



THE POWER OF ONE



genesys works
Twin Cities

2014 ANNUAL REPORT

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ON THE COVER: Melody, a senior at Saint Paul Harding High School and a Genesys Works intern at 3M (Cover Photo: Hai Ngo)

Report design by Launch Lab Creative: www.LaunchLabCreative.com Photography by Hai Ngo: www.haingo.com

FROM THE EXECUTIVE DIRECTOR

Dear Friends and Supporters,

2014 was another record year of growth and impact, thanks to the work of countless individuals supporting and carrying out the Genesys Works mission in the Twin Cities community.

Over the course of the year, we saw the incredible impact one community member, one gift, or one opportunity can have on a young person's life. 2014 reminded us that for many, change begins with a single person. With a supervisor who chooses not only to manage, but to mentor. With a parent who stretches limited resources to bring a daughter to training. With a student who sees every paycheck as a chance to give back to the family he loves.

If we want to transform the outcomes of low-income youth in Minnesota, we need all of these individuals to contribute, just as we need the CIOs who hire our interns, the guidance counselors who carefully arrange student schedules, and the donors who provide a financial margin that allows us to serve more students every summer.

From the one class of 11 students we trained and employed in 2008, we have now trained and placed 807 low-income high school students into year-long, paid corporate internships. We plan to welcome 300 more students into our training rooms this summer. While proud of our program's growth, we take even more pride in our students' success. 100% of students completing our program in 2014 graduated from high school and were accepted to college. 93% enrolled in the fall, and 79% of all alumni are still enrolled or have earned a degree. This is real change. This is real impact. This is the power of your partnership, your gift, your time.

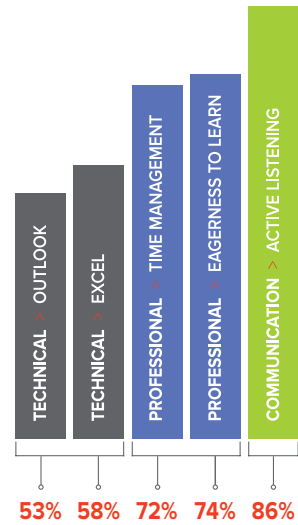
Thank you for your generous support of the students and mission of Genesys Works.

We look forward to all that we can accomplish together in the year ahead.

With gratitude,



JEFF TOLLEFSON
EXECUTIVE DIRECTOR



Skills Genesys Works supervisors identified as most valued in the workplace.

2014 PROGRAM PROFILE

267 students trained

95% students of color

88% eligible for free/reduced lunch

85% of supervisors felt that interns met their expectations for workplace performance

THE POWER OF 1 HANDSHAKE

“Our generation is sometimes treated like little kids, when in reality we can act like young professionals, succeed, and bring new ideas for the next generation to come.”
—Esmeralda, Class of 2015

We think of a handshake as a beginning, as the start of a new relationship or venture. We forget that it is also the culmination of a journey. By the time we shake hands with colleagues and supervisors on a first day of work, we have already acquired skills, experience, and networks that opened the doors to opportunity.

For too many of Minnesota’s youth, that handshake never materializes. High school graduates launch into the workforce with minimal guidance, few skills, and no network. The Minnesota Department of Employment and Economic Development discovered that **for hard-to-fill jobs requiring no more than a high school education, 57% went unfilled because job candidates lacked the skills to be competitive.** Simply put, young adults leave high school without the preparation needed to succeed in the workforce.

We want every student to show up for the first day of work with the skills and knowledge needed to capitalize on a valuable opportunity. **By the time students complete the Genesys Works summer training and meet new supervisors, they have each invested 150 unpaid hours of summer vacation,** giving public speeches, learning basic desktop support, running V-lookups in Excel, and yes, practicing handshakes. Genesys Works interns are not only prepared for internships, they are better prepared for working life.

