

**GENESYS
WORKS.**

WHERE TOMORROW'S WORKFORCE BEGINS



2016 **IMPACT** REPORT
TWIN CITIES

OUR MISSION

Our mission is to transform the lives of disadvantaged high school students through skills training, meaningful internships, and impactful relationships.

OUR VISION

We envision a future when all youth finish high school equipped and empowered with the knowledge and skills required to achieve career success and a lifetime of economic self-sufficiency.



KAREN MARBEN
EXECUTIVE DIRECTOR
GENESYS WORKS TWIN CITIES

GENESYS WORKS.

*for Students
for Companies
for Twin Cities*

Dear Friends and Supporters,

Genesys Works. I've spent a lot of time thinking about these two words over the past year. They are a name, a brand, but they are also more than that. They are a commitment we make to our students, a promise that we do not take lightly. Genesys Works is a mantra to our staff, our students, our community and our corporate partners. Genesys Works for us all.

Genesys Works for students. This year, more than 1,000 high school students in the Twin Cities metro applied to be in our program, the highest number of applicants in the history of any Genesys Works site. A higher percentage of students than ever before completed summer training successfully, with 259 students earning a year-long paid internship at one of our corporate partners. Additionally, 94% of our Class of 2016 students enrolled in a post-secondary institution immediately following their high school graduation.

Genesys Works for companies. In 2016, 54 outstanding Twin Cities corporations partnered with us to provide paid internships for our students. Not only are they investing in their community, they are building a diverse, talented workforce for Minnesota's future. Our corporate partners are facing the challenges of tomorrow by valuing inclusion and expanding professional opportunities to those too often left out.

Genesys Works for us all. I am extremely proud of what we have all been able to accomplish in 2016. While we have a lot of work left to do, after eight years of operating in the Twin Cities, we have grown into a recognized name with a strong reputation. Genesys Works. Genesys Works for us all.

With Gratitude,

A handwritten signature in black ink that reads "Karen Marben". The signature is fluid and cursive, matching the professional appearance of the woman in the portrait above.

WHY THE WORK WE DO MATTERS

Students growing up in low-income environments often don't know what career opportunities exist, nor do they realize that a professional career is attainable, putting them on a lifelong path of under-employment and unable to reach their true potential.

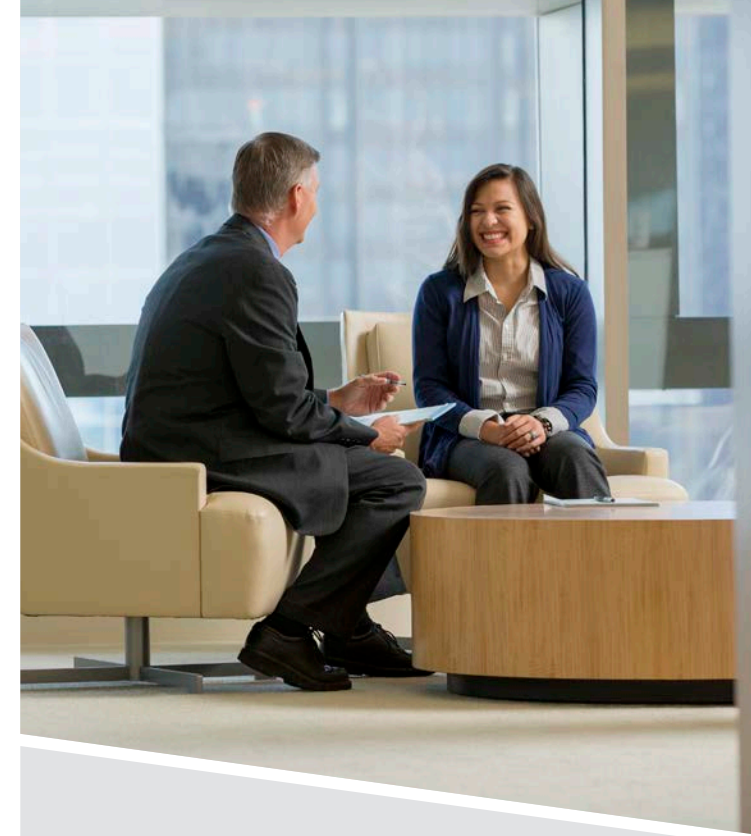
At the same time, the disparity between what students are taught in the classroom and what is needed for success in the workplace continues to widen. Across America, millions of young people are shut out of today's workplace because they lack relevant skills and work experience, while millions of jobs go unfilled because companies struggle to find qualified candidates.

