

**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.

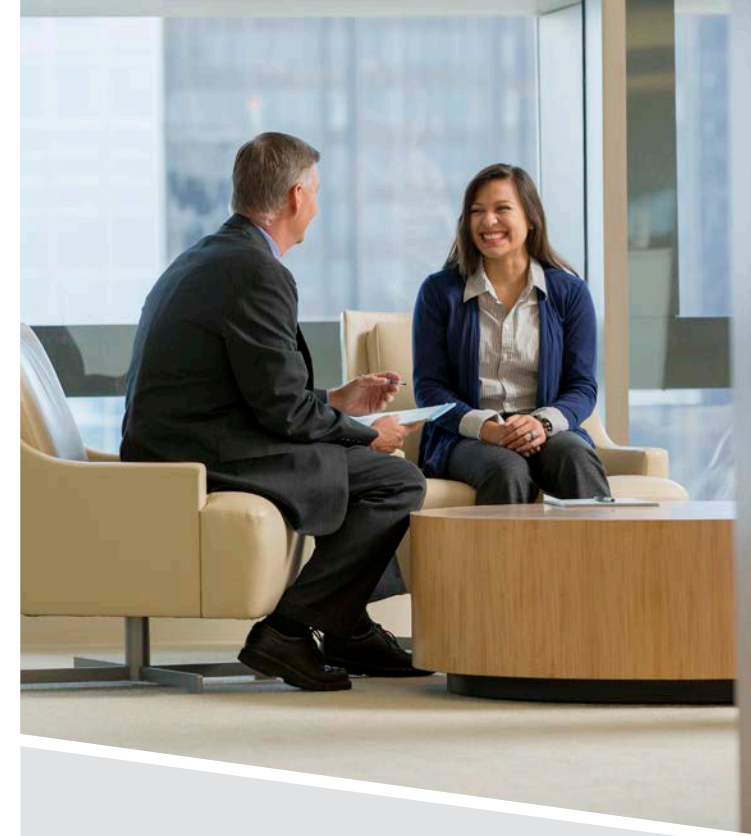
At the same time, the disparity between what students are taught in the classroom and what is needed for success in the workplace continues to widen. Across America, millions of young people are shut out of today's workplace because they lack relevant skills and work experience, while millions of jobs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

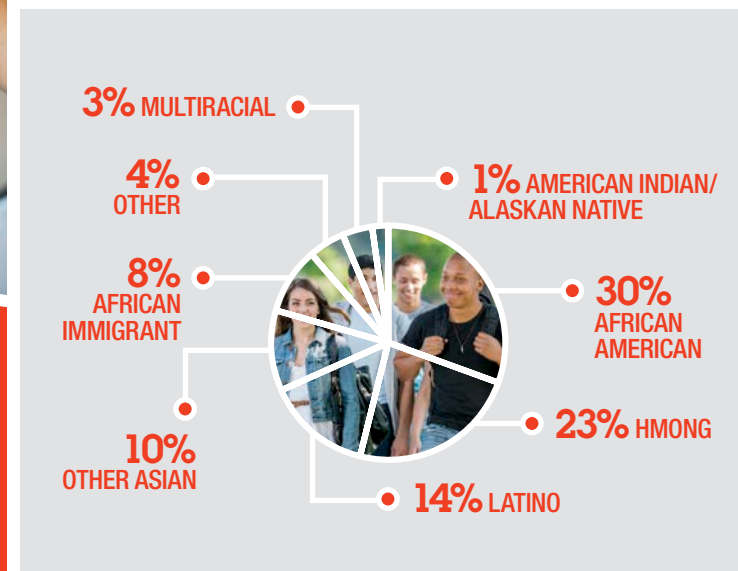
**79%** FIRST-GENERATION COLLEGE STUDENTS

**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	
<b>SKILLS TRAINING</b> <p>8 weeks of skills training the summer before senior year of high school.</p>	<b>MEANINGFUL INTERNSHIP</b> <p>1,000 hours in a paid year-long corporate internship.</p>	<b>COLLEGE &amp; CAREER COACHING</b> <p>60 hours of counseling on college and career pathways.</p>	<b>ALUMNI SUPPORT</b> <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