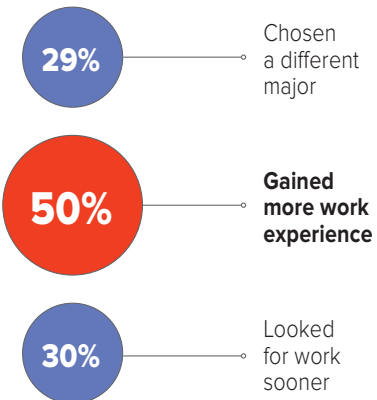


ESMERALDA

COLUMBIA HEIGHTS HIGH SCHOOL. INTERN, TARGET CORPORATION.

Esmeralda was so shy at the start of summer training, her coordinator had to coach her to participate in group cheers. Determined to break through, she began raising her hand in discussions, learning to speak up “without worrying I was doing horrible at something that seemed so simple.” She is still shy, but her growing self-assurance has turned her into one of the strongest interns at Target, where she takes calls from internal customers. This newfound confidence also motivated her to change her plans and apply to four-year colleges.

Photo: Hai Ngo



In 2013, the Pew Research Center asked college graduates aged 25-32 what they could have done, while still in school, to better prepare for the job they wanted.

2014 PROGRAM PROFILE

220 high school students were placed into year-long internships

47 corporate partners welcomed students onto their teams

149 supervisors supported interns in the workplace

Students earned **\$9,000** on average through the program

THE POWER OF 1 OPPORTUNITY

“The best part about being a Genesys Works intern is that I have a whole team to support me, and I know I cannot fail because my team has my back.”

—Wazir, Class of 2015

In July 2014, National Public Radio called Americans between the ages of 16 and 24 “a lost generation of workers,” noting that “a whopping 5.8 million young people are neither in school nor working.” Young Americans are more likely now than they were even a decade ago to leave high school without a single job on their resumes. This lack of experience is costly for today’s youth: a survey by the National Association of Colleges and Employers found that **76.3% of employers cited relevant work experience as the deciding factor in the employment process.**

The situation is especially dire for low-income students. They are not only less experienced than previous generations, but their personal networks rarely extend beyond family and friends who face the same economic hardships. Should they pursue a college degree, many still cannot afford the kind of unpaid internships that serve as a launching pad and network-builder for many middle- and upper-income students.

A Genesys Works internship opens the doors of opportunity for low-income students while they still have time to evaluate postsecondary educational and career goals. With an average of 1,000 hours of work experience at companies like 3M, Medtronic, and Target, interns become valued contributors to a team, build meaningful relationships with colleagues, and gain insight into their own strengths, areas for growth, and personal interests. It gives students confidence, rather than fear, as they plan for the “real world.”



WAZIR

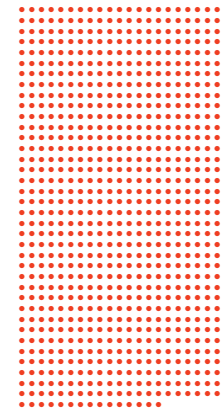
EDINA HIGH SCHOOL.
INTERN, CARGILL.

As a child, Wazir transferred from one house to another, living with his mother in Guyana, and then with his grandparents, before landing at his uncle’s house in Minnesota. Faced with an abusive living situation, he and his brother eventually moved into their own apartment. His Genesys Works income enables him to stay in school while allowing him to pay rent and buy groceries. “All my life I’ve been working hard,” he said. “I feel like I need to put in the work right now, so I can have fun later.”

Photo: Hai Ngo



Genesys Works
student-to-program
coordinator ratio



State of Minnesota
student-to-guidance
counselor ratio

2014 PROGRAM PROFILE

100% of Class of 2014 accepted to college

93% enrolled in the fall

79% of all alumni persisting in
or graduated from college

THE POWER OF **1** COLLEGE ACCEPTANCE

“I joined Genesys Works because I wanted a job. I didn’t know that I would be given help with college and scholarship applications.” —Armani, Class of 2012

What we refer to as an achievement gap in education is really an opportunity gap in our society: students who miss out on an education today are almost certain to miss out on employment opportunities tomorrow. According to the Georgetown Center on Education and the Workforce, **“70% of all jobs in Minnesota... will require some postsecondary training beyond high school in 2018.”** Yet just 63% of low-income Minnesota students graduate from high school on time.

