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.

PETER KATZ
EXECUTIVE DIRECTOR
GENESYS WORKS BAY AREA

GENESYS WORKS FOR OUR COMMUNITY

Dear Friends,

When we look back on a year gone by, what comes to mind first? Whether it’s people or places, good times or bad, challenges or triumphs, we remember the elements that had the greatest impact. In 2016, our students faced greater challenges in their schools, neighborhoods and nationally than ever before. And yet, at Genesys Works Bay Area we saw our young professionals rise and triumph – in their school work, their job sites, and their life ambitions.

In support of these accomplishments, Genesys Works’ impact was evident in several areas. We grew by 60% in 2016 and served a total of 278 students. We opened a new office in San Jose to realize our dream of embracing communities all around the Bay. We engaged more schools and corporations than ever before, as word spread of our efforts and successful model. We supported our program alumni and over 90% continue to pursue a college education, despite national statistics of nearly half that number. And our annual impact study by independent evaluator Harder+Company showed that measurable and definitive impact is being made on students, businesses, and the community.

As you read through this report, we invite you to see how Genesys Works work. You will experience inspiring examples from summer training, where young people learn indispensable business skills and the transformation begins. You will witness the empowerment high school students feel when placed in a professional environment for a year-long meaningful internship, where supervisors and students alike undergo fundamental changes. You will learn how businesses improve their bottom line in ways they never imagined, and are now approaching workforce development in a whole new way. And you will see a proven path to effectively narrowing the opportunity gap.

Thank you for your ongoing support in making Genesys Works work for the entire Bay Area.

Cover and inside photos: Lwongphoto

GENESYS WORKS BAY AREA
WHY THE WORK WE DO MATTERS

Across the Bay Area, 13,000 students live below the poverty line. These young people are shut out of today's workforce due to lack of opportunity, relevant skills, and work experience. At the same time, thousands of professional entry-level jobs go unfilled because local companies struggle to find qualified candidates.

- Only 9% of economically disadvantaged students will graduate college by age 24.
- Just 4% of low-income youth will climb to the top of the economic ladder.
- Yet, 2/3 of all jobs in 2018 will require a college degree.

What if we could bridge that gap? We can. And we do.

Genesys Works not only helps students see that a professional career is within reach, we arm them with the skills and opportunities to achieve their career goals.

Our impact goes well beyond the students we serve. It is felt by our business partners as we create the skilled workforce of tomorrow, and ripples through our community as we reduce disparities and build wealth for those in need.

OUR IMPACT

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:

- **Skills Training**: 8 weeks of skills training the summer before senior year of high school.
- **Meaningful Internship**: 1,000 hours in a paid year-long corporate internship.
- **College & Career Coaching**: 40 hours of counseling on college and career pathways.
- **Alumni Support**: Ongoing support to help students achieve college and career success.

Social Return on Investment:

* Social Return on Investment Analysis published March 2017 by Dr. Clive R. Belfield, Columbia University.

2016 IMPACT REPORT

GENESYS WORKS BAY AREA
Students begin the Genesys Works program with eight weeks of rigorous training 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 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 emerge with confidence and poise, ready to tackle real-world problems head on.

For Aneesha, the training gave life a new meaning and provided inspiration to break through her old routine and embrace her leadership potential. This is the first step in transforming Bay Area’s youth into tomorrow’s workforce and ultimately changing the trajectory of their lives.

Upon completing their training, students like Justin 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 workers 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, earn approximately $10,000, and become essential members of the team, taking on significant projects that add value and impact to 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 like SFMTA to fundamentally change the lives of our students and the community.
When I applied for a full-time job with PG&E, I was up against much older candidates. It was intimidating, but I found confidence in the fact that at nineteen I had the experience providing technical support to people three times my age.

Michelle
Alumna
Student, Berkeley City College
2015 intern and current employee, PG&E

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. Genesys Works 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 Michelle, the college internships pave the way for a full-time job and open doors previously thought unimaginable.

