

**Responsibility to Reflect.** We take time to analyze our actions and data in pursuit of continual improvement. We never stop learning from research, our partners, our students, and each other.

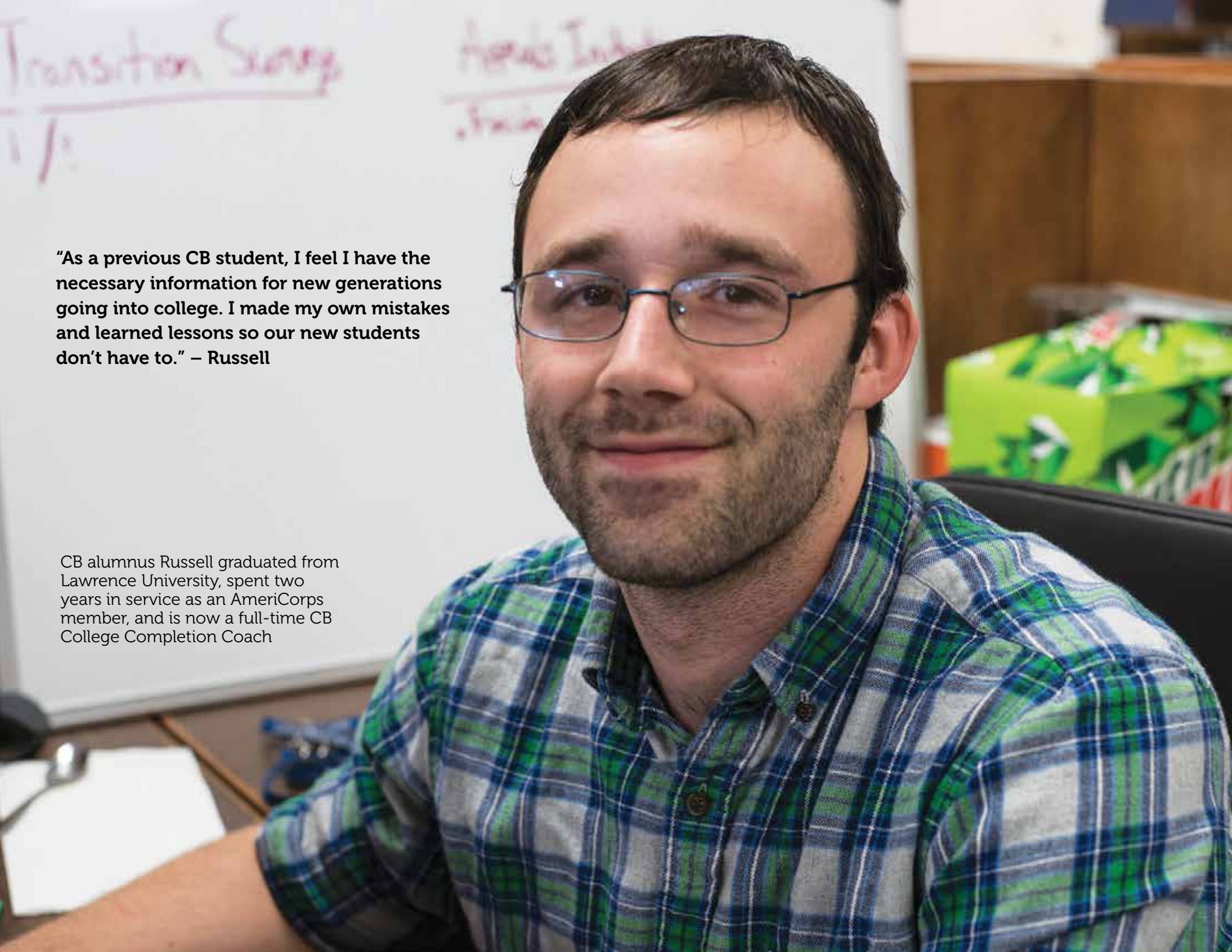
**Spirit of Gratitude.** We find joy in the journey and celebrate how lucky we are to work with so many amazing young people.

Living into our core values means that we are a more trusting, aligned, understanding, and grateful force for change. It sets the bar for being responsive to changes in higher education, helping students identify their paths with greater purpose, and doing the hard work that building and maintaining trust requires. Having reflection as part of our culture helps us recognize the people, partners and organizations to whom we are grateful. As someone who shares a passion for our mission and who has supported our cause, thank you for all that you do to stand up for CB.

