





Dear CB community:

When Lori Laughlin and Felicity Huffman were the first of what became several dozen celebrities and other wealthy families accused of using bribery and fraud to get their kids into college, I thought it would be lost to the relentless news cycle within days.

I was wrong, and happy to be so. This scandal validated College Bound students' experiences publicly and irrefutably: College admission is one of many processes that is not designed for people who are the first in their families to navigate it and/or do not come from financial means. It can be bought legitimately and illegally. College access is something to which many feel entitled despite having little interest in furthering their education.

This clear evidence of a rigged system came as the student debt crisis (\$1.6 trillion and growing) continues to escalate. In 2016, College Bound's Board of Directors decided to set a goal around student debt for the first time. While we are striving to ensure that no College Bound student graduates with more than \$35,000 in debt, the super-wealthy are spending ten times that to pay off admissions staff and falsify their kids' athletic records.

Yet it is **our students** who are made to feel as though they don't belong at their universities, sometimes to the point where they question it themselves. This is why your support matters. By showing up for our students in the many ways you do, you show our students there is a community out there that believes in their worthiness, their gifts, and their potential.

Seeing students who once questioned their abilities grow into proud, confident young adults is a humbling privilege. I hope you are proud to be a part of that process. When we say "We are CB," you are part of our "we." Thank you for being there and for all you do.

Scott Baier, Executive Director





Raven, freshman at
Lawrence University

WHAT'S INSIDE COUNTS

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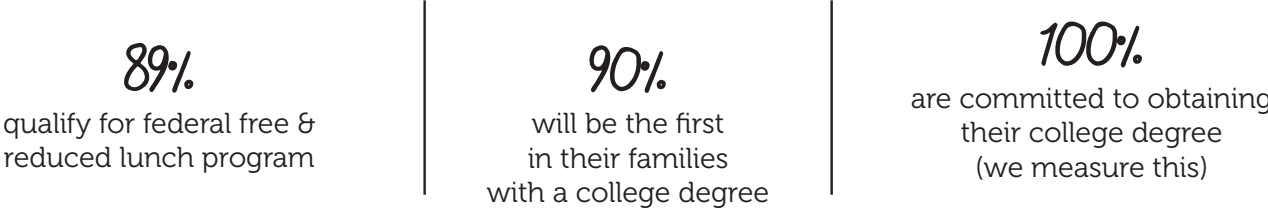


WE ARE CB

Through an individualized, holistic, and multi-year commitment, CB empowers promising students from economically disadvantaged backgrounds to achieve bachelor’s degrees and successful careers.

OUR STUDENTS

This school year, CB’s full-service program reached 600+ students, plus 130 students via St. Louis Community College. Our high school students attend 44 high local schools; college students attend 70 colleges and universities nationwide. Of these students:



A typical College Bound student earns a high school GPA of 2.5 or higher, spends summer working on college coursework, raises their ACT score by 2 points, applies for fly-in scholarships, goes on 2 college campus visits, goes to camp for the first time, focuses on career path planning, navigates financial aid and travels to CB for class and extra tutoring.

NORTH STAR GOALS

- 65% will earn a bachelor’s degree within five years of high school graduation so that they are in a position to pursue a career path or enroll in a postgraduate program.
- No CB student will have more than \$35,000 in debt when they receive their baccalaureate degree.

INTENTION & PURPOSE

what we do

Our 7-9 year program starts in high school and lasts until students earn their degrees. We empower first-generation, low-income college students to live lives of choice and opportunity through:

ACADEMICS: CB supports students in becoming competitive in the college application process and prepared for college-level work. Committed to improving GPA and ACT scores, CB emphasizes one-on-one tutoring, hosts math workshops/camps, and offers free college courses in math, sociology, and science.

MENTAL HEALTH SERVICES: CB removes behavioral health barriers that stand between students and college degree completion. Through therapy and social-emotional learning, CB provides timely interventions to strengthen coping and resiliency skills to help students meet their goals.

GRADUATE POSITIONING SYSTEM (GPS): CB guides students through the technical, often-frustrating college application process. Our students visit college campuses, meet with admissions representatives, and attend specialized workshops. Coaches guide students through the maze of financial aid and the often impenetrable language of higher education.

CAREER READINESS: College graduates earn more than 2.5 times that of high school graduates. It literally pays to go to college. CB coaches support collegians with resume assistance, connecting to internships and jobs, networking, and practice interviews. Degree in hand, CB students graduate prepared to join the St. Louis workforce and earn family-sustaining wages.

