

2013 ANNUAL REPORT



RESULTS THAT
SPEAK FOR
THEMSELVES



At Genesys Works, we're helping students break out of the poverty cycle and into the corporate world, shedding light on a path few students from economically disadvantaged backgrounds even know exists. In the process, we're not only changing the course of their lives, we're developing our future workforce.

On the Cover: Micah Varnado, a senior at Central High School in St. Paul and a Genesys Works young professional currently working at the National Marrow Donor Program

Graphic Design by Launch Lab Creative

PROVIDING SKILLS TRAINING
AND WORK OPPORTUNITIES TODAY.
CHANGING LIVES FOREVER.



JEFF TOLLEFSON
EXECUTIVE DIRECTOR

2013 marked yet another year of impactful growth for Genesys Works–Twin Cities as we helped guide more students on a path towards college and career success.

What a year it has been, both for our program and the students we serve. Last summer we trained and placed 198 high school students into year-long paid corporate internships, the largest class in Genesys Works' history. We added 5 new high schools and 12 new companies to our growing roster of valued partners. We witnessed the college graduations of students from our inaugural training class and watched with pride as they started their professional careers. And we were humbled when the White House chose to honor Genesys Works–Twin Cities as a "Champion of Change" for our innovative youth workforce readiness programming.

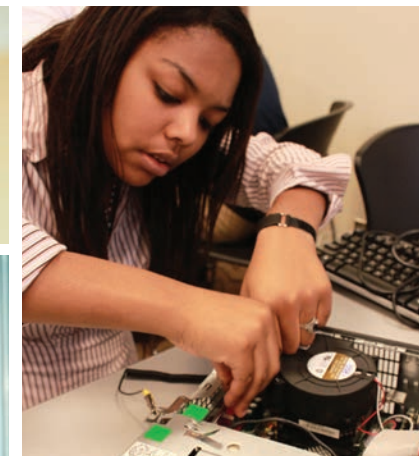
Yes, 2013 was a great year. But rather than writing much more about it here, I'd prefer to let our results speak for themselves, which is the theme of this year's report. In the pages that follow, you will not only see statistical highlights of the past year, but hear from some of those whose lives have been impacted by the Genesys Works program in the past year.

When we look at all that our young professionals have accomplished, it is clear that powerful things happen when we choose to invest in our youth. I am so proud to be a part of a community that recognizes the importance of developing our future leaders, and we are grateful for the generous support we receive from the many school, corporate and financial partners that make our program possible. Working together, we can begin to close the educational achievement and economic opportunity gaps that keep the Twin Cities from being a great place to live and work for all, and we are proud to be your partners in this important work.

On behalf of the students and staff of Genesys Works, I thank you again for your generous support. We look forward to sharing even greater stories of success in the year ahead.

With gratitude,

2013 IN REVIEW



SUMMER TRAINING: Our 14-month program kicks off with an intensive eight weeks of professional and technical skills training the summer before a student's senior year of high school.

In June of 2013, 256 students began summer training in our two training facilities in downtown Minneapolis and St. Paul. These students, chosen from 715 applicants, showed up each day professionally dressed and ready to learn the professional and technical skills that would help them succeed as young professionals working in the information technology (IT) departments of our client partners. In addition to gaining fundamental knowledge and skills related to how IT systems work to support business success, students learned the essential "soft" skills (professional communications, business etiquette, goal-setting, time management, etc.) that would help them succeed in the workplace and life beyond. By the end of summer, 198 students had successfully completed training and earned a year-long paid corporate internship with one of our client partners.



PROFESSIONAL INTERNSHIPS: Key to our program's success is a professional work experience, with students providing real value to companies as contributing members of corporate teams.

In August, nearly 200 motivated young men and women launched their professional careers as they started working at one of our 44 corporate partners. These trained young professionals worked 20 hours a week delivering valuable IT services to clients in areas such as help desk support, computer setup and deployment, software installation and project management. Supported by caring managers and co-workers, students further developed their technical and professional skills, gained valuable work experience, and came away with a greater sense of confidence in themselves and their future. And while student lives have been clearly transformed as result of the work opportunities provided by our corporate partners, managers often report that the life most impacted has been their own.



COLLEGE PREP: An increasingly important element of our program is the guidance and support we provide students to successfully enroll in college after high school.

