





IT'S WHAT'S (inside) THAT COUNTS

What's inside a seven-to-nine year relationship with a student? Cheering on the sidelines of his basketball game, the baconegg-and cheese breakfast sandwich waiting for him before the 8:00 am ACT—and the cohort of peers he shares his worries with. There are meetings on how to pay for college and car-ride conversations about prom plans. We know that no significant learning occurs without a significant relationship, and ours run deep and long.

Our mission is to provide promising students from underresourced backgrounds with the academic enrichment, social supports and life skills needed to succeed in colleges and careers.

How do we do it? Through a strategy rooted in research, relationships and the willingness to love the whole child—the beautiful and the messy. Because in the end, at the heart of it all, it's what's inside that counts.



Dear Friends,

At College Bound, we commit to our students for seven to nine years, every step of the way: mastering Algebra II, coping with lifecycle events like grief, college financial literacy, first internships, first suits, first jobs.

When a high school junior overcomes his test anxiety and increases his ACT score by two points, we celebrate.

When a college freshman faces unconscious racism on her majority-white and majority-privileged campus, we are by her side.

And when college seniors feel like they'll never be able to find a job, we sit down and make a plan, and then together, we create networking opportunities.

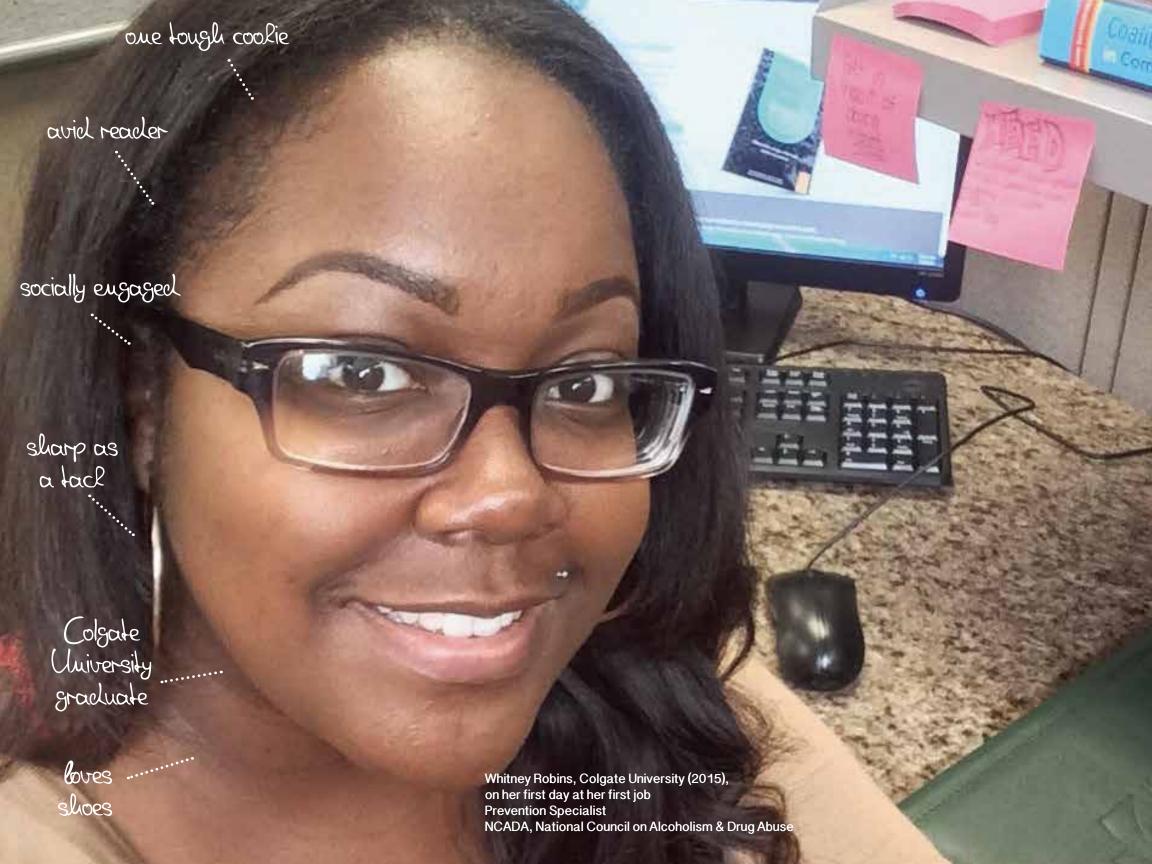
2014 data showed that the road is becoming rockier for students like ours. Financial aid is shrinking and entry into affordable state colleges is becoming more competitive. Simultaneously, a college degree is becoming more critical, especially in the St. Louis job market.