688 COLLEGE APPLICATIONS SUBMITTED
62 ALUMNI SERVED
41% PURSUING STEM DEGREES

62% ALUMNI SERVED
41% PURSUING STEM DEGREES

Microsoft awards a $1.17 million software grant to Genesys Works nationally

MARCH
Microsoft awards a $1.17 million software grant to Genesys Works nationally

FEBRUARY
A record 550 students apply to GWBA, including from our new school partners in San Jose Unified and East Side Union High School Districts

MAY
GWBA’s third location is launched in San Jose

AUGUST
Chris Funk, Superintendent of East Side Union High School District, joins the Board of Directors

JUNE
GWBA doubles in size by hiring 5 new full-time staff to support the 4th cohort of young professionals

JULY
Local tech companies Box, Salesforce, TINT, and Zynga give students tours and insight into daily work life

JULY
Volunteers from 12 local corporations, including Ancestry.com, Credit Suisse, PwC, and Starbucks help students at Networking Day and Mock Interviews

SEPTEMBER
14 new corporate partners join our program, including ServiceNow which hosts 6 interns

OCTOBER
Over 420 people attend our signature annual event, Breaking Through, featuring our 4th Bay Area cohort and keynote speaker Ken McNeely, President of AT&T California

“So many of our students drive through Silicon Valley as opposed to driving Silicon Valley. What our students need is the opportunity for exposure and the opportunity to demonstrate their skill, talent and desire.”

“So many of our students drive through Silicon Valley as opposed to driving Silicon Valley. What our students need is the opportunity for exposure and the opportunity to demonstrate their skill, talent and desire.”

“…”
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.

RAFAEL ALVAREZ
FOUNDER AND CEO GENESYS WORKS

OUR CORPORATE PARTNERS

The mutually beneficial investment in our students by our corporate partners and Genesys Works is at the heart of our program’s success. We want to thank the following companies for lifting more students out of poverty with the internship opportunities they have provided to Bay Area youth in 2016.
OUR CORPORATE SUPERVISORS

We are immensely grateful for our corporate supervisors who invest time, energy, and expertise into our students, often becoming valuable professional and personal role models and mentors. Thank you to the following supervisors for your dedication to local youth in 2016.

Samantha Achuff
Danielle Adams
Kim Akkira
Zhana Amans
Kathryn Angotti
Ashley Armijo
Ritesh Arora
Dean Atchison
David Barker
Chris Bedi
Becky Boothe
Demitra Brandt
Aaron Brinker
Kevin Bromer
Matthew Brozte
Elizabeth Buck
Josephine Buennagel
Taz Cale
Marianne Cameron
Carl Campbell
Julie Castillo
Tylor Castro
Barbara Caussy Spandan
Chakraborty
Irisa Charney-Sirott
Sudip Chatterpahayy
Hina Chintalapati
Paul Chisaki
Kevin Chow
Brett Conklin
Susan Cook
Craig Cooper
Juan Conrero
Paul Crockett
Ryan Davis
Stevie Delledera
Ryan DeSerpa
Bridget Devine
William Dickes
Joe Dickens
Deltra Dillon
Christian Dinsay
Jonathan Dippert
Dan Driscoll
Cliff Eclarino
Jeffrey Ehrenberg
Ray Elias
Jesse Endo
Brian Estebaz
Bo Estella
Yusuf Ezzy
Marc Ferris
Steve Fischer
Tabitha Fong
Kristin Foss
LeeAnn Franco
Katherine Funseth
Martha Gailey
Bella Garcia
Tracy Gibson
Lisa Gonzalez
Ruth Gonzer
Madhuri Gore
Ruth Gonzer
John Gosselin
Jesse Gosselin
Kim Gozelski
Cindy Graffort
Richard Guevara
Jay Hagedorn
Rachel Haley
Perry (P.J) Hasleton
Reece Hauf
Sophia Henry
Pam Herhold
Linda Herrin
Francisco Jacobo-Rivera
Lauren Johnson
Kate Jordan
William Jubb
Trupi Kalbag
Vijay Karani
Smita Katarya
Michelli Kelly
Nitesh Khadly
Alyssa Kies
Traci King
Emily Kingsbury
Darrin Koonce
Shemsija (Sammi) Kraja
Janet L. Martinson
Jeff Lam
Kurt Larsen
Robert Lawrence
Van Le
Bryan Lee
Diane Lee
Ian Samaniego
Terry Sanchez
Michael Schneider
Alyene
Schneidewind
Kim Scott-Minzono
Hugh Scranton
Mike Seitz
Muhammad Shafi
Sapna Sharma
Vikram Sharma
Jennifer Sharp
Michelle Sharron
Dawn Sheppard
Gwen Shintani
Alfreda Smith
Matt Smith
Daryl Spreiter
Amy Stice
Joel Stodd
Austin Stout
Richard Summerlin
Jonathan Sun
Jeremy Sun
Yashika Suri
Jonathan Sun
Richard Summerlin
Joel Stodd
Jeremy Sun
Yashika Suri
Jonathan Sun
Jeremy Sun
Yashika Suri