It is estimated that 74% of the jobs in Minnesota in 2020 will require a post-secondary credential, which is why we created our College & Career Connection (CCC) program to help students navigate the often difficult journey towards college and professional careers. Students meet bi-weekly with program staff as we help with school selection, college applications, scholarships and financial aid. With our assistance, 97% of last year's class went on to enroll in college with most receiving significant financial awards. Among our scholarship award winners were two recipients of the prestigious Gates Millennium Scholarship, two of only 19 students in Minnesota last year. On average, our students are paying only 6% of the total cost of their freshman year of college, addressing a key barrier to college completion for low-income students.

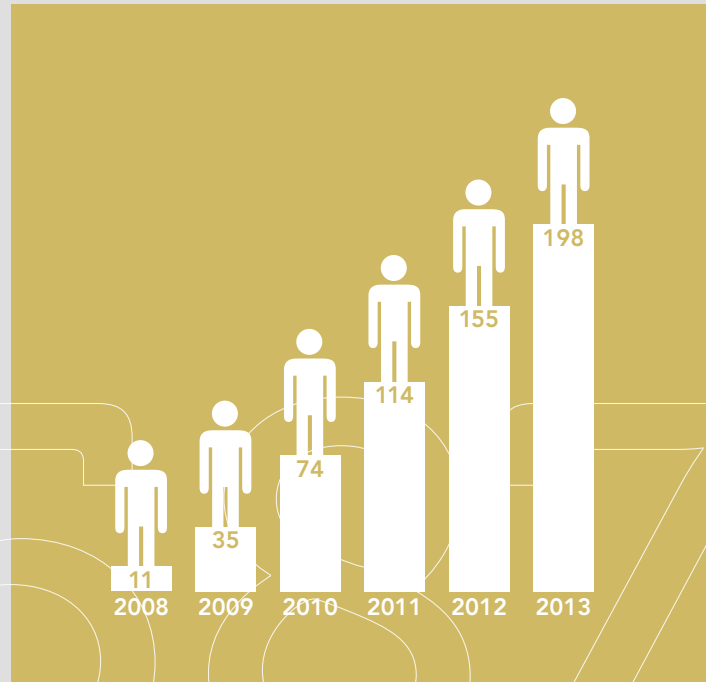


COLLEGE SUCCESS: To truly fulfill our mission of helping students enter and thrive in the economic mainstream, we can't just get them into college—we need to help them graduate from college.

While our primary focus remains on our core senior year internship programming, 2013 marked the first year of implementing a program designed to help our Genesys Works alums succeed in college and earn their degrees. Whether it's helping students transition from community to four-year colleges, solving financial aid issues, connecting students with summer internships or simply connecting alumni with each other, we're there to help. A joyful highlight of the year was watching five of the 11 members of our first class of students receive their bachelor's degrees in June, the first of many college graduates we expect to produce that will help to change the face of our region's workforce.

OUR IMPACT

Students earned **\$1,579,437** in 2013



587 students placed into corporate internships since 2008

44 Twin Cities corporations employed Genesys Works interns in 2013

94% of program expenses funded by earned income from clients

Genesys Works–Twin Cities was recognized by President Obama as a **“Champion of Change”** for our innovative work related to youth jobs at a White House ceremony in September



RESULTS THAT SPEAK FOR THEMSELVES

Our students will earn more than **\$9,000** during their senior year



More than **97%** of our students enrolled in college after graduating from high school