We have learned that depth of relationship is the key to our students' long-term success. It's what's inside that counts. Your support allows us to commit to our students for the long-haul, and for that—we are honored. Thank you for walking by our side.

With pride and deep gratitude,

Scott Baier

Executive Director



WHAT'S (inside) A CB RELATIONSHIP

- Making plans for winter break
- Navigating school loans
- Budgeting
- Remembering birthdays
- Calling after a math test
- Practicing talking to professors
- Listening
- · Reference for her first job

- · Creating space to be you
- Fostering accountability
- · There no matter what
- Celebrating academic victories
- Balancing work and school
- Facing campus discrimination
- Trust
- Looping in Mom

"Kalli, I don't know where to begin. You've been on this rollercoaster ride with me, and always made sure I stayed on track. You put up with my dramatics, encouraged me and pushed me through tough times, and never once doubted me.

People like you are at the heart of College Bound. Thank you. I'm so glad you were my coach, and just as happy to now call you a friend."

Whitney

Kalli (CB staff) coached Whitney to and through her college experience.



WHAT'S (inside) OUR PROGRAMS

College Bound's **TO & THROUGH** program prepares the "whole child" for success in college and life. Throughout high school and college (seven to nine years), students gain academic competencies, social and emotional skills, college application navigation and a strong community service ethic. This strong and long approach creates learners with a mindset to grow, persist towards goals, contribute to the workforce and give back to the community.

In 2013-2014, we served 283 high school students and 306 collegians.

HIGH SCHOOL

Begins summer after 9th grade. Weekly classes include:

- College knowledge & financial literacy
- Social-emotional curriculum
- · Building academic mindsets
- Creating community
- Career readiness practice
- ACT prep from an external contractor

Outside of class, students participate in:

- Social-emotional development
- Career panels
- Job shadowing
- · Community service
- Cultural field trips
- College visits and fairs
- Home visits
- Intensive summer programming
- Mental health services

COLLEGE

Begins in the second semester of 12th grade and goes through college graduation.

College coaches:

- Provide 1:1 case management with a 30:1 ratio
- Monitor milestones and indicators of success
- Track progress in persistence database
- · Focus on grades, finances and mental health

Beyond coaching, CB provides collegians with:

- College readiness programming
- Career readiness boot-camps
- Networking sessions
- Care packages
- Financial aid counseling
- Community service opportunities
- Social team bonding events





WHAT'S (inside) OUR FINANCIALS

Statement of Activities
January 1, 2014 - December 31, 2014

Support & Revenue

Contribution Revenue		\$2,363,098
Special Events		648,192
In-kind Contributions		94,173
Investment Income		55,550
Other		5,952
	Total Support & Revenue	\$3,166,965
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Functional Expenses		
Program		\$1,953,144
General & Administrative		203,922
Fundraising		245,127
	Total Functional Expenses	\$2,402,193
	Change in Net Assets	\$764,772
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Net Assets, beginning of year		\$2,829,090
Net Assets, end of year		\$3,593,862

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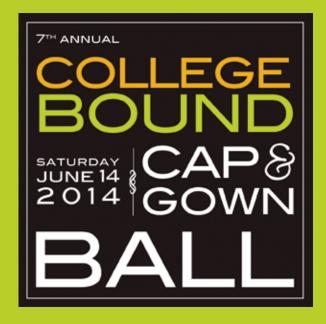




They practiced (and practiced) their speeches, striving to gracefully share their personal journeys with a room full of people they had never met. And you received them with open arms. For this, we are forever grateful.