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 helping more students out of poverty and into the economic mainstream. We truly appreciate your support.

$100,000+
Google
Greenlight Fund
JPMorgan Chase Foundation
Peery Foundation
Salesforce.org
Sorabty Family Foundation
Tipping Point Community

$50,000+
American Honda Foundation
Pacific Gas and Electric Company
PwC
Westly Foundation

$10,000+
Ancestry.com
AT&T
Bank of America Charitable Foundation
Deluxe Corporation Foundation
Fund for Shared Insight
Scott and Laura Kapor
Maria N. Martinez
Matt Ocko and Zack Bogue of DCVC

$5,000+
Andreasen Horowitz Credit Suisse
Enigma Foundation
Kapor Center for Social Impact
Western Digital Foundation
Zynga.org Foundation

$200+
Sokol Support
Marcia and Ted Bronsnick
Jesus Soto, Jr.
Scott and Laura Kapor
Maria N. Martinez
Matt Ocko and Zack Bogue of DCVC

$1,000+
Electronic Arts
Rachel and Drew Katz Foundation
San Francisco Federal Credit Union
Shudddle, Inc.
Stephanie and Rafael Alvarez
Amy and Randy Beiner
Ronny Conway
Chris Funk
Julia and Aaron Gershon
Timothy Holcer
Stacy and Dan Kanter
Meg Marks and Peter Katz
Megan and Taylor McKinley
Ken McNeely
Gloria Prince and John O’Farrell
Jesus Soto, Jr.
Kathy Traver and John Selling
Tony Zucker

$500+
MainSpeed Partners Silicon Valley Bank
sPower
The Philanthropy Workshop
Garrett Bean
Marc Blakeman
Myra Chow
Ken Glenn
Casey and Bill Johnson
Robert Katz

SPECIAL THANKS

Brandies University, Center for Youth and Communities
East Side Union High School District
Harder+Company Community Research
Hispanic Chamber of Commerce Silicon Valley
Oakland Metropolitan Chamber of Commerce
Oakland Unified School District
San Francisco Chamber of Commerce
San Francisco Unified School District
San Jose Silicon Valley Chamber of Commerce
San Jose Unified School District
Silicon Valley Black Chamber of Commerce
Zum
Jamie Firmage
Felix Flores, Jr.
Mayor Ed Lee
Mayor Sam Liccardo
Laura Moran
Michelle Peoples
Mayor Libby Schaaf
Jon van Bronkhorst
## FINANCIAL REPORT

### INCOME STATEMENT (UNRESTRICTED)

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings Income</th>
<th>Contributed Income</th>
<th>Total Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>$483,577</td>
<td>$1,232,667</td>
<td>$1,716,244</td>
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<tr>
<td>2015</td>
<td>$886,295</td>
<td>$2,283,014</td>
<td>$3,169,309</td>
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<tr>
<td>2016</td>
<td>$1,317,468</td>
<td>$3,062,545</td>
<td>$4,380,013</td>
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### EXPENSES

<table>
<thead>
<tr>
<th>Year</th>
<th>Student Wages</th>
<th>Other Program Expenses</th>
<th>General &amp; Administrative</th>
<th>Fundraising</th>
<th>Total Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>$236,019</td>
<td>$1,205,643</td>
<td>$194,470</td>
<td>194,470</td>
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<td>2015</td>
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<td>$1,456,140</td>
<td>$292,294</td>
<td>292,294</td>
<td>$2,283,014</td>
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<td>2016</td>
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<td>$1,408,200</td>
<td>$352,320</td>
<td>352,320</td>
<td>$3,062,545</td>
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### BALANCE SHEET