At Genesys Works, 100% of students who complete the program also graduate on time, but if we want low-income students to be competitive in the 21st-century job market, we need to look beyond a high school diploma. Every Genesys Works intern is supported by a program coordinator who provides students with individualized career and college counseling.

Coordinators serve as a sounding board and guide for students as they research college options, submit applications, complete the Free Application for Federal Student Aid (FAFSA), and navigate the enrollment process. This support is especially crucial for the low-income students served by Genesys Works; 78% of interns in the Class of 2015 will be the first generation in their families to graduate from college.



ARMANI

STUDENT, UNIVERSITY OF MINNESOTA – TWIN CITIES.
HIGH SCHOOL INTERN,
BLUE CROSS BLUE SHIELD
OF MINNESOTA.
COLLEGE INTERN, 3M.

Armani came to Genesys Works armed with an incredible work ethic and the desire to make the most of every opportunity. So when her program coordinator encouraged her to apply for scholarships, she did so with enthusiasm. By the time she enrolled at the Carlson School of Management, she had secured more than \$100,000 toward her college education. Today she is majoring in international business, has studied in Laos and Thailand, and dreams of working as an IT manager for a Fortune 100 company in Asia.

Photo: Hai Ngo

IRENE: PARENT

Irene gave rides to her daughter and another intern throughout summer training, and continues to drop her daughter off at Target headquarters each day. "I want my kids to get a good education and have a better life. I want them to know that I am supporting them, because then they will go further."
— Irene, parent of Angelina, Class of 2015



THE POWER OF 1 COMMUNITY

A city is a location. A community is a home, a place where individuals are valued and opportunity is available to all. Through Genesys Works, interns can draw on the support of family, workplace colleagues, school staff, and program coordinators, while providing service to corporate employers. Together, we are building a community where low-income youth matter, contribute, and belong. To our interns' many supporters: we thank you.

"I enjoy witnessing a student have that 'ah-ha' moment of 'I can do this,' or 'The vision I have is possible to achieve.' It is pretty amazing to be a part of a student's journey in discovering what they want for their future."
— Jayden, Genesys Works program coordinator

JAYDEN: PROGRAM COORDINATOR



Photos: Hai Ngo

JERRY: TEACHER

"My hope is that the students realize they can make a difference in their own lives and in the lives of others. They can bring that enthusiasm and professionalism wherever they go and be leaders and inspire others to be their best."
— Jerry, teacher and Genesys Works school champion at Harding High School



DENEEN: SUPERVISOR

"I made meeting with Kalila on a regular basis a priority. I've really enjoyed working directly with her, and learning about her family, her interests, and her culture. I wouldn't be surprised if Kalila became a supervisor one day and had a Genesys Works intern assigned to her as well!"
— Deneen, supervisor at Ameriprise Financial



OUR CORPORATE PARTNERS

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.



THE POWER OF 1 INTERN

HAILE

COMO PARK HIGH SCHOOL. INTERN, FAEGRE BAKER DANIELS.

Haile impresses his team not through big gestures, but small ones, volunteering to organize the technology room and checking out laptops to the firm's lawyers. "He does all the little things that allow his coworkers to use their time for bigger projects," his coordinator noted. It has earned him a high level of trust and respect. He credits his initiative to his mother, who emigrated from Ethiopia hoping to secure a better future for her children. This internship is the kind of opportunity of which she dreamed.