In trust,

A handwritten signature in black ink, appearing to read "S. Baier". The signature is stylized with a large, sweeping "S" and a distinct "B".

Scott Baier | Executive Director

A man with short dark hair, glasses, and a beard is smiling slightly. He is wearing a blue and green plaid button-down shirt. He is sitting in front of a whiteboard. On the whiteboard, there is handwritten text in red marker. To the left, it says "Transition Survey" with "1/1" below it. To the right, it says "Harris Institute" and "Transition" below it. In the background, there is a wooden cabinet and a green and white patterned box.

**"As a previous CB student, I feel I have the necessary information for new generations going into college. I made my own mistakes and learned lessons so our new students don't have to." – Russell**

CB alumnus Russell graduated from Lawrence University, spent two years in service as an AmeriCorps member, and is now a full-time CB College Completion Coach

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## Mission

Through an individualized, holistic, and multi-year commitment, College Bound empowers promising students from economically disadvantaged backgrounds to achieve bachelor's degrees and fulfilling careers.

## Who We Are

College Bound offers St. Louis students a support system that prepares them for success in college and life. It lasts from seven to nine years: from sophomore year of high school to senior year in college. The commitment we make to our kids is deep, customized, and long term. We do not cut corners.

College Bound is rigorous about student grade collection. If a sophomore's grades don't reflect her potential, we make a plan. We loop parents in at every turn. When we need to have a meaningful conversation with a family who does not speak English, we hire a translator. We step up when life gets hard. If a collegian drops out after experiencing trauma and grief, we are there by his side for healing. And for navigating the process of enrolling again.

## Why We Are Here

The St. Louis Regional Chamber identified raising college completion rates as the most important lever in lifting the regional economy. But for low-income, first-generation college-goers, college can be a revolving door. Few enter, and even fewer graduate. College Bound students have different results.

One of the key levers to breaking the cycle of generational poverty is access to family-sustaining careers, which require a college degree.

- The average St. Louis City resident with a bachelor's degree earns **\$41,513**.
- This compares to **\$22,397** for residents with only a high school diploma and **\$16,746** for residents who never completed high school.
- Over a lifetime, a college graduate will earn **\$1M** more.

In our first decade, we have proven that our model works. Now, we strive for excellence. We stand up for and in partnership with our promising, hardworking students.



Sheanique, sophomore at  
Grand Center Arts Academy  
with her mom, Veronica







High school  
sophomores: Bricyn,  
Westminster Christian  
Academy, Sheanique,  
Grand Center Arts  
Academy & Hawa,  
Eureka High School



## Our CB Students

In the 2016-17 school year, CB's full-service program reached **641** students, plus an additional **367** students via workshops with community partners. Our high school students attend **44** high schools across the St. Louis area; college students attend over **70** colleges and universities nationwide. Of these students:

- **88%** qualify for free and reduced-priced lunch.
- **90%** will be the first in their families with a college degree.
- **100%** are committed to obtaining their college degree (we know by specific markers).