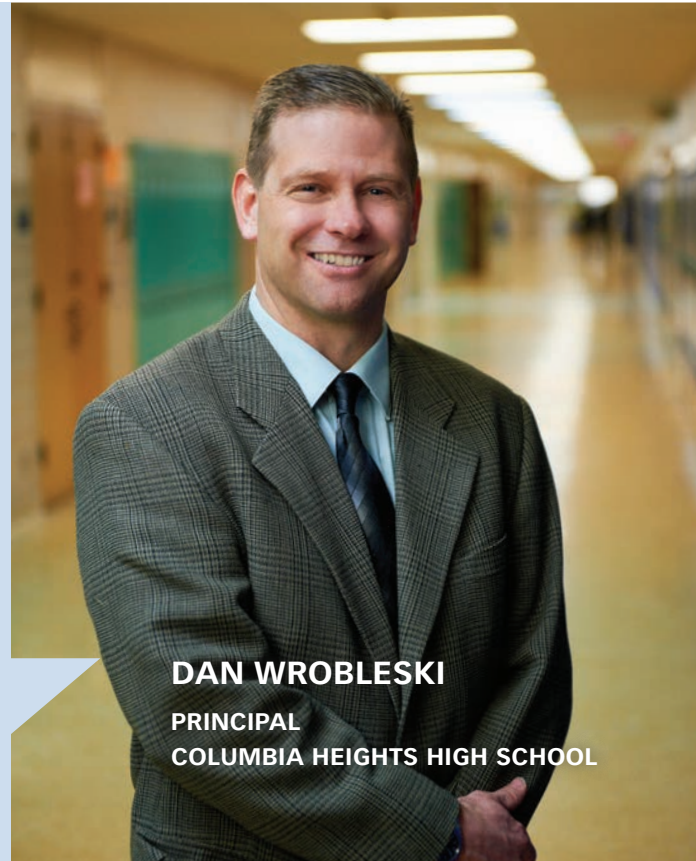
81% have graduated or are still enrolled

The bachelor’s degree attainment rate for the demographic we serve is only 11% nationally





“Our school is definitely experiencing the Genesys Works culture change that comes with having 24 of the 166 members of our senior class being young professionals in the Genesys Works program. These students come to school each day professionally dressed, focused on getting good grades and working towards their goal of a college education. They talk of important projects they work on at companies like Target, Medtronic, Medica and Capella, and the relationships they have developed with co-workers. They are truly proud to be part of Genesys Works and take seriously their roles as student ambassadors, paving the way for future classes of young professionals for years to come.”



DAN WROBLESKI
PRINCIPAL
COLUMBIA HEIGHTS HIGH SCHOOL

“Before Genesys Works, I was the young self-conscious girl who was afraid to speak. Now, I am ambitious and I display leadership. Being a member of the Medtronic team has helped me realize that I can achieve the goals I strive for. Thanks to Genesys Works, I am more confident and passionate about being successful in life.”



SHAMSO HASHI
SENIOR, COMO PARK HIGH SCHOOL
INTERN, MEDTRONIC CORPORATION

“Genesys Works has given me the opportunity to not only learn about the world of corporate IT, but also about myself. Throughout training and in my internship at 3M, I’ve not only developed valuable skills in communication and use of technology, I’ve gained the confidence that I can achieve anything I put my mind to. My commitment to Genesys Works has been one of the most important investments in my life.”



SARAH VANG
SENIOR, HARDING HIGH SCHOOL
INTERN, 3M CORPORATION

“We all have challenges in life—some big, some small. For most of us, it’s growing up in environments where we didn’t have a lot of money and no feeling that things could change for the better. Although I wasn’t dealt the best hand in life, I believe that I’ve begun to make the best of things and started down the long and difficult path of becoming successful. Though I know it will be difficult, I am looking forward to it as I now feel prepared and supported on this journey. My future looks bright and I couldn’t be happier.”



DEANDRE BAUSWELL
SENIOR, COLUMBIA HEIGHTS HIGH SCHOOL
INTERN, MEDTRONIC CORPORATION

“Before I became part of Genesys Works, my attitude towards life was pessimistic. I felt I was never going to be able to achieve anything great in my life. But now, my life has changed tremendously. I love working at Travelers where I’m not treated as an intern, but as an employee whose work matters to the company. This experience has helped me to be confident in myself and I have now set myself up for a successful future.”



LUZ LOPEZ ROSAS
SENIOR, CENTRAL HIGH SCHOOL
INTERN, TRAVELERS INSURANCE

FEATURED PARTNER



**CORPORATE PARTNER
TARGET CORPORATION**



DAN HERNANDEZ
SENIOR GROUP MANAGER
TARGET TECHNOLOGY SERVICES

"2013 represents Target Corporation's third year of involvement with the Genesys Works program. We started with just two students in 2011, grew to 12 in 2012, and this year have 27 students making positive contributions in a variety of IT roles within the Target organization. The similarities between the vision and mission of Genesys Works and Target's beliefs in Community Engagement, Diversity, and Education, make for a great partnership. To me, the Genesys Works program represents a near perfect trifecta win: students win as they develop the confidence they can succeed in Corporate America; partner companies win by developing the next generation of IT resources; and communities win as the program helps to close our region's education and economic achievement gaps."

