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2014: BY THE NUMBERS

- 47 Young Professionals completed training and began meaningful internships
- Total Hours worked by interns: 20,521
- Total Dollars earned by interns: $225,768
- 14 school partners
- 19 corporate partners
- 77 students served
- 87% eligible for free/reduced lunch
- 95% students of color
- 90% first generation to attend college
- 59% male, 41% female
- 95% matriculation into college
- 100% participation in Alumni Program
Dear Friends,

Can you remember one opportunity that changed your life? Perhaps it was the teacher who opened your mind to a whole new perspective. Maybe it was your first job and earning that first paycheck. It could have been the manager who listened to your idea, and helped you run with it.

This is the Power of One Opportunity. It works like a chain reaction, igniting a series of events, discoveries, and accomplishments that help to realize dreams and exceed expectations. For all of us who call the Bay Area home, the opportunity to imagine, create, and change the world is in our very DNA. Recognized worldwide as the center of entrepreneurship and innovation, our vibrant and diverse population celebrates, advocates, and incubates the freshest ideas and revolutionary approaches. And yet, even here, for too many low income students this one opportunity has never come. At Genesys Works, we’re changing that.

2014 was a remarkable second year for our local office, with more than double the growth in every facet of our program. A short time ago, we had just completed our first year in the Bay Area, with 19 students securing paid internships at nine corporate partners. This last summer, with three times the number of schools participating, nearly 50 students were welcomed into the workplace by 19 corporate partners. This tremendous growth occurred on both sides of the Bay, with four East Bay companies and five new Oakland schools signing on for our second year. At the same time, we watched with pride as students from our inaugural training class graduated from high school and started college, a goal many thought unattainable before Genesys Works.

In the pages that follow, I invite you to read our Young Professionals’ stories of change, and how the Power of One Opportunity is found in the varied – and valued – contributions from schools, corporate partners, financial supporters, local leaders, and supportive families. Every individual effort makes a tangible difference in the future of our youth, and working together we can help close the education and economic opportunity gaps that exist in the Bay Area.

Our deepest thanks for your ongoing support, and for providing that one, life-changing opportunity.

FROM THE EXECUTIVE DIRECTOR
Oliver Wendell Homes Jr. said, “Once the mind has been stretched by a new idea, it will never again return to its original size.” Genesys Works – Bay Area is harnessing the power of one opportunity to stretch the minds and change the lives of underserved youth.

Too often, factors like race and socio-economic status are predictors of success in school and in life. In 2013, the California Department of Education reported dropout rates in San Francisco County to be over 50% for minorities\(^2\), and these trends persist in college\(^3\). Other studies show that only 15% of students attending major urban public education systems will achieve a college degree\(^4\). At the same time, a recent study by Georgetown University predicts that by 2018, two-thirds of all US jobs will require a college education\(^5\). Fundamentally, the product of the nation’s public education system and the type of employees businesses need in the 21st century global economy are disconnected\(^6\).

Existing programs are not positioned to offer the transformative training and workplace experiences necessary to address this situation, perpetuating the achievement and income gaps in the Bay Area.

Our approach gives students a unique opportunity to experience life as a working professional and realize their true potential. Our 14-month core program includes:

- **Summer Training**: Technical and professional training at a pivotal point in a teen’s life, the summer between their junior and senior year.
- **Meaningful Internships**: 1,000 hour, paid internship throughout their senior year.
- **College assistance**: One-on-one mentoring for college and career success.

Rigorous training, honest feedback and hands-on experience foster a greater sense of self-efficacy, completely shifting the students’ mindset of what they can achieve. And, once the mind has been stretched, and the power of one opportunity has been realized, lives can be changed forever.

\(^1\)http://www.insidebayarea.com/oaklandtribune/localnews/ci_27352151/california-ranks-worst-nation-guidance-counselors
\(^2\)California Department of Education, Data Reporting Office (2011–2012)
\(^3\)National Center for Education Statistics, Digest of Education Statistics (2011)
\(^4\)Postsecondary Education Opportunity, Bachelor’s Degree Attainment by Age 24 by Family Income Quartiles, 1970 to 2008.
\(^5\)A Decade Behind. Georgetown University Center on Education and the Workforce, 2012
\(^6\)Anthony P. Carnevale, Nicole Smith, and Jeff Strohl, “Help Wanted: Projections of Jobs and Education Requirements through 2018,” Georgetown University Center on Education and the Workforce, June 2010.
ADRIAN’S STORY

“Genesys Works has made me stronger. Now, I finally feel like I can move on from my past and onto my future.”