INNOVATION: We listen to our students, community partners, and peers and adjust to meet their needs. As the higher education landscape shifts, CB responds, creating new programs and fine-tuning existing ones.



academics

We recognize that access programs that don't include preparation for the rigors of college are addressing only a small aspect of a far greater problem.

Low-income, first-generation high school graduates from the St. Louis area who enroll in college tend to enter without the skills or support necessary to graduate. In 2018, we confirmed many CB students' significant lack of proficiency in math. 55% percent of CB students were performing below an 8th grade level as high school sophomores. While we knew our students' math proficiency was low, we were unaware of the seriousness of the problem.

Due in large part to these findings, 2018 saw the creation of a team at CB devoted solely to the academic development of our students. Led by Nikki DeLeo, a former St. Louis Public Schools Math Specialist and seasoned educator, CB's Academic Development team focuses on mastery of college standards in math, logic and writing.

This work is supported through robust annual academic assessments (beginning during sophomore orientation) and opportunities to earn college credit while attending high school.

"Math Reimagined taught me to think confidently and even though I may get something wrong, I know I can keep going to solve it correctly. I am college level math ready!"

—Issa, freshman at St. Louis Community College



Tiana

mental health

CB was a pioneer in the college access and completion field when we added mental health services in 2012. Our goal is to provide timely interventions to strengthen coping and resiliency skills, thereby empowering students to realize academic success. Through annual behavioral health and trauma screenings, therapy from full-time CB staff, and case management for students accessing providers in the St. Louis community, CB is removing behavioral health barriers that stand between students and college degree completion. CB's layered approach ensures access for all students, at multiple points along the way. Our mental health programming is:

- asset-based
- focused on personal strengths and building skills to overcome weaknesses
- integrated throughout the CB curricula

In addition, our team provides short-term therapy for students who need additional assistance with communication, interpersonal relationship skills, stress management, and emotion regulation.

"Throughout school I had extreme emotional highs, and more extreme lows. The mental health team was always there for me and never made me feel like I was imposing. They challenged me to look deeper into critical moments in my development. These resources have been fundamental in breaking old patterns I needed to let go of. I cannot say for sure I would have grown into who I am today without them."

—Eliza, Lehigh University Class of 2019



Tiana,
University of Missouri
Class of 2017

graduate positioning system / gps

Low-income high school students are just as likely as their high-income peers to rate attendance at a four-year college as their top option following high school graduation, yet far fewer matriculate.

At College Bound, we know that these statistics have little to do with ability and much to do with journeying through uncharted territory. Our Graduate Positioning System (GPS) provides tools and support to help students navigate the complex, often concealed path to and through college.

Throughout high school, CB positions students for success in matriculating to college. From summer boot camp for rising seniors, where college lists are developed and personal statements fine-tuned, to twice weekly fall workshops where coaches provide application assistance, CB guides students through the college search and application process. We also meet with each family to complete the FAFSA (Free Application for Federal Student Aid) and help during the complicated financial aid verification process.

Well beyond the paperwork, our coaches arrange campus tours, provide opportunities for admissions representatives to visit and meet students in St. Louis, and advocate for students every step of the way. After the acceptance letters arrive, our college counseling team meets with students and their families to offer guidance in the selection process and assistance with some of the more nuanced tasks that are required prior to the first day of class. College Bound's GPS sets students on a path to success.

"Being admitted to MSU really helped me overcome a lot of personal fear I had of not being able to get into college, because no one in my family has made it. Going forward, I have been more confident in the application process and have been able to show my younger siblings that college can be in their future."

—Lucas, Clyde C. Miller Career Academy



PUT YOURSELF OUT THERE

career readiness

Education pays. College graduates earn more than 2.5 times that of their peers with high school degrees or GEDs. But the shift from college to the workforce is not intuitive and the skills and experiences necessary secure a job and earn family-sustaining wages are not always clear.

To ease the transition, CB supports collegians with:

- Resume assistance
- Internship and job connections
- Field-specific networking opportunities
- Practice interviews

AmeriCorps Member Shakiyla Hughes running the CB booth at the Career Fair at Harris-Stowe State University. Our AmeriCorps coaches form foundational relationships with our students.



