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

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,

Pictured on front cover: Salman Ahmed
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

1% AMERICAN INDIAN/ALASKAN NATIVE
8% AFRICAN IMMIGRANT
14% LATINO
10% OTHER ASIAN
23% HMONG
3% MULTI-RACIAL
4% OTHER
30% AFRICAN AMERICAN

94% OF ALUMNI ULTIMately ENROLL IN COLLEGE
74% HAVE GRADUATED OR ARE STILL ENROLLED IN COLLEGE
$40-45k MEDIAN EARNINGS OF EMPLOYED ALUMNI*

8 weeks of skills training the summer before senior year of high school.

1,000 hours in a paid year-long corporate internship.

60 hours of counseling on college and career pathways.

Ongoing support to help students achieve college and career success.

13x SOCIAL RETURN ON INVESTMENT**

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.
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.

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.
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.

### Key Events

**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

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

**APRIL**
- 9th Annual Breaking Through Ceremony: Over 200 students graduated from the program

### Corporate Partner Spotlight

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.
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

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

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 Solutions 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
Delaware 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
Integ rhythm Inc.
Alistair Jacques
Michael Jones
Michelle Jourdian
James Kelly

Michael Mathews
Mike Martiny
National Marrow Donor Program
Matt Neale
NetApp
Mary Lynne Perushek
Helen Pratt
Renovis
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 Kestl
Chris Moses
Tom Mundt
Gina Olson
Jen Orth
Allen Pofahl
Rackspace
Erik Renk-Grant
Bret Roberts
James Ruttle
Dan Salmon
Bill Sedoff
Jacqueline Statman 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 Stremlcha
Dan Taggart
Timothy Thull
Todd Timmerman
Bill Trubek
Cynthia Turckington
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

### INCOME STATEMENT (UNRESTRICTED)

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INCOME</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Earned Income</td>
<td>$3,771,196</td>
<td>$4,063,514</td>
<td>$4,444,283</td>
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<tr>
<td>Contributed Income</td>
<td>$785,608</td>
<td>$1,307,103</td>
<td>$913,217</td>
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<tr>
<td><strong>TOTAL INCOME</strong></td>
<td>$4,556,804</td>
<td>$5,370,617</td>
<td>$5,357,500</td>
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### EXPENSES

<table>
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<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Student Wages</td>
<td>$1,908,536</td>
<td>$2,032,811</td>
<td>$2,598,034</td>
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<tr>
<td>Other Program Expenses</td>
<td>$1,567,019</td>
<td>$2,026,888</td>
<td>$1,946,401</td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>$516,316</td>
<td>$636,847</td>
<td>$628,119</td>
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<tr>
<td>Fundraising</td>
<td>$189,119</td>
<td>$241,683</td>
<td>$235,233</td>
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<td><strong>TOTAL EXPENSES</strong></td>
<td>$4,179,990</td>
<td>$4,958,207</td>
<td>$5,407,786</td>
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</table>

### CHANGE IN UNRESTRICTED NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$376,814</strong></td>
<td>$212,410</td>
<td>$149,713</td>
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</table>

### BALANCE SHEET

#### ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$1,118,990</td>
<td>$1,115,026</td>
<td>$1,256,237</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>$473,514</td>
<td>$502,445</td>
<td>$672,578</td>
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<tr>
<td>Other Current Assets</td>
<td>$67,486</td>
<td>$111,371</td>
<td>$180,454</td>
</tr>
<tr>
<td>Property &amp; Equipment (Net)</td>
<td>$209,111</td>
<td>$169,279</td>
<td>$159,176</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>$1,869,301</td>
<td>$2,008,721</td>
<td>$2,228,444</td>
</tr>
</tbody>
</table>

#### LIABILITIES

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
<td>$29,497</td>
<td>$390</td>
<td>$30,091</td>
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<tr>
<td>Other Liabilities</td>
<td>$350,444</td>
<td>$257,634</td>
<td>$223,315</td>
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<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td>$379,941</td>
<td>$258,224</td>
<td>$253,406</td>
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</table>

#### Unrestricted Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$1,436,262</strong></td>
<td>$1,448,672</td>
<td>$1,870,715</td>
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</tr>
</tbody>
</table>

#### TEMPORARILY RESTRICTED NET ASSETS

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<th>2014</th>
<th>2015</th>
<th>2016</th>
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<tbody>
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<td>$1,448,672</td>
<td>$1,870,715</td>
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</table>

### TOTAL NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$1,489,360</strong></td>
<td>$1,750,496</td>
<td>$1,975,038</td>
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</table>

### TOTAL LIABILITIES AND NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$2,008,721</td>
<td>$2,228,444</td>
<td></td>
</tr>
</tbody>
</table>

#### EXPENSE BREAKDOWN

- **85.9%** of expenses funded by earned income

#### INCOME AND EXPENSE GROWTH

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INCOME</strong></td>
<td>$3771</td>
<td>$4063</td>
<td>$4444</td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
<td>$1908</td>
<td>$2033</td>
<td>$2598</td>
</tr>
</tbody>
</table>

#### 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 Hodges** CIO, Medtronic
- **Nick Hernandez** Co-Founder, Aeritae Consulting
- **Michael Jones** Managing Director, Accenture
- **Marly Leestma** Chairman of the Board, Fortnight 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
- **Allen** & Policy, Saint Paul Public Schools
- **Karen Marben** Executive Director, Genesys Works Twin Cities (Secretary)

#### STAFF

- **Karen Marben** Executive Director
- **Matt Boston** Development Director
- **Joel Crandall** Director of Corporate Partnerships
- **Beth Moncrief** Program Director
- **Ma Yoa Moua** Senior Program Manager
- **Linnea Fahnstock** Manager of Corporate Partnerships
- **Keegan Frolay** 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 Ashoe** Development Associate
- **Courtney Stonez** Communications and Events Specialist
- **Asma Mohamad** College Success Advisor
- **Kabao Xiong** College Success Advisor
- **Mart Aaseng** Program Coordinator
- **Jose Alvistar** Program Coordinator
- **David Anaya** Program Coordinator
- **Blair Halperin** Program Coordinator
- **Maysa Hanson** Program Coordinator
- **Jonette Jones** Senior Program Coordinator
- **May Esperanza Losloso** Senior Program Coordinator
- **John Tamrat** Program Coordinator
- **Gao Yang** Program Coordinator
- **Julie Vo** Program Coordinator
- **Sue Yang** Program Coordinator