Genesys Works is dedicated to building bridges between economically-disadvantaged high school students, businesses seeking skilled talent, and a public education system struggling to produce market-ready graduates. Through comprehensive workplace training, meaningful internships, and supportive college and career coaching, Genesys Works not only helps students see that a professional career is within reach, we're arming them with the skills and opportunities that will enable them to achieve their career goals.

OUR IMPACT

First and foremost, we transform students' lives. This transformation takes many forms, from the confidence that comes from succeeding in one's first professional job, to the pride of becoming the first in one's family to graduate from college.

But our impact goes well beyond the students we serve. It's felt by our business partners as we create their skilled workforce of tomorrow and ripples through our Twin Cities community as we build wealth and reduce disparities for those in need. It's clear to see: Genesys Works.



STUDENTS SERVED
725

54% FEMALE **46%** MALE

92% STUDENTS OF COLOR

83% QUALIFY FOR FREE OR REDUCED LUNCH

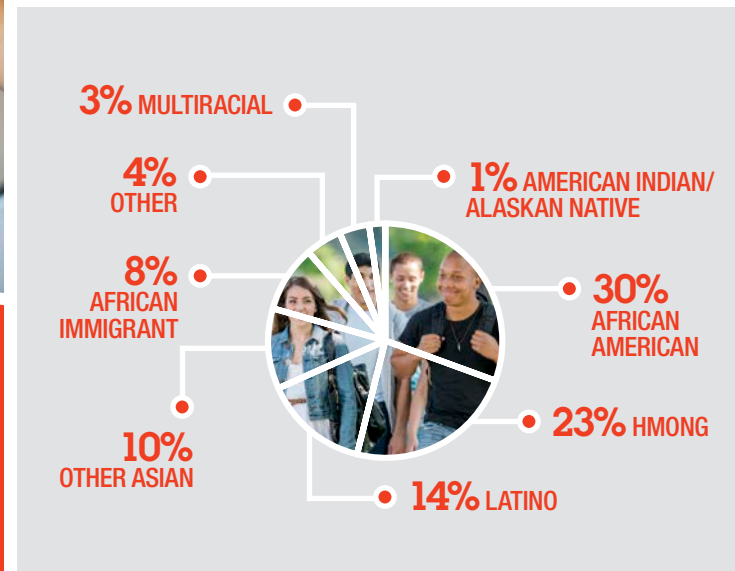
79% FIRST-GENERATION COLLEGE STUDENTS

94% OF ALUMNI ULTIMATELY ENROLL IN COLLEGE

74% HAVE GRADUATED OR ARE STILL ENROLLED IN COLLEGE

\$40-45k MEDIAN EARNINGS OF EMPLOYED ALUMNI*

13x
SOCIAL RETURN ON INVESTMENT**



OUR MODEL: The Genesys Works program is intensive, both in terms of what it asks of its students and what it offers in return. We achieve our mission through four interlocking program components:

DURING HIGH SCHOOL		POSTSECONDARY	
SKILLS TRAINING <p>8 weeks of skills training the summer before senior year of high school.</p>	MEANINGFUL INTERNSHIP <p>1,000 hours in a paid year-long corporate internship.</p>	COLLEGE & CAREER COACHING <p>60 hours of counseling on college and career pathways.</p>	ALUMNI SUPPORT <p>Ongoing support to help students achieve college and career success.</p>

* Based on 2016 Alumni Survey results for alumni not in college and working full-time 5+ years after Genesys Works.
** Social Return on Investment Analysis published March 2017 by Dr. Clive R. Belfield, Columbia University.

SKILLS TRAINING



GENESYS WORKS.

for Naiydda

“All of the basic lessons, including networking and IT, that we learned in summer training was critical. My commitment to the eight-week program was important because I knew that the outcome would be opportunity.”

Naiydda Jernigan
Intern, Ameriprise Financial
Senior, Prairie Seeds Academy

319 STUDENTS IN SKILLS TRAINING

150 HOURS STUDENTS SPENT IN SKILLS TRAINING

259 STUDENTS EARNED YEAR-LONG PAID INTERNSHIPS

Students begin the Genesys Works program with eight weeks of rigorous training during the summer before their senior year of high school. The training is designed to empower students to break out of their comfort zone and transform into young professionals. They gain tangible technical and professional skills ranging from Microsoft Office and troubleshooting, to interpersonal communication and time management that are critical to success at work, school, and beyond.