High school juniors visit Aon for job shadowing.

culture of innovation

We are often asked about expanding our reach, especially as the need for degreed professionals—and the costs of college—climb higher and higher. CB is innovating to expand our expertise to a new population of students.

In 2017, in partnership with St. Louis Community College (STLCC) and the St. Louis Public Schools, we began serving students through a pilot program at STLCC—Forest Park. We served over 150 first-time college students in the 2018-19 school year and are on track to serve even more in the 2019-20 school year.

What's different about CB @ STLCC? Students join us as they start their college careers. What's the same? Everything else. They have access to our mental health services, one-on-one coaching, and path-to-degree planning. We're excited to see where year three leads!

"I want to be an environmental scientist and am pursuing my passion at St. Louis Community College. The best part about St. Louis is being able to have access to resources in my community!"

—Brittany, St. Louis Community College





On a breezy July afternoon, CB alumni, students, and current and former CB staff—including Founder, Lisa Orden Zarin—gathered for the first annual CB Homecoming Family BBQ.

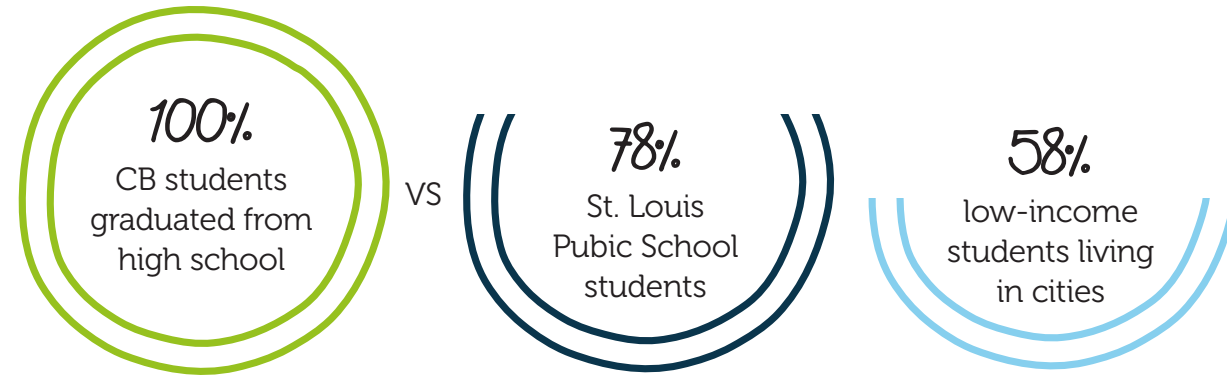
Held at Tower Grove Park, this family-friendly event featured food trucks, games, ice cream, and a raffle for CB swag! We were thrilled to see so many members of our extended CB family, especially our alums.



measuring impact

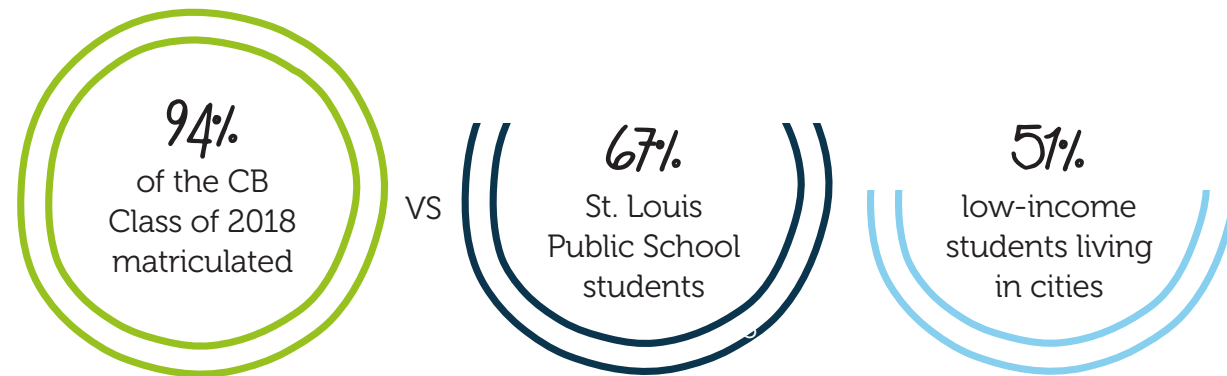
HIGH SCHOOL GRADUATION

A high school diploma is the first step towards college graduation. CB students make a commitment to academics, taking AP courses, earning college credit while still in high school, and spending summers at our math camp and CB Summer Institute. The results of their hard work are clear.