Adrian emigrated from Mexico when he was young. Shortly after, family issues and circumstance caused him to become withdrawn and isolated. He had no motivation, no path and no guidance. During Genesys Works’ summer training, Adrian began to see something in himself that he had never seen before. Each speech and professional training fostered his confidence, enabling him to finally break through the pain and insecurity that had been weighing him down since his childhood. As a testament to his growth, Adrian shared his story at our 2014 Breaking Through ceremony. He is now interning at PG&E, and looking forward to a bright future.
“I’ve been through a lot of tough situations in life and I used to just give up or shut down when things got hard. But being a part of Genesys Works and having the support of people who are genuinely invested in me, has taught me how to not only handle tough situations, but prosper through them.”
—Bryanna, Genesys Works Intern at Pacific Gas & Electric Company

“Genesys Works gives students a chance to dream big. To dream not only about going to college, but what they are going to do after college. The experiences that Genesys Works students are having is formative and we should all be getting behind them to give more students the ability to dream big.”
—Daniel Lurie, CEO & Founder, Tipping Point Community

“The Power of Community

Photo: Linh Truong

INTERN

FUNDER

2014 ANNUAL REPORT
The impact of Genesys Works – Bay area is told by our families, schools, corporate and community partners. These unique and diverse voices join together to tell a bigger story. It is the story of how one opportunity has the power to transform lives and effect lasting change in the Bay Area.

“You can take a course on how to fix a computer anytime, but learning to be a motivated person, to have confidence and initiative, and to be a good public speaker—those are values that you can take with you for life, and that shape you into a different person.”
—Luis, Freshman at Diablo Valley College

“We are proud Geneys Works partners and know that this internship experience has enhanced the lives of each and every student graduate; they have stretched themselves to higher post-secondary educational opportunities, and have learned key elements for success in the workplace. Most importantly, they have learned the importance of being a contributing member of a thriving team.”
—Abigail Adams, Coordinator, College Readiness, Oakland Unified School District
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 young professionals.
Genesys Works is able to make a difference in the lives of low-income youth because of the financial contributions made by our generous donors. Through your gifts, we are helping move more students out of the poverty cycle and into the economic mainstream. For these gifts, we are most grateful.

**OUR GENEROUS DONORS**

$100,000+
- Greenlight Fund
- Peery Foundation
- Tipping Point Community

$50,000+
- AT&T
- JPMorgan Chase
- Pacific Gas & Electric Company

$25,000+
- Marcled Foundation
- Westly Foundation

$10,000+
- Accenture
- Anonymous
- Deluxe Corporation Foundation

$5,000+
- Anonymous
- Karina and Ray Elias
- Erin Glenn
- Holidazzle
- PriceWaterhouseCoopers LLC

$1,000+
- Stephanie and Rafael Alvarez
- Marc Blakeman
- Stacy and David Kanter
- Meg Marks and Peter Katz
- Taylor McKinley
- Anna Liza and Jesus Soto, Jr.

**UP TO $250**
- Peter Bowden
- Scott Bowden
- Ellen Curran
- Shanna Devine
- Lucas Havens
- Amy Lenz
- Adam Lovrovich
- Lessing Luu
- Suzanne and Richard Miller
- Alfonso Taylor
- Larry Wong
- Coot Wyman

$250+
- Sally Carlson
- Casey and Bill Johnson
- Laura Moran

**SPECIAL THANKS**

**OUR PARTNERS**

- Bay Area College Success Network
- Beyond 12
- Brandeis University, Center for Youth and Communities
- Ron Conway Family Foundation
- Jose Corona
- Echo Technology Solutions
- Karina Elias
- Lance Fors
- Gateway Public Schools
- Golden State Warriors
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- Oakland Technical High School
- Phillip & Sala Burton High School
- Raoul Wallenberg Traditional High School
- San Francisco Chamber of Commerce
- San Francisco Giants
- San Francisco International Airport
- San Francisco Unified School District
- sf.citi
- Lisa Spinelli
- St. Regis San Francisco
- Karen Stanton
- Robert Tasker
- Søren Thorvald
- uAspire
- Albert Wong
- Zynga

**OUR SCHOOL PARTNERS**

- Abraham Lincoln High School
- Coliseum College Prep Academy
- Envision Academy
- Gateway High School
- George Washington High School
- Ida B. Wells High School
- Lighthouse Community Charter School
- Mission High School
Our dedication to excellence and accountability

Through generous funding from the Social Innovation Fund (SIF), administered through a five-year grant from the GreenLight Fund, we are pleased to have hired Harder+Company to conduct a detailed multi-year evaluation of our programs – from early implementation through scaling up – to measure impact and effectiveness. In addition to tangible criteria of success such as students served and matriculation into college, the study also examines intangible areas of growth like confidence, grit, and vision, which many companies view as essential for success.
GENESYS WORKS – BAY AREA

Our Mission is to enable 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.

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STUDENTS SERVED NATIONALLY SINCE 2002

1,250 students served nationally in 2014
$5.3M earned by students in 2014
95% students enrolling in college after completing program
80% students who have graduated or are still enrolled in college
169 corporate partners providing meaningful internship opportunities in 2014

*Annual numbers reflected in graphic represent two student cohorts: students trained in previous year and students interning in current year.