With the deep level of support provided by Genesys Works Program Coordinators, students like Naiydda emerge from the training with confidence and poise, ready to tackle real-world problems head on and empowered to re-envision their future. The training is the first step in transforming Twin Cities’ youth into tomorrow’s workforce and ultimately changing the trajectory of their lives.

MEANINGFUL INTERNSHIPS



GENESYS WORKS.

for Stewart

“Since our partnership began in 2008, Ecolab has seen its work with Genesys Works as an investment in the future technology workforce. We are excited by the opportunity to introduce the interns to new career possibilities while helping to meet the growing demand for great talent.”

Stewart McCutcheon
Chief Information Officer
Ecolab

Upon completing their training, students are hired by Genesys Works and placed in a paid, year-long internship at a local corporation. Our corporate partners receive a diverse and talented pool of interns ready to fill skilled jobs, while students get the opportunity to experience professional success.

Genesys Works is not your typical internship program; we offer an immersive workplace experience for high school students beyond the summer. Students typically work 1,000 hours and become essential members of the team, taking on significant projects that have value and impact on the company.

The relationship with their supervisor is part mentorship and part employee development. Together they embark on a transformational journey where both feel the profound impact of the experience. This “win-win” model enables students to positively contribute to the company’s bottom line and corporate partners to fundamentally change the lives of our students and the community.

54 CORPORATE PARTNERS

\$10,000 AVERAGE STUDENT EARNINGS DURING SENIOR YEAR

\$2,597,926 TOTAL EARNINGS OF 2016 INTERNS

COLLEGE ACCESS & SUCCESS



GENESYS WORKS. *for Natalie*

“Genesys Works means opportunity and open doors in areas you thought were closed. They provide support in areas you feel blind to and exposure to things you didn’t think were imaginable to do. That stability and support, knowing you can go back to Genesys Works, is always comforting.”

Natalie Yang, Class of 2015
Intern, Blue Cross Blue Shield MN
Student, Metropolitan State University

100%
ACCEPTED TO COLLEGE

94%
STUDENTS ENROLLED IN COLLEGE

74%
STUDENTS HAVE GRADUATED OR ARE STILL ENROLLED IN COLLEGE

Throughout the program, Genesys Works provides students with one-on-one counseling for college readiness and career success. Our program staff guides students in a variety of activities, including financial aid and college applications, providing an unrivaled level of personalized support. For many of our students, they will become the first in their family to attend college, making our intensive services even more essential for success in college and career.

Once students graduate from high school, our alumni program supports them during a critical transition. Support staff provide college support resources, host academic and professional development events and place alumni into professional internships, all in an effort to guide them toward economic self-sufficiency. For some, like Natalie, the college internships pave the way for a full-time job and open doors previously thought unimaginable.

2016 YEAR IN REVIEW



MAY
CIO Luncheon: Nearly 400 IT leaders gathered to raise \$173,000 for Genesys Works

APRIL
8th Annual Breaking Through Ceremony: Over 200 students graduated from the program

AUGUST
Draft Day: 259 students drafted into a year-long internship. Target was the presenting sponsor, with support from Optum, Medica, Ecolab and ServiceNow

JUNE
Think IT Golf Invitational: 150 IT leaders attended 3rd annual invitational to support Genesys Works



Hatfield & McCoy's: Local IT vendor sales partners gathered to raise more than \$75,000 to support the College Success Program

HATFIELD & MCCOY'S



KEY EVENTS



BREAKING THROUGH CEREMONY

Our Breaking Through Ceremony serves as an opportunity to recognize our young professionals for their successful internship completion and celebrate their admittance into college. Similar to a graduation ceremony, Breaking Through celebrates the transformation of our interns who have worked all year to positively impact their futures and their companies through a meaningful internship and the pursuit of a professional career.



DRAFT DAY

Draft Day is our signature end-of-summer event where young professionals who successfully complete our eight-week skills training discover their internship placement. Think NFL draft with a corporate twist. It's a time of excitement, celebration, and possibility. In 2016 we welcomed 1,100 attendees, including representatives from all of our corporate partners, to celebrate our 259 students being placed into their internships.