COLLEGE MATRICULATION

Matriculation to a four-year college is a hurdle for first-generation college students. To get there, students have to navigate the funding and financial aid process and secure safe, affordable housing, among many other tasks. 97% percent of students in the CB Class of 2018 matriculated to college within six months of high school graduation.



COLLEGE GRADUATION

While degree attainment has increased dramatically in recent decades, the graduation rate for low-income students of color has remained stagnant. Finances, navigating complex university systems, and not having someone who's done it all before as your guide all stand in the way. As a result, only 10% of low-income, first-generation students will graduate within six years. College Bound's long-term, one-on-one coaching model has leveled the playing field. 57% of CB students from the class of 2012 graduated within six years, which is in line with the national six-year graduation rate across all income levels.



Some of the colleges and universities our Class of 2019 attend are:

Bradley University	Moberly Area Community College
Carnegie Mellon University	Northwest Missouri State University
Clark Atlanta University	Philander Smith College
Columbia College—Chicago	Princeton University
Cornell College	Rhodes College
Fisk University	Rockhurst University
Fontbonne University	Rust College
Grinnell College	Saint Louis University
Harris-Stowe State University	Southeast Missouri State University
Howard University	Southern Illinois University—Edwardsville
Illinois College	Southwest Baptist University
Jackson State University	St. Louis Community College
Kalamazoo College	St. Louis College of Pharmacy
Kansas State University	St. Olaf College
Lake Forest College	Tennessee State University
Lawrence University	Truman State University
Lincoln Christian University	United States Military Academy
Lincoln University—MO	University of Central Missouri
Lindenwood University	University of Chicago
MacMurray College	University of Iowa
Maryville University of Saint Louis	University of Missouri—Columbia
Mineral Area College	University of Missouri—Kansas City
Missouri Baptist University	University of Missouri—St. Louis
Missouri Southern State University	Vanderbilt University
Missouri State University—Springfield	Washington University in St. Louis
Missouri State University—West Plains	Webster University
Missouri University of Science & Technology	Westminster College—Fulton
Missouri Western State University	Xavier University of Louisiana

Tyra, Vanderbilt University Class of 2019, is starting her career as Incoming Product Support Lead at The New York Times!



STATEMENT OF ACTIVITIES

January 1, 2018 - December 31, 2018

SUPPORT AND REVENUE

Contribution revenue, including in-kind	\$2,585,086
Special events	\$1,033,119
Government funding	\$259,902
Investment income	(\$186,272)
Other	\$14,650
Total Support & Revenue	<u>\$3,706,485</u>

FUNCTIONAL EXPENSES

Program	\$1,740,488
General & Administrative	\$268,390
Fundraising	\$370,277
Total Functional Expenses	<u>\$2,379,155</u>

Change in Net Assets	\$1,327,330
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Net Assets, beginning of year	\$3,850,181
Net Assets, end of year	\$5,177,571

our board

Chuck Carpenter, Chair, Central Bank of St. Louis
 Winston Rogers, Vice Chair,
 Community Volunteer, Retired
 Carol Staenberg, Past Chair, Community Volunteer
 Tim Farquhar, Finance Chair, Rubin Brown
 Randy Grady, Secretary, Riezman Berger
 Keith Brooks, St. Louis Cardinals
 Doreen Carmichael, Maritz
 Kendall Coyne, Ameren
 Marilyn Dredge, Community Volunteer
 Amy Fields, HBM Holdings
 Kyle Hickock, Edward Jones
 Carla L. Jackson, First Bank
 Todd Kaye, Bryan Cave Leighton Paisner
 Sandra Young-McNamee, BJC HealthCare
 Dan Mandoli, Express Scripts
 John Murphy, Enterprise Holdings, Inc.
 Betsy Miller, Commerce Bank
 Al Mitchell, Bayer Fund
 Ronald Norwood, Lewis Rice
 Julie Stern, 314 Pilates
 Anthony Tillman, Washington University in St. Louis
 Susan Buse, Community Volunteer*
 Bryan McGowan, KPMG*
 Dan Miller, CIBC*
 Kristin Thompson Poelker, Renaissance Financial*

*incoming board member, 2019



In October 2018, Chuck Carpenter succeeded Carol Staenberg as Chair of CB's Board of Directors. One year later, we recognized Carol for her 10 years of service and leadership on our Board—and granted her an honorary degree. Our deepest gratitude, love, and appreciation goes out to Carol Staenberg, PhD, for her kindness, generosity, and thoughtful guidance!