Photo: Haii Ngo

OUR FINANCIAL SUPPORTERS

\$50,000+

AT&T
Dell Giving
Otto Bremer Foundation

\$25,000+

F.R. Bigelow Foundation
The Jay & Rose Phillips
Family Foundation
Saint Paul Foundation
WEM Foundation

\$15,000+

Best Buy Foundation
Carlson Family Foundation
Donaldson Foundation
Ecolab Foundation
JPMorgan Chase Foundation
Mardag Foundation
McNeely Foundation
Medtronic
Travelers Foundation
University of Chicago

\$10,000+

Accenture
Blue Cross and Blue Shield
of Minnesota
Deluxe Corporation
Marbrook Foundation
Richard M. Schulze
Family Foundation

\$5,000+

3M
Beim Foundation
Dahl Consulting
Deluxe Foundation
Fairview Health Services
Integra
Medica
Okta
Patterson Companies
Project Consulting Group
Red Wing Shoe Company
ServiceNow
The Minneapolis Foundation

\$2,500+

AgriBank
Albright Foundation
Ameriprise Financial
AppDynamics
Arista Networks
Best Buy Corporation
BMC Software
Bremer Financial
Joseph Burns
Cargill
Carmen Hill Consulting
Cleversafe
Code42
Datalink
Donaldson Company

Ecolab
EMC Corporation
Express Scripts
General Mills
Nicholas Hernandez
Invincea
KPMG
Land O'Lakes
Lifetouch
Lillian Wright & Emil
Berglund Foundation
NetApp
Optum
St. Jude Medical
Target Corporation
Mai Thor & Johannes Marliem
Three Bridge Solutions
Jennie & Jeff Tollefson
Unisys
Virteva
Workday

\$1,000+

Anonymous (2)
Daniel Abdul
Blue Bay Technologies
Breakaway Test Prep
Jason Elder
Emergent Networks
Joe Flanagan
Great Bay Software
Code42
Datalink
Donaldson Company
Cara & Scott Hull

Michelle Jourdan
Jeff Larson
Launch Lab Creative
Kathryn & Martin Leestma
Magnet 360
MGK
Open Systems Technologies
Pragmatek
Reis Valuation
Mary Lynn & Michael Rusinko
Rust Consulting
Select Comfort
Chad Simich
Saint Paul Area Chamber
of Commerce Charitable
Foundation
Toro
Charles William

\$500+

Anonymous (2)
Rafael & Stephanie Alvarez
Brocade
Wendy Diehl
DISYS
Michael Eicher
Forsythe Technology
Great River Energy
Christopher Hiller
James Kelly
Matthew Kohlman
Manifest Technology

Michael Mathews
Michael Foods
Craig Pratt
Sherry & Michael Sivo
Gary Spears
Xcel Energy
xMatters

\$250+

Anonymous
Allison Barmann
Kerry Bendel
Andrew Bingenheimer
Sonja Caspersen
Donna Doucette
Richard Greenslit
Thomas Grooms
Dan Huberty
Timothy Jennissen
Ginny Justice
Judy & Jeff Mader
Christopher Moses
Michael Musto
Timothy Peterson
Pure Storage
Sonja Quale
Scott Quinlan
Colin Ryan
Christina Sasso
Nikki Stiller
Tracy Trembley

\$100+

Matt Ammentorp
Brian Arneson
Kemal Balioglu
Paula Bash
Molly Bott
Ben Burgum
Mary Byrne
Daniel Carr
Scott Coulter
Donald Craighead
Rick Daley
Eric Deadwyler
Justin Elgard
Angela Felsheim
Kristina & William Foudray
Kathryn Freeman
Teresa Freeman
Heather & Carlos Garcia
Garrett Gleason
Joshua Hansen
Barbara Hoffner
Jim Jones
Scot Joynt
Joseph Keefe
Marc Kermisch
Darrell Kesti
Christine Klema
Harold Knutson
Kevin Landa
Michael Larson
Luci Locsin