### A typical CB student:

**EXPRESSES**  
sincere college  
aspirations

**EARNs**  
a 2.5 GPA in  
high school,  
or higher

**SPENDS**  
a month of  
summer in  
Math Intensive

**RAISES**  
their ACT  
score by  
two points

**APPLIES**  
for fly-in  
scholarships &  
visits two colleges

**TRAVELS**  
to CB for  
class & extra  
tutoring

**FOCUSES**  
on career path  
planning

**GOES**  
to camp for  
the first time

**NAVIGATES**  
applying for  
financial aid

**ENROLLS**  
in a four-year  
college

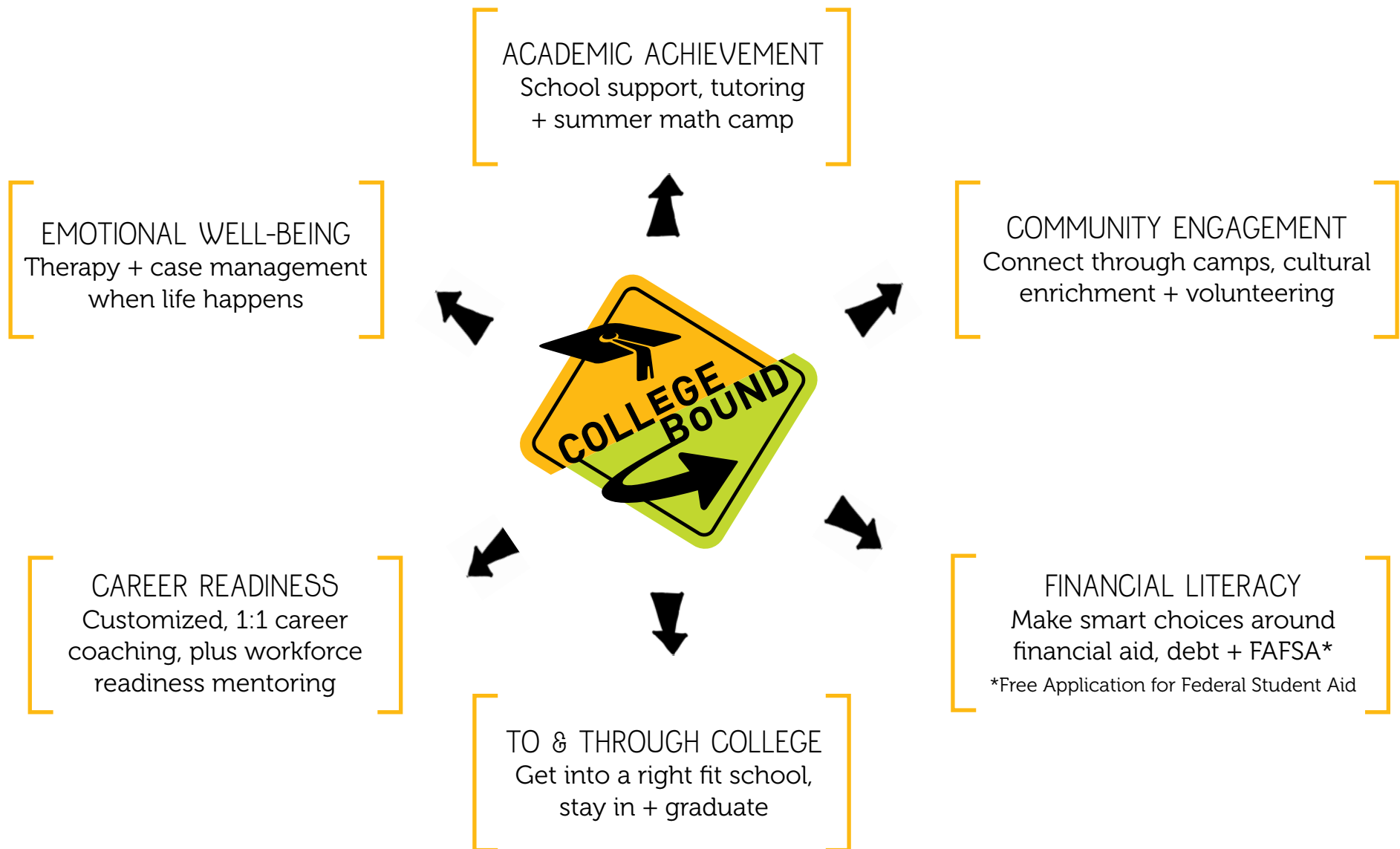
**VOLUNTEERS**  
within our  
community

**GRADUATES**  
college within  
six years

Tyrese, senior at Jennings Senior High School

## What We Do

We prepare students for degree attainment and life success. Throughout high school and college, for **7 to 9 years**, our students develop academic competencies, social and emotional skills, college knowledge and a strong community service ethic. At the heart of what we do is a close, long-term relationship with each student that focuses on:





Left: Cauterra, CB College Access Manager  
Right: Mariah, senior at Grand Center Arts Academy



## North Star Goals & Outcomes

In 2016, College Bound's Board of Directors conducted a rigorous strategic planning process. They asked: What is CB's North Star? Who do we want to be in 2026?

The answer: We want our students to achieve at rates better than their high-income peers, placing College Bound at the top of its class, nationally.