CRAM SESSION! TRIVIA NIGHT

For the third year in a row, friends of CB proved their aptitude for both extraordinary AND unremarkable bits of knowledge at our annual Cram Session! Trivia Night. Presented by our generous sponsor, Create a Loop, nearly 300 collegial competitors vied for the right to call themselves trivia champs.

The gym of Whitfield School, our gracious host for the past two years, buzzed with laughter, brilliance, and the occasional palm to the head. Thanks to the generosity of our supporters, Cram Session! raised \$35,000 to support the bright, hardworking students of CB.

Next year we will, once again, get together to talk, laugh, and showcase our mastery of little known and often useless information to support our amazing CB students. We hope you'll join us!

PRESENTING SPONSOR:



Special gratitude and thanks for the members of our Trivia Committee, who tirelessly use their time and talents to support our mission: Marilyn Dredge, Quinn Huber, Sarah Kaye, Kim Seiz, Claire Stuckel & Kristin Thompson Poelker.



STICK WITH A STUDENT PROGRAM

Our students commit to 7-9 years with us and we commit to them. We are especially grateful to the donor community who have made a three-year commitment to get to know CB high school and college students through updates, lunch dates and special events.

Kelly & Mike Becker
 Sally & Chuck Carpenter
 Jane & Peter Conrad
 Julie Ann & Kendall Coyne
 Jennifer & Jonathan Deutsch
 Laura & Tim Farquhar
 Abby & Joe Goldberg
 Dorette & Ed Goldberg
 Barbara B. Goodman
 Randy Grady
 Carla & Gary Grewe
 Kate & David Hatfield
 Pam & Kyle Hickok
 Peggy & Lee Kaplan
 Sally & Ken Katzif
 Laura Weissman Kerner
 & Kyle Kerner
 Carol & Ward Klein
 Diane Levine & Jimmy Jenkins
 Stacey & Rich Liekweg

Ann & Randy Lipton
 Liz & John Murphy
 Kimberly & Ron Norwood
 Joyce & David Price
 Winston Rogers
 Gretchen Sander & Adam
 Birenbaum
 Dana & Barry Sandweiss
 Mary & Steve Schoolman
 Lucy Schreiber
 Carol & Michael Staenberg
 Julie & Tim Stern
 Nicky & Scott Stern
 Mary & Tom Stillman
 Nancy & Greg Stubblefield
 Kerith & Frank Thurman
 Teri & Paul Weber
 Sandra Young-McNamee
 & Patrick McNamee
 Lisa Orden Zarin & Larry Zarin





PRESENTING SPONSOR:



On Saturday, May 18th at the Four Seasons Hotel St. Louis, over 400 guests joined co-chairs Sally and Chuck Carpenter, Maxine Clark and Bob Fox and Shelly and Jeff Pittman at Cap & Gown Ball.