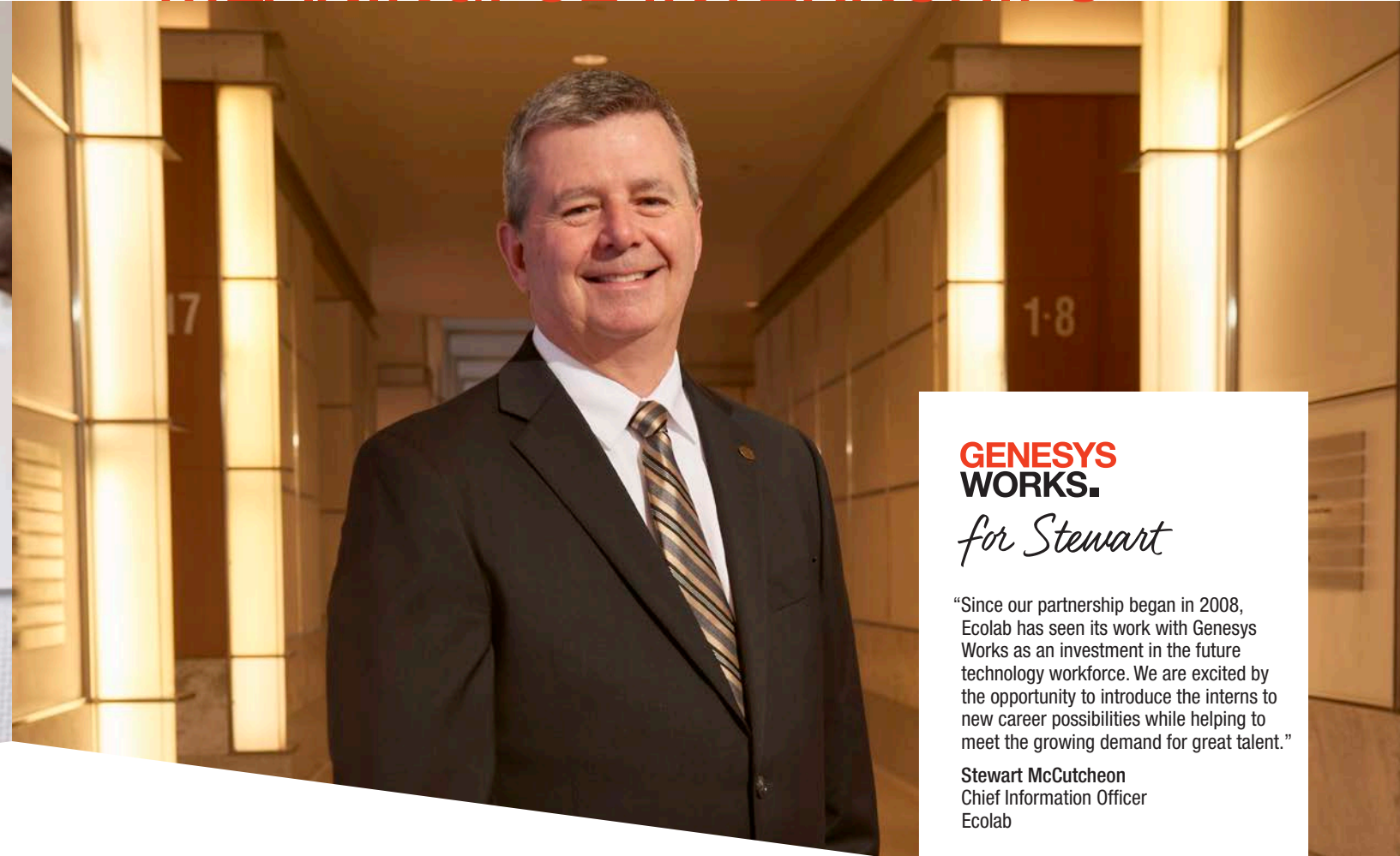
**150** HOURS STUDENTS SPENT IN SKILLS TRAINING

**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 & McCoys: Local IT vendor sales partners gathered to raise more than \$75,000 to support the College Success Program