These goals hang in the center of our office and are at the center of our work. Our North Star points to:



**65%** of CB students will earn a bachelor's degree within **5 years** of high school graduation.



No student will have more than **\$35,000** in debt when they receive their baccalaureate degree.



Within **12 months** of college graduation, **75%** will be fully embarked on meaningful careers, directly or through enrollment in postgraduate program.

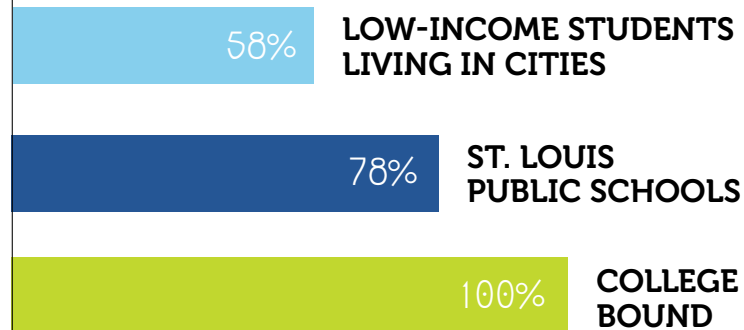


Kayla, freshman,  
Missouri Southern  
University



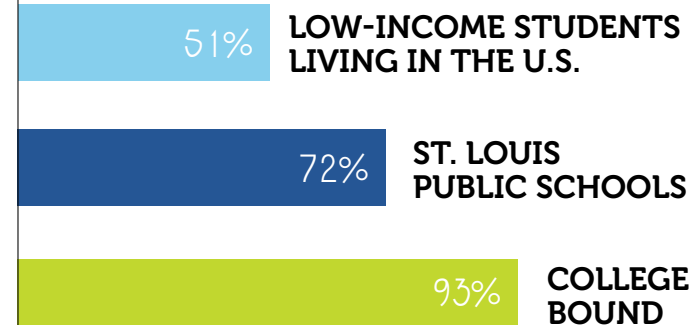
## HIGH SCHOOL GRADUATION

Since 2006, **100%** of College Bound's students have graduated from high school. It does not come easy; every graduation is well-deserved and hard-earned.



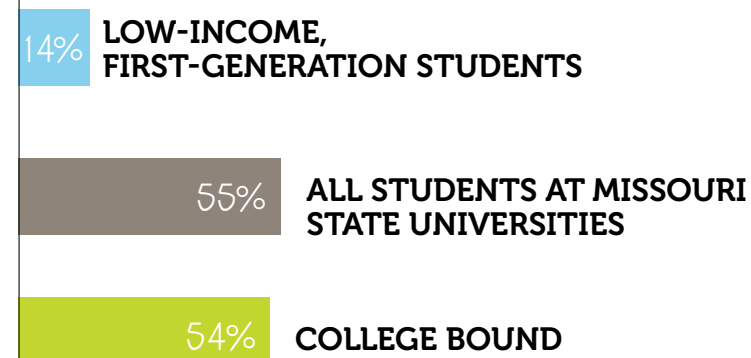
## COLLEGE MATRICULATION

Matriculation is more than just enrollment. It means that students secure funding, housing—and show up ready to be successful their first semester of class.



## COLLEGE GRADUATION

In **11 years**, CB has created a system that graduates students at the same rate as their high-income peers. Now, we are leveraging our data and knowledge to steadily increase our six-year graduation rate.



Sources: Cities in Crisis 2009: Closing the Graduation Gap, Editorial Projects in Education  
The Missouri Department of Elementary and Secondary Education | The National Center for Education Statistics



Kayla, University of Missouri –  
St. Louis alumna and CB  
AmeriCorps Coach with Josh, CB  
AmeriCorps Alumnus and Post-  
Collegiate Transition Manager



