2015 ANNUAL REPORT
INVESTING IN YOUTH.
INSPIRING CHANGE.
Genesys Works enables economically-disadvantaged high school students to enter and thrive in the economic mainstream by providing them the knowledge and work experience required to succeed as professionals.

We envision that one day, all students, regardless of their socio-economic background, will have the mindset, behavior, skills, and opportunity to embark and succeed on a path towards professional and life success.
Dear Friends,

When an idea catches fire and repeatedly demonstrates success, it becomes a magnet for investment – of time, energy and resources. This engagement, by individuals and by organizations, fuels powerful and fundamental change. We see this consistently in the Bay Area, where we have long been known for innovations that have forever altered the way the world uses science and technology. We also have been leaders in social change, often being at the forefront of movements that have raised human dignity and improved families’ economic circumstances.

And ever since our founding three years ago, Genesys Works – Bay Area has been leading the way to affect change. By investing in underserved youth through professional training, mentoring, college prep, and meaningful internships, while at the same time investing in building relationships with corporations, we are inspiring change in young lives, the business world, and our local community.

This past year, we continued to have significant growth in every facet of our program. We increased the number of students served by 60%, doubled the number of participating schools, and partnered with several new high profile corporations. Also, 94% of our program graduates continued their post-secondary studies. Of special note, we solidified our presence on both sides of the Bay with the opening of our second training center in the heart of downtown Oakland. At our ribbon-cutting ceremony of this new facility, Mayor Libby Schaaf and City Council President Lynette McElhaney spoke powerfully of how our Oakland presence enables us to provide life-changing opportunities to more East Bay youth.

As you read this year’s annual report, please know how grateful we are for your support. It is your investment in our youth that has inspired such profound change in their lives. With your continued gifts of internships, volunteer time, and dollars, you remain the agent of change for the years to come.

Warm regards,
“Genesys Works has exposed me to many opportunities and experiences that most kids from Oakland will never get a chance to see. Because of that, I am a living testimony that despite where you come from, you can still be somebody.”

For high school students growing up with limited resources, the dream of going to college and pursuing a professional career is often just that – a dream.

At Genesys Works, we’re empowering students like Malachi to turn their dreams of career success into lifelong realities. Through comprehensive workplace training, meaningful internships, and supportive coaching, we’re not only helping economically disadvantaged students see that a professional career is within reach – we’re also arming them with the skills and opportunities that will enable them to achieve their career goals.

In 2015, we directly impacted the lives of 155 students in the Bay Area. This includes 45 young men and women from the Class of 2015 who we employed in internships, 91 students from the Class of 2016 trained last summer for current-year internships, and the 19 program alumni that we continue to support toward their college and career goals. And the impact is felt even deeper, as the success of our young professionals inspires change in all those around them – younger siblings, parents, classmates, and neighbors – ultimately affecting change throughout their community.
Genesys Works is changing the conversation about college and career-readiness as educators increasingly recognize the value of high-quality internships as a tool for bringing rigor, relevance and supportive relationships into the education system. Working with our school partners, we’re bringing education into the professional workplace. Through intensive training and year-long internships, youth develop essential 21st century skills in areas such as communications, collaboration, and problem-solving that are necessary for success in today’s working world. Students are guided and supported in their work by caring adults who connect career interests with post-secondary education and career planning.

Our results speak for themselves. Last year, 100% of Genesys Works interns graduated from high school, with 98% immediately enrolling in college in pursuit of their new career goals. With education being a proven pathway out of poverty, this demonstrates real change and lasting impact.

RICHARD CARRANZA
Superintendent, San Francisco Unified School District

“The Bay Area has a rich history of dreams and determination coming together to make this one of the greatest regions in the world – imagine what this combination can do for our schools and our future. And, with the support of organizations like Genesys Works, every student will have the opportunity to turn those dreams into reality.”

INSP RING CH A NGE I N
EDUCATION
MARIA MARTINEZ
President of Sales & Customer Success, Salesforce

“The technology industry thrives off well-trained and enthusiastic employees. Genesys Works provides a unique combination of education and workplace experience that is building tech’s future workforce.”

INSPIRING CHANGE IN BUSINESS

The transformational impact our programming has on the lives of the students we serve is matched by the changes we are inspiring within our partner companies.

Businesses benefit from the work our young professionals perform each day as valued team members. But the real impact stems from companies engaging as true partners as we prepare today’s youth for tomorrow’s workforce. Working together, we’re redefining the student internship model, creating impactful mentoring and leadership development opportunities for employees, and developing a robust – and home grown – pipeline of diverse talent capable of driving the economic success of our business community for years to come.