## 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.

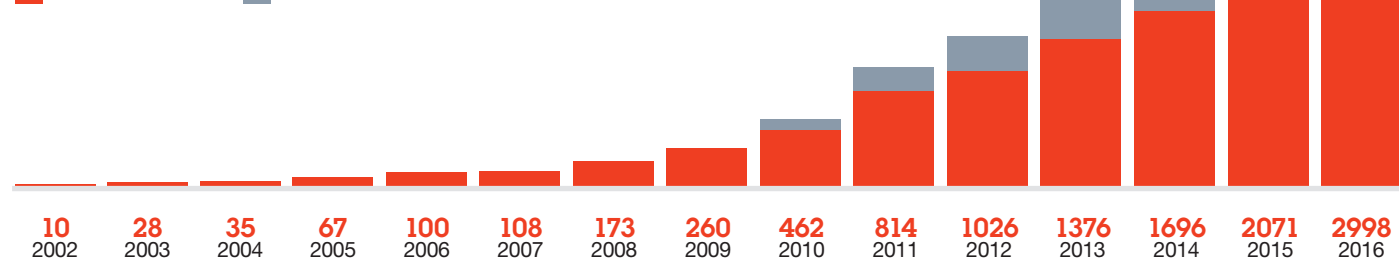
## 2016 NATIONAL IMPACT

**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

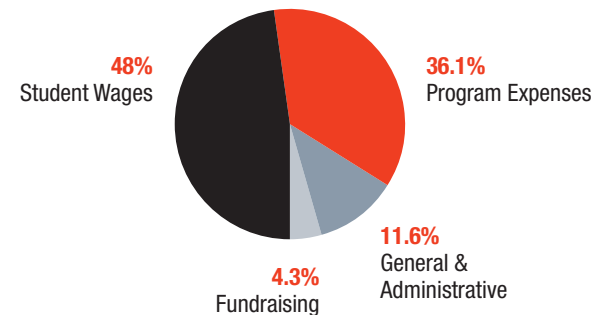
3M  
Ecolab  
Launch Lab Creative  
Merchology  
MSP Hatfield and McCoys  
Think IT Association  
Toro

# FINANCIAL REPORT

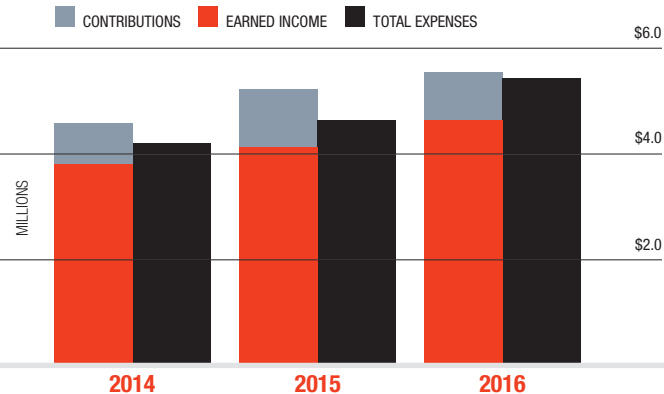
	2014	2015	2016
<b>INCOME STATEMENT (UNRESTRICTED)</b>			
<b>INCOME</b>			
Earned Income	\$ 3,771,196	\$ 4,063,514	\$ 4,644,283
Contributed Income	785,608	1,107,103	913,217
<b>TOTAL INCOME</b>	<b>\$ 4,556,804</b>	<b>\$ 5,170,617</b>	<b>\$ 5,557,500</b>
<b>EXPENSES</b>			
Student Wages	\$ 1,908,536	\$ 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
<b>TOTAL EXPENSES</b>	<b>\$ 4,179,990</b>	<b>\$ 4,958,207</b>	<b>\$ 5,407,786</b>
<b>CHANGE IN UNRESTRICTED NET ASSETS</b>	<b>\$ 376,814</b>	<b>\$ 212,410</b>	<b>\$ 149,713</b>
<b>BALANCE SHEET</b>			
<b>ASSETS</b>			
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
<b>TOTAL ASSETS</b>	<b>\$ 1,869,301</b>	<b>\$ 2,008,721</b>	<b>\$ 2,228,444</b>
<b>LIABILITIES</b>			
Accounts Payable	\$ 29,497	\$ 390	\$ 30,091
Other Liabilities	350,444	257,834	223,315
<b>TOTAL LIABILITIES</b>	<b>\$ 379,941</b>	<b>\$ 258,224</b>	<b>\$ 253,406</b>
Unrestricted Net Assets	\$ 1,436,262	\$ 1,648,672	\$ 1,870,715
Temporarily Restricted Net Assets	53,098	101,824	104,323
<b>TOTAL NET ASSETS</b>	<b>\$ 1,489,360</b>	<b>\$ 1,750,496</b>	<b>\$ 1,975,038</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 1,869,301</b>	<b>\$ 2,008,720</b>	<b>\$ 2,228,444</b>

**85.9%** OF EXPENSES FUNDED BY EARNED INCOME

2016 EXPENSE BREAKDOWN



INCOME AND EXPENSE GROWTH



# GENESYS WORKS TWIN CITIES

## BOARD OF DIRECTORS

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

## STAFF

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





# GENESYS WORKS.



[www.genesysworks.org/twincities](http://www.genesysworks.org/twincities)  
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