#### ASSETS

<table>
<thead>
<tr>
<th>Year</th>
<th>Cash and Cash Equivalents</th>
<th>Accounts Receivable</th>
<th>Other Current Assets</th>
<th>Property &amp; Equipment (Net)</th>
<th>Total Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>$206,069</td>
<td>$105,411</td>
<td>$114,904</td>
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<td>$426,384</td>
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<tr>
<td>2015</td>
<td>$356,666</td>
<td>$180,904</td>
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<td>$1,050,274</td>
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<td>2016</td>
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<td>$253,500</td>
<td>$364,602</td>
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<td>$1,028,812</td>
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#### LIABILITIES

<table>
<thead>
<tr>
<th>Year</th>
<th>Accounts Payable</th>
<th>Other Liabilities</th>
<th>Total Liabilities</th>
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<tbody>
<tr>
<td>2014</td>
<td>$15,963</td>
<td>$66,784</td>
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<td>2015</td>
<td>$234</td>
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<td>2016</td>
<td>$5,086</td>
<td>$80,376</td>
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### UNRESTRICTED Net Assets

<table>
<thead>
<tr>
<th>Year</th>
<th>Unrestricted Net Assets</th>
<th>Temporarily Restricted Net Assets</th>
<th>Total Net Assets</th>
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</thead>
<tbody>
<tr>
<td>2014</td>
<td>$361,379</td>
<td>$350,250</td>
<td>$711,629</td>
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<tr>
<td>2015</td>
<td>$631,005</td>
<td>$302,000</td>
<td>$933,005</td>
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<tr>
<td>2016</td>
<td>$918,436</td>
<td>$300,000</td>
<td>$1,218,436</td>
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</tbody>
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### BALANCE SHEET (REPORTED IN MILLIONS)

#### EXPENSE BREAKDOWN

2016 EXPENSE BREAKDOWN

- Program Expenses: 52.6%
- Student Wages: 27.9%
- General & Administrative: 9.0%
- Fundraising: 7.5%

### INCOME AND EXPENSE GROWTH

**2016 INCOME AND EXPENSE GROWTH**

- **$1.0**
- **$2.0**
- **$3.0**

**2014**

- **Contributions**
- **Earned Income**
- **Total Expenses**

**2015**

- **Contributions**
- **Earned Income**
- **Total Expenses**

**2016**

- **Contributions**
- **Earned Income**
- **Total Expenses**

### BOARD OF DIRECTORS

- **Marc Blakeman**: Vice President of External Affairs, AT&T California
- **Ray Elias**: Chief Marketing Officer, HotelTonight
- **Adrian Fenty**: Former Mayor, District of Columbia
- **Chris Funk**: Superintendent, East Side Union High School District
- **Casey Johnson**: National Portfolio Director, GreenLight Fund
- **Dave Kanter**: Managing Director, Accenture
- **Peter Katz**: Executive Director, Genesys Works Bay Area
- **Scott Kupor**: Managing Partner, Andreessen Horowitz
- **Maria Martinez**: President of Sales & Customer Success, Salesforce
- **Taylor McKinley**: Operating Partner, Mainsail Partners
- **Amy Millhiser**: Chief Clients Officer, PwC
- **Jesus Soto, Jr.**: Senior Vice President, Pacific Gas and Electric Company

### STAFF

- **Olivia Berkowitz**: Program Manager
- **Jessie Choi**: Program Coordinator
- **Stephanie Epps**: Program Manager
- **Shelly Gleason**: Program Coordinator
- **Chelsea Hartigan**: Community Relations Associate
- **Jabari Hasan**: Program Coordinator
- **Peter Katz**: Executive Director
- **Amy Lenz**: Development Director
- **Shelby Maurer**: Program Administrator
- **Courtney McDonald**: Marketing and Development Associate
- **Stephanie Pangüio**: Senior Program Coordinator
- **Andy Tang**: Program Coordinator
- **Mary Ann van Westbroek**: Program Manager
- **Jonny Volan**: Alumni Program Manager
- **Landen Zernickow**: Program Director

### 47.5% OF EXPENSES FUNDED BY EARNED INCOME