The change experienced by corporate partners is often far more personal. It’s the supervisor, the co-worker, the corporate executive who sees first-hand the positive impact they’ve had on a young person. By changing the lives of others, they soon discover the life most changed is their own.
Every community has unique characteristics that set it apart. Yet, social problems often persist in communities because effective solutions don’t exist, are expensive, or are politically-charged. Genesys Works is changing that paradigm. Our cost-effective, largely self-sustaining program delivers proven results by utilizing an “all-win” business model.

We know how empowering a job can be. And we’ve seen the magic that happens when a student’s motivation is matched with a real opportunity. This magic is what’s at the heart of our program. By connecting Bay Area youth to the right opportunities and support at the right time, Genesys Works enables more urban teens to break the cycle of poverty and join the economic mainstream. In doing so, we’re closing the educational achievement and economic opportunity gaps currently challenging our community, making the Bay Area a better place to live and work for all.

LIBBY SCHAAF
Mayor, City of Oakland

“When I was graduating from Oakland’s Skyline High School, becoming the Mayor of my hometown wasn’t in my wildest dreams, but throughout my journey I got the support needed to get me where I am today. I am grateful that non-profits like Genesys Works are partnering with our dedicated business community to give dynamic young people from Oakland and across the Bay Area the exposure, skills, access and opportunity to compete professionally.”
OUR STUDENTS

- 92% STUDENTS OF COLOR
- 49% FEMALE
- 51% MALE
- 92% STUDENTS OF COLOR
- 49% FEMALE
- 51% MALE
- 74% QUALIFY FOR FREE OR REDUCED LUNCH
- 74% QUALIFY FOR FREE OR REDUCED LUNCH
- 155 STUDENTS SERVED IN 2015
- 1,200 AVERAGE HOURS SPENT IN TRAINING, INTERNSHIP, COLLEGE PREP
- 70 PLACED IN INTERNSHIPS
- 98% OF INTERNS GRADUATED FROM HIGH SCHOOL
- 98% ENROLLED IN COLLEGE IMMEDIATELY AFTER HIGH SCHOOL
- 94% OF ALL ALUMS ARE STILL ENROLLED IN COLLEGE
- 98% OF ALL ALUMS ULTIMATELY ENROLLED IN COLLEGE
- > $10,000 AVERAGE STUDENT EARNINGS DURING SENIOR YEAR
- > 48% OF ORGANIZATION EXPENSES FUNDED BY EARNED INCOME
- 22 CORPORATE PARTNERS
- 18 SCHOOL PARTNERS
OUR IMPACT

- 100% of interns graduated from high school
- 98% enrolled in college immediately after high school
- 98% of all alums ultimately enrolled in college
- 94% of all alums are still enrolled in college
- $10,000 average student earnings during senior year
- 100% of interns graduated from high school
- 48% of organization expenses funded by earned income
- 22 corporate partners
- 18 school partners
- 70% placed in internships
- 70% of organization expenses funded by earned income
- 2015 annual report
Genesys Works – Bay Area is one of five Genesys Works programs operating across the U.S. working together to serve the needs of students, schools and companies in our respective communities.

2015 was another great year for Genesys Works. We saw healthy growth in our existing programs and laid the groundwork to start our fifth site in the greater Washington, D.C. area this summer.

We embrace our role in having created the most impactful high school internship program in the country. Our responsibility is to now grow and serve the greatest number of students possible, both in existing sites and in new cities across the country. We have made significant investments in the systems needed to make this growth efficient, scalable, and sustainable, enabling us to achieve even greater levels of impact in the years ahead. Thank you for your partnership as we build better futures for the students and communities we serve.

2015 NATIONAL IMPACT

- 2,071 STUDENTS SERVED
- 108 SCHOOL PARTNERS
- 179 CORPORATE PARTNERS
- 616,600 TOTAL HOURS WORKED BY INTERNS
- $6,127,700 TOTAL DOLLARS EARNED BY INTERNS

13 YEARS OF STUDENT GROWTH AND IMPACT SINCE 2002

- CORE PROGRAM
- COLLEGE SUPPORT

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The partnerships between Genesys Works and its corporate partners are at the heart of our program’s success. We want to thank the following companies for the life-changing opportunities they have provided to our current class of young professionals.
Contributions made by our generous donors are making it possible to move more students out of poverty and into the economic mainstream. We are grateful for the support of the following individuals and organizations.

## OUR FINANCIAL SUPPORTERS

### $100,000+
- Google.org
- Greenlight Fund
- Peery Foundation
- Salesforce.org

### $50,000+
- AT&T
- Ron Conway Family Foundation
- The Jenesis Group
- PG&E
- PwC

### $25,000+
- Accenture
- Salesforce
- Westly Foundation

### $10,000+
- Ancestry.com
- Ray and Karina Elias
- Maria Martinez

### $5,000+
- Comerica
- Credit Suisse
- Christopher Dixon
- Kapor Center for Social Impact
- Scott and Laura Kupor
- Triton Container

### $1,000+
- Agadino Foundation
- Rafael and Stephanie Alvarez
- Adrian Fenty
- Erin Glenn
- Mary Kay Huse
- David and Stacy Kanter
- Peter Katz and Meg Marks
- Taylor McKinley
- Eric McKinney
- Amity Millhiser
- Daniel Nottke
- Tom and Debbie Pliiero
- Mary Fratto Rowe
- Silicon Valley Community Foundation
- Jesús Soto, Jr.