CORPORATE PARTNER SPOTLIGHT YORK SOLUTIONS/ THINK IT ASSOCIATION



York Solutions has been an outstanding partner of Genesys Works, sharing our vision of creating a talented and diverse workforce for tomorrow. With their annual Think IT Golf Invitational, York has raised over \$175,000 in support of Genesys Works since 2014. Additionally, through their Link to Leadership program offered through their professional development association, Think IT, York has raised another \$175,000 towards scholarships for Genesys Works' alumni, providing critical resources to low-income students pursuing their college degree.



RAFAEL ALVAREZ
FOUNDER AND CEO GENESYS WORKS

A NATIONAL SOCIAL ENTERPRISE

2016 marked yet another year of student growth and community impact, highlighted by the expansion into the National Capital Region and San Jose, California.

The impact of our work is significant – not just on student lives, but on the communities we serve. A recent Social Return on Investment study by Columbia University calculated a \$13.46 economic return to society for every \$1 invested in our program.

Results from research studies like these confirm, more than ever, that Genesys Works indeed changes the trajectory of life for youth from disadvantaged backgrounds by engaging them on paths to college and career success. Now we must further scale our impact to serve many more students, both by going deeper in our existing sites, and by accelerating our expansion efforts to new cities across the nation.

It's clear to see that Genesys Works...works. With your support, we can transform the lives of thousands more low-income students across our country, creating a more productive and inclusive workforce in the process.

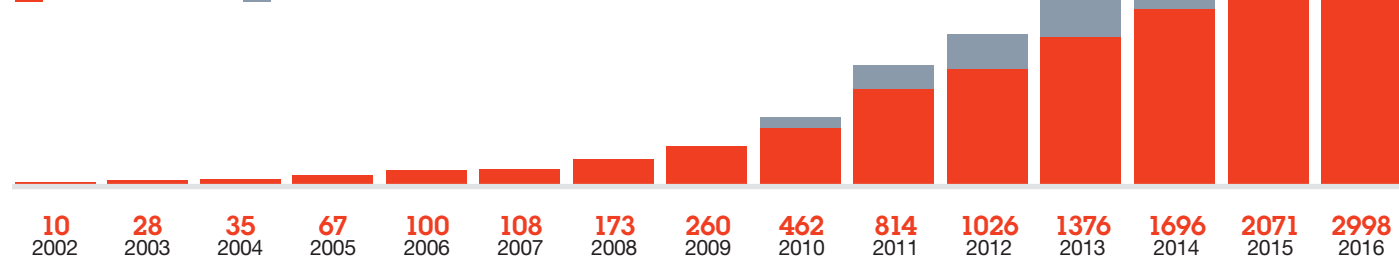


2016 NATIONAL IMPACT

2,998 STUDENTS SERVED
135 SCHOOL PARTNERS
192 CORPORATE PARTNERS
\$7,226,259 TOTAL DOLLARS EARNED BY INTERNS
13x SOCIAL RETURN ON INVESTMENT

15 YEARS OF STUDENT GROWTH AND IMPACT SINCE 2002

■ CORE PROGRAM ■ COLLEGE SUPPORT



OUR CORPORATE PARTNERS

The collaboration between Genesys Works and our corporate partners is at the heart of our success. We want to thank the following companies for providing the life-changing opportunities they have provided to our young professionals.



OUR FINANCIAL SUPPORTERS

Genesys Works is able to make a difference in the lives of disadvantaged youth because of the financial contributions made by our generous donors. Through your gifts, we are moving more students out of poverty and into the economic mainstream. For these gifts we are most grateful.

\$50,000+

Otto Bremer Trust
WEM Foundation

\$25,000+

Best Buy Foundation
McNeely Foundation
Medtronic
Minnesota Department of
Employment and Economic
Development (DEED)
Richard M. Schulze Family
Foundation
The Jay and Rose Phillips Family
Foundation of Minnesota
York Soutions Charitable
Foundation

\$15,000+

3M
Deluxe Corporation
Donaldson Foundation
Ecolab Foundation
Medica
Target Corporation

\$10,000+

Accenture
Blue Cross Blue Shield of
Minnesota
Caroline's Kids Foundation
Hardenbergh Foundation

Marbrook Foundation
Mardag Foundation
Monroe, Charlotte and Barbara
Shine Family Fund
Optum
Skyhigh Networks
St. Jude Medical Foundation
TCF Bank
Travelers Foundation
York Solutions