Steve Lytle
David MCGauvran
Alan McMillan
Brian Nielsen
Jon Olson
Brendan O'Neill
Matthew Pellowski
Helen Pratt
Janine Quitter
Mark Reinhardt
Diane Ruppert
James Ruttley
Salesforce
Kelly Sebion
Steven Semmer
Tammy Sexton
Mike Smed
Bradford Smith
Laurie Sorenson
Sarah Stremcha
Paul Taylor
Thrivent Financial
Timothy Thull
Luke Tierney
Cynthia Turkington
Jim Walczak
Scott Williams
Frank Worden
Michael Wormuth

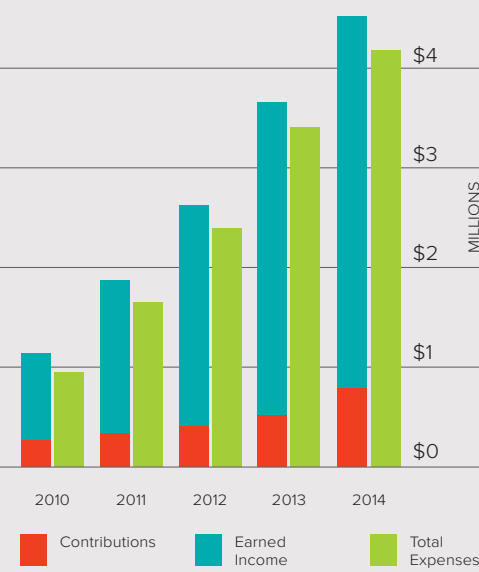
THE POWER OF GIFT

RICHARD M. SCHULZE FAMILY FOUNDATION

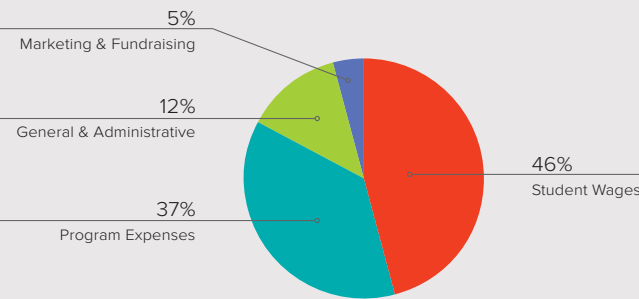
When asked what makes Genesys Works challenging, students often cite a single obstacle: transportation. A student using public transportation needs \$108 just to get to and from the eight weeks of summer training. Sometimes that amount is enough to drive engaged low-income students from the program. Last summer, a generous grant from the Schulze Family Foundation subsidized our metro transit passes, lowering the cost by \$80 per student. It made the program accessible for all, and lifted student attendance to an all-time high.

FINANCIAL REPORT

	2012	2013	2014
Income Statement Summary			
Income			
Earned Income	\$ 2,208,304	\$ 3,141,640	\$ 3,771,205
Contributed Income	319,137	611,354	785,609
Total Income	\$ 2,527,441	\$ 3,752,994	\$ 4,556,814
Expenses			
Student Wages	\$ 1,111,061	\$ 1,578,990	\$ 1,908,536
Other Program Expenses	1,018,554	1,387,341	1,563,820
General & Administrative	218,501	328,744	516,316
Marketing & Fundraising	42,937	109,150	188,119
Total Expenses	\$ 2,391,053	\$ 3,404,225	\$ 4,176,791
Change in Net Assets	\$ 136,388	\$ 348,769	\$ 380,023
Balance Sheet Summary			
Cash and Cash Equivalents	\$ 572,979	\$ 585,835	\$ 1,118,989
Accounts Receivable	439,005	552,752	475,989
Other Current Assets	25,800	38,564	67,486
Property & Equipment	54,112	78,084	209,311
TOTAL ASSETS	\$ 1,091,896	\$ 1,255,235	\$ 1,871,775
Accounts Payable	\$ 13,809	\$ 35,101	\$ 29,497
Other Liabilities	167,408	160,686	349,711
Total Liabilities	\$ 181,217	\$ 195,787	\$ 379,208
Total Equity	\$ 910,679	\$ 1,059,448	\$ 1,492,567
Total Liabilities & Equity	\$ 1,091,896	\$ 1,255,235	\$ 1,871,775



Income & Expense Growth



2014 Expense Breakdown



THE POWER OF 1 PAYCHECK

EZRELLE

ROBBINSDALE ARMSTRONG HIGH SCHOOL. INTERN, CARLSON COMPANIES.