Cap & Gown Ball 2014 was a magical night of shared emotions, and our students left even more energized to pursue their dreams to leave their special mark on the world.

Together we raised \$648,000!





In 2014, our first class of Stick with a Student donors generously committed to supporting three years of the College Bound program at \$3,000 per year.

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Thank you to our beloved Stick with a Student donors.

we're better
when we
stick
together

At CB we have a Young Men's group. Male students meet to explore life-transforming topics: how to be peer leaders, how to face adversity and understanding masculinity. Students confide in positive male role models and find a safe place to speak up.

Our students know they are loved and supported when they leave home for college. How? We send three care packages throughout the year filled with goodies like chicken ramen, highlighters, chapstick, hot chocolate, aspirin and, best of all, hand-written, encouraging notes from their CB family.

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(inside)
THAT COUNTS

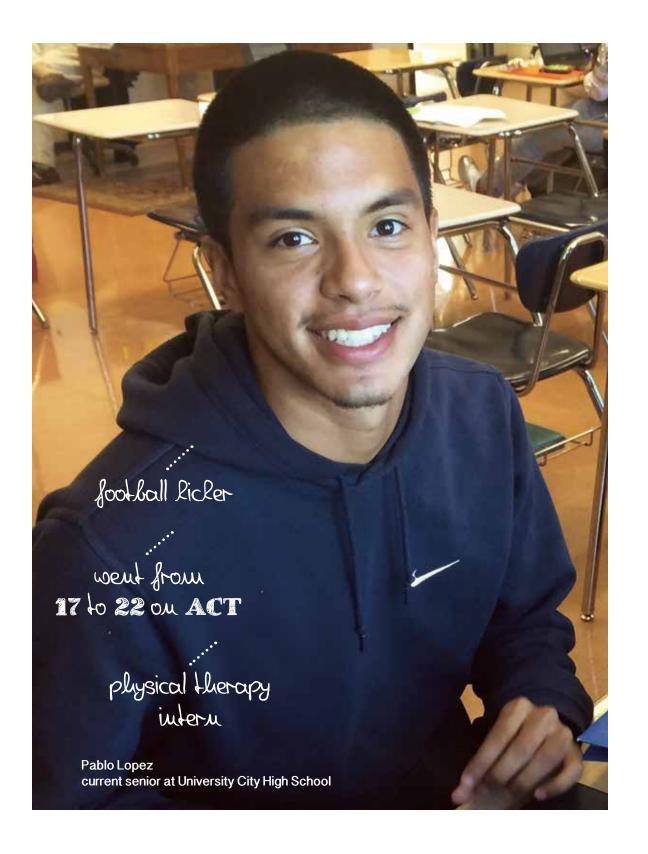
What happens when a CB student cannot afford transportation to get to campus for her first day of college? We rent a mini van, help her pack, and drive her there. Saying goodbye to family and coaches (usually from the CB parking lot) is full of proud, joyful tears.

On the morning of the ACT, we gather in the parking lot of the test site to make sure our high school juniors are at their best. We provide breakfast, calculators and sharpened #2 pencils. The only thing they have to focus on is bringing home their highest score yet.

CB students gain a strong community ethic by volunteering at organizations such as: Habitat for Humanity, Food Outreach, Gateway 180, and St. Louis Crisis Nursery. Being able to give outside of oneself boosts confidence and says, "I can make a difference."

How does a CB teen girl feel smart, safe and infinitely worthy? We talk about it weekly. Our G.R.O.W. (Girls. Real. Open. Wise.) group is a safe place for teenage girls to openly share, unconditionally belong and fiercely support one another to live fully.





WHAT'S (inside) OUR IMPACT

Since 2006:

100% of CB students have graduated from high school.

of CB students have matriculated to college within six months of high school graduation.

of CB collegians persisted from 1st to 2nd year, 82% persisted from 2nd to 3rd year, and 76% persisted from 3rd to 4th year.