\$5,000+

Albright Foundation
AppDynamics
Box
Bremer Financial
Data Recognition Corporation
Deltaware Data Solutions
Deluxe Corporation Foundation
Ecolab
Forsythe
Hitachi Data Systems
Martin and Kathryn Leestma
Nutanix
OneNeck IT Solutions
Patterson Companies
ServiceNow
Symantec
The Minneapolis Foundation
ThreeBridge Solutions
Xcel Energy

\$2,500+

Datatrend Technologies
Donaldson Company
Dynatrace
Michael and Stacy Finlon
General Mills
Jack Link's
Land O'Lakes Inc.
Karen and Michael Marben
Manifest Technology
Stewart McCutcheon
Merrill Corporation
Craig Pratt
PricewaterhouseCoopers
Prime Therapeutics
Red Hat
Rubrik, Inc.
SAP America
ScienceLogic
SecureWorks
Skytap
St. Jude Medical

\$1,000+

Kevin Flynn
Garrett Gleason
Good Leadership Enterprises
Matt Herrmann
Integrhythm Inc.
Alistair Jacques
Michael Jones
Michelle Jourdan
James Kelly

Michael Mathews
Mike Martiny
National Marrow Donor Program
Matt Neale
NetApp
Mary Lynne Perushek
Helen Pratt
Renodis
Saint Paul Area Chamber of
Commerce
Chris Shian

\$500+

AgriBank
Anchor Bank
Craig Beason
Rhonda Blatti
Bill Carr
Deare Search Partners
Andy Dulka
Colleen Dunn
Jane Freeman
Michael Hedges
Hull Family Charitable Fund
Deborah Morris
Tim Nelson
Salesforce.com Foundation
Gary Spears
Thrivent Financial
Travelers
Matthew Werder
Lance Whitacre
Frank Worden

\$250+

Gerald Carroll
Craig Cox
Constance Freeman
Kathryn Freeman
Teresa Freeman
Daniel Golden
Joseph Keefe
Darrell Kesti
Chris Moses
Tom Mundt
Gina Olson
Jen Orth
Allen Pofahl
Rackspace
Erik Renk-Grant
Bret Roberts
James Ruttley
Dan Salmon
Bill Sedoff
Jacqueline Statum Allen
Uponor
Rick Walstrom

\$100+

Don Schmeichel
Craig and Lisa Schmidtke
Kelly Sebion
Steven Semmer
Mike Sheehy
Charles Smith
Gerard Smyth
David Sommers

Courtney Stoesz
Mark Stoesz
Jesse Stremcha
Dan Taggart
Timothy Thull
Todd Timmerman
Bill Trubeck
Cynthia Turkington
Barb Vann
Lisa Walker
Brad Wampole
Roger Warner
Tony Welter
Semhar Yemaneab

SPECIAL THANKS

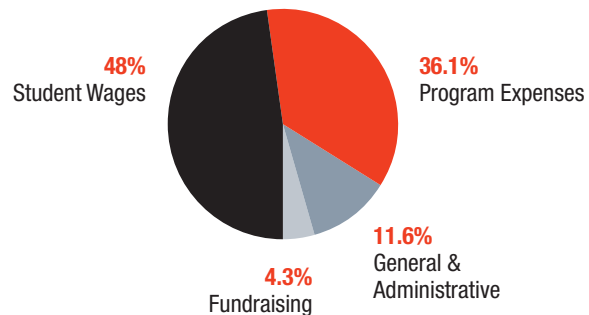
3M
Ecolab
Launch Lab Creative
Merchology
MSP Hatfield and McCoys
Think IT Association
Toro