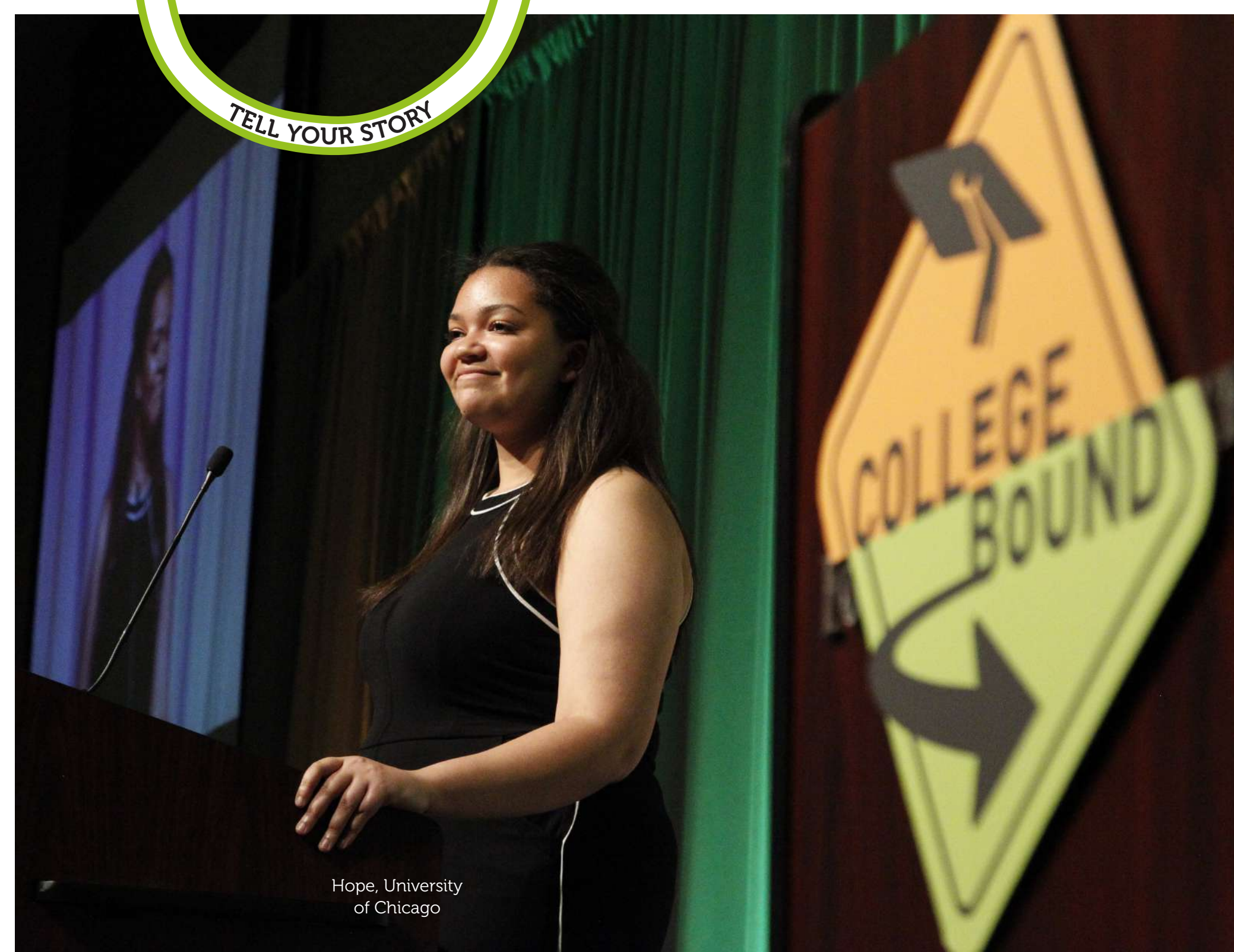
Guests had the privilege of hearing several CB students speak about their personal struggles and triumphs through high school and college.

Eliza spoke about the support she received from College Bound as she dealt with grief and worked to move forward despite heartache. In May, she graduated from Lehigh University having earned a full scholarship, and she plans to spend the next two years in Senegal as a Peace Corps volunteer.

Hope and DeJa, two young women on the cusp of high school graduation, took turns telling their stories. Hope shared her wish to become a high school teacher and her desire to attend a top tier school despite average ACT scores. Through her CB research, Hope learned about test-optional programs for involved, underrepresented students and she began her studies at the University of Chicago in August. DeJa shared how a difficult childhood led her to aspire to a career in social work. Opportunities afforded to her through WashU Summer Experience program catalyzed a love of learning that had long been dormant. DeJa is now a freshman at Fontbonne University, attending on a full scholarship.

Express Scripts served as presenting sponsor, and Brian Henry took the reins as emcee. Special thank you to our Founder, Lisa Orden Zarin, and past and present staff members for making it all possible.

Together, we raised over \$1,000,000 for the second consecutive year!



Hope, University of Chicago



We are continuously humbled for the intentional generosity of our inside community
The following reflects gifts received between January 1, 2018 - December 31, 2018:

When we say “We are CB,” you are part of our “we”.

DID YOU KNOW? Not all gifts are monetary. CB AmeriCorps members served over 26,000 hours during the 2018-19 school year. CB's AmeriCorps Members served over 26,000 hours during the 2018-19 school year. A voluntary civil service program, AmeriCorps is federally funded and made possible by the National Corporation for Community Service and the Missouri Community Service Commission. AmeriCorps coaches spend a year (or more) of their lives working alongside our students, supporting them as they work to make their dreams of a college degree a reality. We are grateful for their commitment to the College Bound mission and cannot overstate the value of the contributions made by these members of the CB family.





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