## Colleges we attend

One of our most coveted privileges is to hoot + holler as CB graduates walk across the stage to receive their diploma. We have a lot to cheer for: CB collegians graduate at **5 TIMES** the rate of their low-income, first-generation peers. Some of the colleges and universities our students attend include:

|  |                                      |
|--|--------------------------------------|
| American University                              | Northwest Missouri State University  |
| Bradley University                               | Oberlin College                      |
| Coe College                                      | Pomona College                       |
| Dominican College                                | Ranken Technical College             |
| Earlham College                                  | Rhodes College                       |
| Fontbonne University                             | Saint Louis Community College        |
| Gustavus Adolphus College                        | Saint Louis University               |
| Harris-Stowe State University                    | Saint Olaf College                   |
| Howard University                                | Southeast Missouri State University  |
| Illinois College                                 | Southern Illinois University         |
| Kalamazoo College                                | Spelman College                      |
| Kenyon College                                   | Truman State University              |
| Lawrence University                              | University of Central Missouri       |
| Lehigh University                                | University of Iowa                   |
| Lincoln University                               | University of Missouri - Columbia    |
| Lindenwood University                            | University of Missouri - Kansas City |
| Maryville University                             | University of Missouri - Saint Louis |
| Missouri University of Science<br>and Technology | University of Notre Dame             |
| Missouri Southern State University               | Vanderbilt University                |
| Missouri State University                        | Washington University in St. Louis   |
| Missouri Western State University                | Webster University                   |
| Morehouse College                                | Westminster College                  |
|  | Xavier University                    |

## Our Board of Directors

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Community Volunteer

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Retired

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**"I joined the board in 2009 and became Chair in October 2015. I have witnessed tremendous growth in the organization. As Chair, I want to make sure that the board is impactful, committed to the mission and follows best practices. All of this is key to the success of our programs, and most importantly, the success of our students." – Carol Staenberg, Chair**







»»strategic plan!

the north  
★star

- ↑ 65% grad rate (5yrs)
- ↓ <\$35,000 in debt
- ↑ 75% employment (months post-grad)

Where is our focus?<<<

- Improve Program Outcomes
- Enhance H.P. Process
- Plan for Growth

2016-17 College Bound Board of Directors



Personalized notes of encouragement stacked up waiting to go into collegian care packages

## Statement of Activities

Jan. 1, 2016 - Dec. 31, 2016

### SUPPORT & REVENUE

|                         |                  |
|-------------------------|------------------|
| Contribution Revenue    | 1,807,547        |
| Special Events          | 797,269          |
| In-kind Contributions   | 96,563           |
| Investment Income       | 200,908          |
| Other                   | 44,599           |
| Total Support & Revenue | <u>2,946,886</u> |

### FUNCTIONAL EXPENSES

|                           |                  |
|---------------------------|------------------|
| Program                   | 2,078,723        |
| General & Administrative  | 303,864          |
| Fundraising               | 363,393          |
| Total Functional Expenses | <u>2,745,980</u> |

Change in Net Assets 200,906

Net Assets, beginning of year 3,766,252  
 Net Assets, end of year 3,967,158



## AmeriCorps Service

CB AmeriCorps Coaches spend a year of their lives standing up for students. Their work is federally funded, made possible by the National Corporation for Community Service and the Missouri Community Service commission. Since 2008, **118** AmeriCorps Members have served at College Bound. Now, they're leaders in St. Louis and across the country. Their service is the heart of CB and we are fiercely proud of them.

**"I could not have pictured a better fit for my first two years of work after college. I have learned about leadership, acceptance, understanding, empathy, and community in ways that I would never have experienced if it weren't for the AmeriCorps program. I had never considered a career in college access, nor did I really understand what it meant, before taking my AmeriCorps position. Now I am certain that this is my calling." – Amy, CB AmeriCorps Coach**



SepTisha will graduate from Kalamazoo College in May 2018 and begin her career with Teach For America

## Stick with a Student Program

Our Stick with a Student program began in 2014 thanks to the commitment of some of our most loyal supporters. "Sticker" donors make a three-year pledge and now have the opportunity to be paired with an individual CB student. Stickers and students get to know each other personally through updates, lunch dates and special events. We are grateful to the dedication and mentorship our current Stickers:

Alison Allman & Bob McCoole  
Sally & Chuck Carpenter  
Jane & Peter Conrad  
Jennifer & Jonathan Deutsch  
Marilyn & Rich Dredge  
Alison & John Ferring  
Helen & Bill Gilbert  
Abby & Joe Goldberg  
Dorette & Ed Goldberg  
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Peggy & Lee Kaplan  
Erin & David Karandish  
Sally & Ken Katzif  
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Stacey & Rich Liekweg  
Anne Nativi-Walton & Troy Walton  
Joyce & David Price  
Mary & Steve Schoolman  
Carol & Michael Staenberg  
Nicky & Scott Stern  
Mary & Tom Stillman  
Susan & Howard Weissman  
Lisa Orden Zarin & Larry Zarin