FINANCIAL REPORT

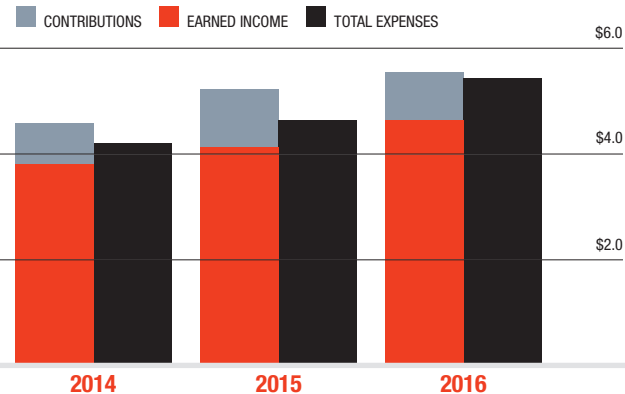
	2014	2015	2016
INCOME STATEMENT (UNRESTRICTED)			
INCOME			
Earned Income	\$ 3,771,196	\$ 4,063,514	\$ 4,644,283
Contributed Income	785,608	1,107,103	913,217
TOTAL INCOME	\$ 4,556,804	\$ 5,170,617	\$ 5,557,500
EXPENSES			
Student Wages	\$ 1,908,536	\$ 2,052,811	\$ 2,598,034
Other Program Expenses	1,567,019	2,026,888	1,946,401
General & Administrative	516,316	636,847	628,119
Fundraising	188,119	241,661	235,233
TOTAL EXPENSES	\$ 4,179,990	\$ 4,958,207	\$ 5,407,786
CHANGE IN UNRESTRICTED NET ASSETS	\$ 376,814	\$ 212,410	\$ 149,713
BALANCE SHEET			
ASSETS			
Cash and Cash Equivalents	\$ 1,118,990	\$ 1,115,026	\$ 1,256,237
Accounts Receivable	473,514	592,445	672,578
Other Current Assets	67,486	131,971	180,454
Property & Equipment (Net)	209,311	169,279	119,176
TOTAL ASSETS	\$ 1,869,301	\$ 2,008,721	\$ 2,228,444
LIABILITIES			
Accounts Payable	\$ 29,497	\$ 390	\$ 30,091
Other Liabilities	350,444	257,834	223,315
TOTAL LIABILITIES	\$ 379,941	\$ 258,224	\$ 253,406
Unrestricted Net Assets	\$ 1,436,262	\$ 1,648,672	\$ 1,870,715
Temporarily Restricted Net Assets	53,098	101,824	104,323
TOTAL NET ASSETS	\$ 1,489,360	\$ 1,750,496	\$ 1,975,038
TOTAL LIABILITIES AND NET ASSETS	\$ 1,869,301	\$ 2,008,720	\$ 2,228,444

85.9% OF EXPENSES FUNDED BY EARNED INCOME

2016 EXPENSE BREAKDOWN



INCOME AND EXPENSE GROWTH



GENESYS WORKS TWIN CITIES

BOARD OF DIRECTORS

Mary Lynne Perushek	Former Global CIO, Donaldson Company (Chair)
Daniel Abdul	VP Application Delivery, Optum Technology
Rafael Alvarez	Founder & CEO, Genesys Works
Michael Hedges	CIO, Medtronic
Nick Hernandez	Co-Founder, Aeritae Consulting
Michael Jones	Managing Director, Accenture
Marty Leestma	Chairman of the Board, Forthright Solutions
Michael Mathews	CIO, Deluxe Corporation
Deb Morris	Senior Manager, Community Relations, Best Buy
Matt Neale	Vice President, Optum Technology
Jacqueline Statum	Assistant Director, Strategic Planning & Policy, Saint Paul Public Schools
Allen	Executive Director, Genesys Works Twin Cities (Secretary)
Karen Marben	

STAFF

Karen Marben	Executive Director
Matt Boston	Development Director
Joel Crandall	Director of Corporate Partnerships
Beth Moncrief	Program Director
Mai Youa Moua	Senior Program Manager
Linnea Fahnestock	Manager of Corporate Partnerships
Keegan Fraley	Program Manager
Lindsey King	College Success Manager
Jenni Schubert	Program Manager
Kaela Worrall	School and Community Partner Manager
Peter Lucke	Program Specialist
Pie Paulson	Administrative Assistant
Alex Askew	Development Associate
Courtney Stoesz	Communications and Events Specialist
Asma Mohammed	College Success Advisor
Kabao Xiong	College Success Advisor
Marit Aaseng	Program Coordinator
Jose Alvillar	Program Coordinator
David Anaya	Program Coordinator
Blair Halperin	Program Coordinator
Maya Hanson	Program Coordinator
Jonelle Jones	Senior Program Coordinator
May Esperanza Losloso	Senior Program Coordinator
John Tamrat	Program Coordinator
Gao Vang	Program Coordinator
Julie Vo	Program Coordinator
Sue Yang	Program Coordinator



GENESYS WORKS.



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