5 TIMES the rate of their low-income, first-generation peers, and at the same rate of students with family incomes of \$100,000+.



BRIDGIT2COLLEGE

In 2013, College Bound created Bridgit, an online, mobile-optimized software that bridges the gap between college acceptance and attendance.

Up to 40% of low-income, college-intending students fail to matriculate. This compares to 20% of students among all income groups nationally.¹

Bridgit makes data actionable for high school counselors and includes features such as: texting, in-system messaging, a resource library, communication logs and 24/7 connectivity.

- Since 2014, Bridgit has served more than 3,500 students in five states
- Bridgit earned the Global OutSystems Innovation award of 2014



COLLEGES OUR STUDENTS ATTEND

American University

Beloit College

Colgate University

College of Wooster

Cornell College

Dominican University

Fontbonne University

Hope College

Illinois College

Illinois Institute of Technology

Kalamazoo College

Lawrence University

Lehigh University

Lindenwood University

Maryville University

Millikin University

Mineral Area College

Missouri Baptist University

Missouri State University

Missouri Science & Technology

Missouri Western State University

Morehouse College

Northwest Missouri State University

Oberlin College

Pomona College

Princeton University

Ranken Technical College

Ripon College

Rockhurst University

Saint Louis University

Sewanee - University of the South

Southeast Missouri State University

St. Louis Community College

Stephens College

Tennessee State University

Truman State University

United States Air Force Academy

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University of Central Missouri

University of Iowa

University of Missouri - Columbia

University of Missouri - Kansas City

University of Missouri - St. Louis

Vanderbilt University

Washington University in St. Louis

Webster University

Westminster College

William Woods University



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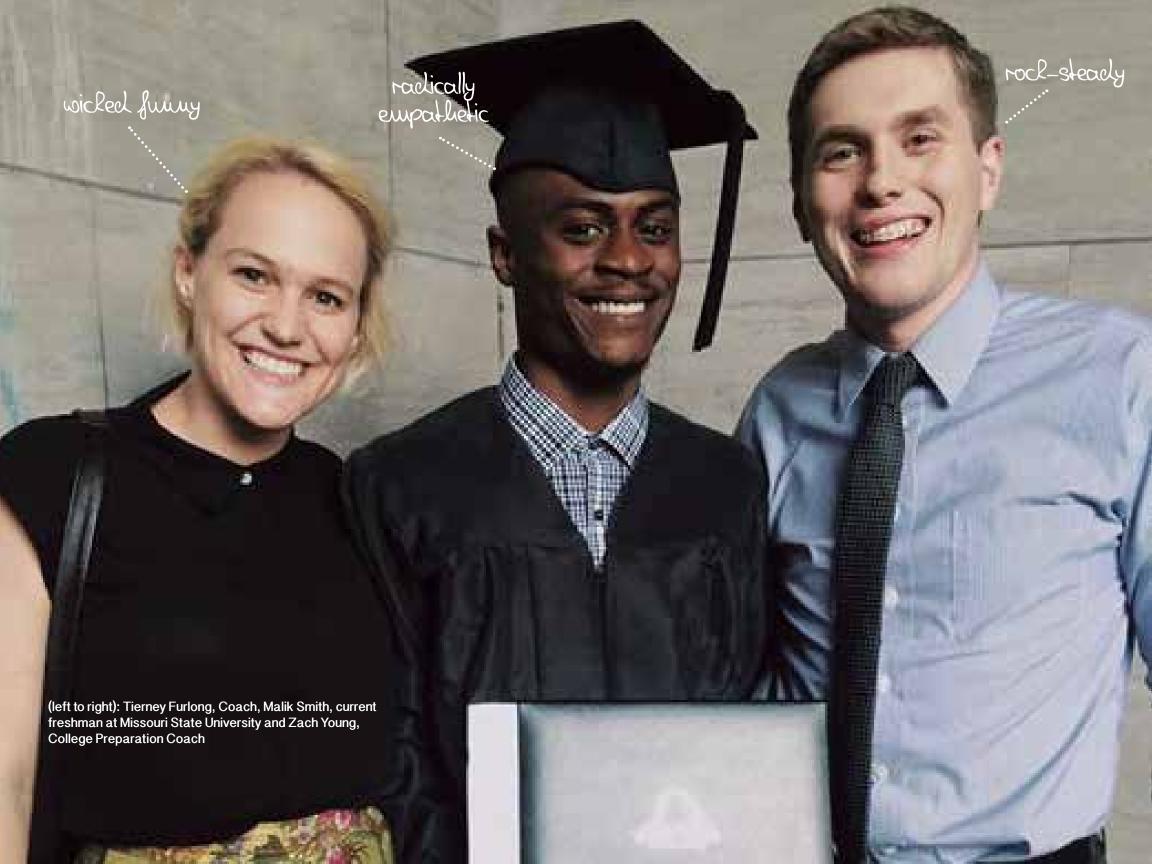
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Please forgive us for any unintended misspellings or ommissions.