From the moment he earned an internship, Ezrelle had plans for his first paycheck: he wanted to buy his grandmother a stove. When his family hit on hard times, his grandma welcomed them into her home. Now he had a way to thank her. "She is so generous, wise, and loving," he said. "If it wasn't for her, I would not try my best." Fittingly, his dream is to one day become a philanthropist. "I want to be there for people who are going through what I have been through."

GENESYS WORKS – TWIN CITIES

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.

BOARD OF DIRECTORS

Daniel Abdul	CIO, UCare
Rafael Alvarez	Founder and CEO, Genesys Works
Allison Barmann	Vice President, Strategy & Learning, Bush Foundation
Nick Hernandez	CEO, Aeritae Consulting
Michael Hedges	CIO, Medtronic
Michael Jones	Former CIO, Be The Match
Margaret Anderson Kelliher	President, Minnesota High Tech Association
Marty Leestma	Chairman of the Board, Forthright Solutions
Deb Morris	Manager, Community Relations, Best Buy
Mary Lynne Perushek	CIO, Donaldson
Mike Rusinko	Retired Managing Director, Accenture
Jeff Tollefson	Executive Director, Genesys Works – Twin Cities

STAFF

Jeff Tollefson	Executive Director
Beth Moncrief	Program Director
Joel Crandall	Workplace Success Director
Katherine Jumbe	Development Director
Blenda Chiu	College Success Manager
Joe Cudzilo	Marketing & Communications Manager
Mai Youa Moua	Program Manager
Lauren Nakamura	Program Manager
Abbey Otteson	Workplace Success Manager
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Matt Boston	Development Associate
Nicole Hartness	Administrative Assistant
Peter Lucke	Program Administrator
Keegan Fraley	Program Coordinator
Abby Hagel	Program Coordinator
John Hayden	Program Coordinator
Linnea Holman	Program Coordinator
Jonelle Jones	Program Coordinator
Lindsey King	Program Coordinator
Joua Lee	Program Coordinator
May Lososo	Program Coordinator
Jayden Myles	Program Coordinator
Jenni Schubert	Program Coordinator
Mai Yer Vang	Program Coordinator
Kelly Deutschman	College Success Advisor

GENESYS WORKS – A NATIONAL NETWORK

Genesys Works – Twin Cities is one of four Genesys Works programs operating across the U.S. working together to serve the needs of students, schools and companies in our respective communities. Since the founding of Genesys Works in Houston in 2002, new operating subsidiaries have opened in the Twin Cities, Chicago, and Bay Area, with the greater Washington, D.C. area location scheduled to open in 2016.

1,250
students served
nationally in 2014

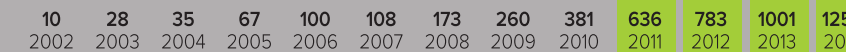
\$5.3M
earned by students
in 2014

95%
students enrolling in college
after completing program

80%
students have graduated
or are still enrolled
in college

169
corporate partners providing
meaningful internship
opportunities in 2014

3,139
STUDENTS SERVED
NATIONALLY SINCE 2002



BAY AREA
2013

TWIN CITIES
2008

CHICAGO
2010

WASHINGTON, D.C.
OPENING IN 2016

HOUSTON
2002

Data reflects all sites since inception in 2002

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



WWW.GENESYSWORKS.ORG/TWINCITIES

445 MINNESOTA STREET, SUITE 720

SAINT PAUL, MN 55101

(651) 789-0088



TGW-AR14