## CB Cram Session! Trivia Night

College Bound's first-ever Cram Session! Trivia Night brought **200** guests to Edward Jones' headquarters to relive the fun part of finals. Host Jim Heinen quizzed on college mascots, the periodic table and celebrities' Greek affiliations while trivia-goers enjoyed beer donated by Urban Chestnut Brewing Company and Anheuser Busch. Sarah and Todd Kaye hosted the winning table, and walked away with Yeti cups provided by Mueller Prost and gift cards from Blueprint Coffee.

We are grateful to our Presenting Sponsor, the Centene Charitable Foundation, and those who made this event an outstanding fund and friend-raiser. We raised **\$26,000**.

Join us next year for another night of college-level quizzes and camaraderie!



PRESENTED BY:

**CENTENE**  
Charitable Foundation

Trivia-goers  
double check  
their answers



"My mother enrolled my brother and me in the school desegregation program. She saw it as a chance to flip the script on what our demographic labels say about my chances: low-income, person of color, first generation, housing unstable. My mom also encouraged me to enroll in something else – College Bound.

There were people like me in the program with a different set of labels: smart, black, ambitious, engaged. I was able to jump right into ACT prep, college research, and thinking critically about my next steps. Thank you, Mama. I love you." – Tia

Tia, freshman at University of Notre Dame



## 2017 Cap & Gown Ball

On Saturday, June 10 at St. Louis Union Station, co-chairs Katherine & Andy Byer and Sally & Ken Katzif were joined by **500** guests to celebrate College Bound students and honor their life journeys to becoming successful college graduates.

Guests mingled with students and had the privilege to hear several CB students speak from their hearts about their personal struggles and triumphs. Kelvin, who is now giving back as an AmeriCorps VISTA; Tia, who launched her college career at Notre Dame this fall as CB's first QuestBridge Scholar; and Ke-La and Ka-La, twin math majors studying at Southeastern Missouri State University and Illinois College with their mother, Shakita. They shared reflections on the transition to college, Ke-La's decision to transfer, and their mother's strength. Shakita expressed her commitment to her children's college path, her own accomplishments in the face of hardship, and the value she places on her family's relationship with College Bound.

The program was led by co-emcees Larry Zarin and Brian Henry. Presenting sponsor Express Scripts contributed **\$50,000**, and more sponsors than ever before chose to #standup4CB. Together, we raised **\$787,750!**



Shakita (right) with one of her twins, Ka-La



SAVE THE DATE: **SATURDAY, JUNE 9**

# CAP & GOWN BALL 2018!

Co-chairs: David & Kerrin Kowach and Robin & Tim Wentworth

## Generous Giving

We are thankful for the donors who #standup4CB. The following list reflects gifts received between Jan. 1, 2016 - Dec. 31, 2016:

### **LIFE CHANGERS | \$200,000 – \$499,999 (over 2-5 years)**

Anonymous\*(2)  
The Ferring Family Foundation\*\*\*  
Carol & Michael Staenberg &  
The Staenberg Family Foundation\*\*\*  
Strada Education Network\*

### **ANGELS | \$250,000 – \$499,999**

The Missouri Community Service Commission

### **GUARDIANS | \$100,000 – \$249,000**

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Carol & Michael Staenberg &  
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### **HISTORY MAKERS | \$50,000 – \$99,999**

Anheuser-Busch Foundation  
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Diane Briere de l'Isle & Henry Engelhardt  
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Emerson Charitable Trust  
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United Way of Greater St. Louis

### **FOUNDERS | \$25,000 – \$49,999**

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The Tilles Foundation  
Robin & Tim Wentworth

### **PIONEERS | \$10,000 – 24,999**

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\* Multi-year gift

\*\* Stick with a Student donor

\*\*\* Stick with a Student donor & multi-year gift

**VISIONARIES | \$5,000 – \$9,999**

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 Trio Foundation of St. Louis  
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 Marsha & Al Mitchell  
 Andrea & Ben Moravec



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Please inform us for any unintended misspellings or omissions and accept our sincere apologies.



MyTresa, CB alumna and full-time  
CB College Completion Coach with  
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