(INSIDE) AMERICORPS

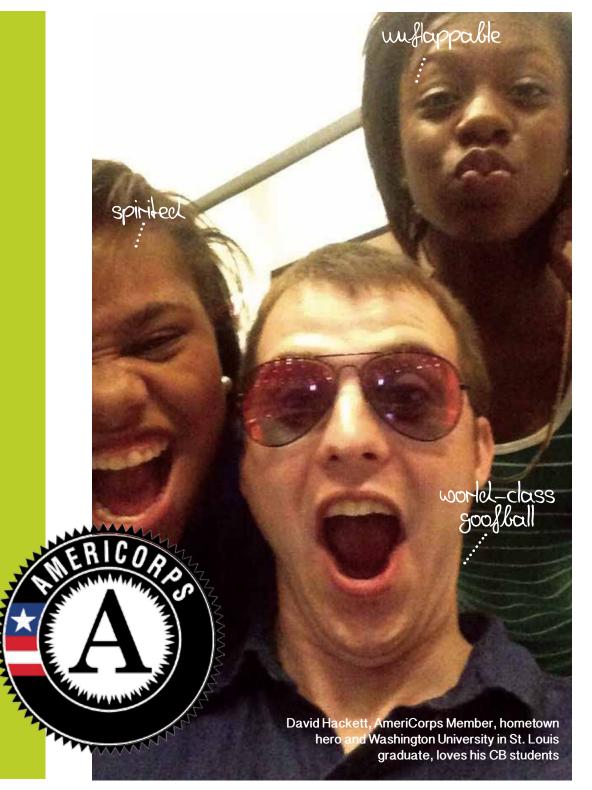
Each year, CB recruits a diverse group of AmeriCorps coaches. All coaches bring a record of achievement and they commit to up to three years of service to equity in education.

In 2014, our coaches served, taught, mentored and moved toward a better outcome for 589 College Bound students through 45,000 hours of service valued at more than \$900,000--all in exchange for a modest living stipend.

While we live by our data, we cannot quantify our coaches' depth of commitment to build relationships with our students.

David Hackett served as an AmeriCorps coach at CB for three years. Now, he is full-time staff managing a team of coaches. He shared this: "CB has taught me compassion and to love watching my students grow. They've changed so much over the years and make me incredibly proud. I wouldn't trade the relationships I've been afforded with my students for the world."

College Bound celebrates the impact our AmeriCorps coaches leave on our students that lives way beyond their service.





MORE ABOUT ULYSSES:

Undergrad: Beloit College, Class of 2013

Major: Business Administration

MBA: University of Wisconsin, Whitewater, Class of 2015

Current career: Financial Advisor with Tranel Financial Group

Started a tutoring program and served 250 hours over four years

Charles Winterwood Scholar, McNair Scholar, Dean's List

Working on a start-up, Intern Betas as CFO & Co-founder

In his own words:

"I am focused. I am good. I keep moving forward to be great."



IT'S WHAT'S (inside) THAT COUNTS

College Bound 110 N. Jefferson St. Louis, MO 63103

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