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## **Bottom Line Names Executive Director to Lead New Detroit Office**

Danielle D. North, cradle-to-career education leader, will guide the research-backed college access and success nonprofit forward as it plants roots in the region.

**Detroit, MI, Wednesday, October 30, 2024** – Following the recent announcement of its expansion to Detroit, [Bottom Line](#) moves to hire Danielle D. North as the executive director. North will officially launch the new site after a promising inaugural fundraising campaign with integral gifts from the Kresge, Jacob, and Ballmer Foundations committed during the exploration process. Solidifying Bottom Line's ability to provide services to high school students through its Access program, Monday, GreenLight Fund Detroit [publicized Bottom Line as the recipient](#) of its coveted GreenLight Fund award.

"Bottom Line's impact was impressive, but we also wanted to be sure that the timing was right and that they were a good local fit before we would select and invest in them," explained Jasahn M. Larsosa, executive director of GreenLight Fund Detroit, a national nonprofit funder dedicated to racial equity and a community driven process that ensures an organization's responsible entrance into a community. "We took the organization through a full diligence process and were glad to be assured not only of their effectiveness, but of their commitment to racial equity in Detroit, the nation's Blackest city."

The leading nonprofit partners with degree-aspiring students from first-generation and low-income backgrounds, providing comprehensive one-on-one advising from senior year of high school until college graduation. With a strong focus on college acceptance, persistence, and informed-decision making, over 68 percent of Bottom Line students make affordable choices and are 16 percent more likely to attain their bachelor's degree from a high-earnings college. Under North's direction, the aim is to replicate this impact to expand socioeconomic mobility opportunities for Detroit students.

"Establishing a new site is no small feat, but Danielle's seasoned leadership, glowing reputation, and deep commitment to Bottom Line's mission and student-centric approach gives us full confidence in her ability to spearhead our Detroit office," said Bottom Line Chief Regional Officer Shauwea Hamilton.

A first-generation college graduate, proven cradle-to-career strategist, implementation specialist, and social entrepreneur, North has successfully founded several initiatives: Kidz Kingdom,

Detroit's first indoor playground, a licensed childcare center, Biz Kidz, a youth entrepreneurship and career summer camp, and Detroit Women's Leadership Network. Prior to accepting the Bottom Line role, North was serving as Founder and CEO of Degree Forward, a nonprofit partner of Southern New Hampshire University passionately pursuing solutions to increase college completion, certification, and career advancement rates for Detroiters and communities in Michigan. Her work has led to many honors and long-standing respect from the Detroit community.

"As a native Detroiter, mother of three, proud graduate of Detroit's former Northwestern High School, and a local community developer, I'm honored to usher in Bottom Line to my hometown and oversee the Detroit office. My passion to create community-based hubs focused on providing educational and career resources to opportunity-seekers aligns with the Bottom Line mission. I see this role as an extension of the equity work that has defined my career and my devotion to our community," explained Danielle North.

Following a rigorous selection process, Detroit community partners are ecstatic to have North in place to ensure the site opens in Summer 2025.

"Danielle's extensive knowledge will be an invaluable asset to Detroit's complex college success ecosystem. With her many years of experience serving students and families in Detroit, she brings a deep understanding that will greatly enhance Bottom Line's support for students and its contributions to the city's educational landscape. I'm excited to see the positive impact she will continue to make," said Ashley Jonhson, program officer for The Kresge Foundation's Education Program.

"This new funding for Bottom Line will be a welcome extension of resources that complement the Detroit Promise's work to get students to and through college," said Wytrice Harris, senior director of college success and partnerships for the Detroit Promise and member of the GreenLight Fund Detroit Selection Advisory Committee (SAC). "This funding is an important measure to ensure the Promise and other Detroit-based educational support programs can sustainably continue serving local students, and in turn, benefit the Detroit Region's economy."

Bottom Line is pleased to invite media to its official launch event on November 19 at 4:00 pm. For more information about Bottom Line's Detroit expansion including becoming a partner, funder, or exploring job openings, read [the August announcement](#), or contact Danielle North, Executive Director, Metro Detroit, at [dnorth@bottomline.org](mailto:dnorth@bottomline.org).

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**About Bottom Line**

For over 25 years, [Bottom Line](#) has been fighting for educational equity by ensuring that the right to a quality college education is accessible to the many, not just the few. Its vision is to create a far-reaching ripple effect, launched by the transformative power of a college degree and a mobilizing first career. For degree-aspiring students from first-generation and low-income backgrounds, Bottom Line is a relentless ally that partners with them to get into college, graduate, and go far.