### UP TO $250
- Gary and Jeanene Bean
- Monica Bendernagel
- Benjamin Bleiman
- Peter Bowden
- Jorge Diaz
- Courtney Faber
- Dain Finn
- Jamie and Vivian Firmage
- Lara Fox
- Ryan and Sabeena Galeria
- Alex Gammelgard
- Timothy Gao
- Margaret Hall
- Nathan Heinrichs
- Laura Hinton
- Brett Hoppe
- Linda Hoppe

- Thomas Hughes
- Merrick Jacob
- Francisco Jacoby-Rivera
- Pat Jaffe
- Sejo Jahic
- Robbi Johnston
- Louis Jug
- Anne Kirwan
- Amy Ko
- Cameryn Korn
- Jimmu Ku
- Sara Laks
- Eunice Lee
- Tom Lenz
- Adam Lovrovich
- Chris Marr
- Danielle Mihalkanin
- Scott Miller
- Stephen Mongiello
- Catherine Moore
- Cheri Morris
- Jayson Morris
- Susan Neff
- Tonya Newstetter
- Jennifer Otten
- Grace Peter
- Kyle Peter
- Aaron and Megan Phillips
- Christina Resasco
- Paul and Jodi Rosales
- Erica Ruge
- Jack and Joyce Schipper
- Dave Seward

### $250+
- Garret Bean
- Marc Blakeman
SPECIAL THANKS

Bay Area College Success Network
Big Mouth PR
Brandeis University, Center for Youth and Communities
BUILD
Caretha Coleman
Jim Cook
Jose Corona
Elise Cutini
Suzanne DiBianca
Brian Driscoll
East Side Union School District
Mauria Finley
Lance Fors
Ezra Garrett
Gateway Public Schools
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Gunderson Dettmer
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RockBridge Productions
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San Francisco International Airport
San Francisco Unified School District
San Jose Unified School District
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Shuddle
Silicon Valley Bank
Silicon Valley Leadership Group
Lisa Spinali
Karen Stanton
Robert Tasker
Dana Tom
uAspire
Hugh Westermeyer
Tony Zucker

FEATURED DONORS

GOOGLE.ORG, JUSTIN STEELE, PRINCIPAL
“Too many of our communities’ young people grow up believing that success in the corporate world is unattainable. Genesys Works is changing the life trajectory of economically disadvantaged students in our Bay Area high schools, and we’re proud to support them through our grantmaking and by hosting a Genesys Works intern at Google.”

PEERY FOUNDATION, DAVE PEERY, MANAGING DIRECTOR
“The Peery Foundation finds and funds scalable models supporting youth and families to build lives of dignity and self-reliance. Genesys Works is a great example of this. We’re proud to support their model of increasing economic opportunity for high school students in the Bay Area.”
INCOME STATEMENT (UNRESTRICTED)

**INCOME**
- Earned Income: $111,415, $483,577, $886,295
- Contributed Income: $970,784, $749,090, $1,396,719
- Total Income: $1,082,199, $1,232,667, $2,283,014

**EXPENSES**
- Student Wages: $53,127, $236,019, $464,811
- Other Program Expenses: $440,671, $654,575, $1,206,643
- General & Administrative: $135,625, $321,428, $194,470
- Fundraising: $35,457, $76,586, $145,464
- Total Expenses: $664,880, $1,288,608, $2,011,388

**CHANGE IN UNRESTRICTED NET ASSETS**
- $417,319, $(55,941), $271,626

**BALANCE SHEET**

**ASSETS**
- Cash & Cash Equivalents: $356,364, $206,069, $356,666
- Accounts Receivable: $45,095, $105,411, $180,904
- Other Current Assets: $78,417, $114,904, $512,704
- Property & Equipment (Net): —, —, —
- Total Assets: $479,876, $426,384, $1,050,274

**LIABILITIES**
- Accounts Payable: $11,940, $15,963, $234
- Other Liabilities: $50,616, $49,042, $66,784
- Total Liabilities: $62,556, $65,005, $67,018

**Total Net Assets**
- $417,320, $361,379, $633,005
- Temporarily Restricted Net Assets: —, —, $350,250
- Total Net Assets: $417,320, $361,379, $983,255

**TOTAL LIABILITIES AND NET ASSETS**
- $479,876, $426,384, $1,050,274
GENESYS WORKS - BAY AREA

BOARD OF DIRECTORS

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