"The experience Genesys Works is giving me is like a running start to a brighter future. Working at Target is giving me skills that will help me succeed in the corporate world. Now I feel like I have hope of succeeding in life knowing that I have valuable skills and experiences in my back pocket."



MARTIN LUNA-MARTINEZ
SENIOR, BROOKLYN CENTER HIGH SCHOOL
INTERN, TARGET CORPORATION

OUR VALUED CLIENTS

The partnerships between Genesys Works and its corporate clients 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.



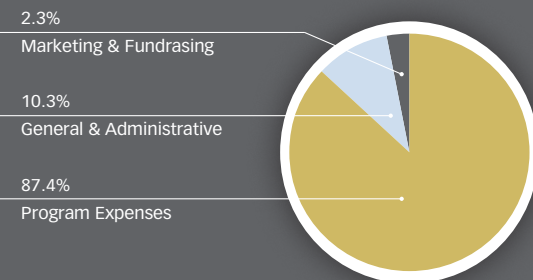
FINANCIAL REPORT

| | 2011 | 2012 | 2013 |
|---------------------------------------|---------------------|---------------------|---------------------|
| Income Statement Summary | | | |
| INCOME | | | |
| Contributed Income | \$ 332,242 | \$ 509,851 | \$ 408,128 |
| Earned Income | 1,543,896 | 2,208,443 | 3,157,285 |
| Total Income | \$ 1,876,138 | \$ 2,718,294 | \$ 3,565,413 |
| EXPENSES | | | |
| Program Expenses | \$ 1,387,567 | \$ 2,052,904 | \$ 2,925,762 |
| General & Administrative | 246,179 | 292,297 | 344,135 |
| Marketing & Fundraising | 8,853 | 5,932 | 76,905 |
| Total Expenses | \$ 1,642,599 | \$ 2,351,133 | \$ 3,346,802 |
| CHANGE IN NET ASSETS | \$ 233,539 | \$ 367,161 | \$ 218,611 |
| Balance Sheet Summary | | | |
| Cash and Cash Equivalents | \$ 168,525 | \$ 572,978 | \$ 591,662 |
| Accounts Receivable | 389,166 | 439,005 | 573,450 |
| Other Current Assets | 12,793 | 25,800 | 49,080 |
| Property & Equipment | 68,958 | 54,113 | 94,196 |
| TOTAL ASSETS | \$ 639,442 | \$ 1,091,896 | \$ 1,308,388 |
| Accounts Payable | \$ 14,611 | \$ 13,809 | \$ 22,562 |
| Other Liabilities | 50,540 | 167,409 | 156,537 |
| Total Liabilities | \$ 65,151 | \$ 181,218 | \$ 179,099 |
| Total Equity | \$ 574,291 | \$ 910,678 | \$ 1,129,289 |
| TOTAL LIABILITIES & EQUITY | \$ 639,442 | \$ 1,091,896 | \$ 1,308,388 |

Income & Expense Growth



2013 Expense Breakdown



OUR FINANCIAL SUPPORTERS

Genesys Works is able to make a difference in the lives of low-income urban 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.

\$50,000+ *

AT&T Foundation
Dell Giving
F.R. Bigelow Foundation
The Saint Paul Foundation

\$500+

Stephanie and Rafael Alvarez
Anonymous
Andre Best
Ashley and Matthew Bykowski
Teresa Christenson
Timothy Costigan
Jane Freeman
Nick Hernandez
Tim Klegin
Kathryn and Michael Moody
Craig Pratt
United Way

\$50+

Emily Ahachich
Anonymous
Brian Arneson
Karen Canfield
Wayne Carlson
Joseph Cudzilo
Joseph Dunckel
Daniel Flood
Russell Fraenkel
Kathryn Freeman
Kimberlee Greene
Scot Joynt
Katherine King
Lindsey King
Jeffrey Koschmeder
Kevin Landa
Debbie Maveus
Beth and Travis Moncrief
Khalfani Myrick
Edward Petsche
Erik Renk-Grant
Andrea Satter
Paul Schmidt
Thad Steele
Julie Vo
Richard Walstrom
Steven Wellvang

\$25,000+

Jay and Rose Phillips Foundation
WEM Foundation

\$10,000+

3M Foundation
Ecolab Foundation
Jeffrey Hinck
JPMorgan Chase Foundation
Marbook Foundation
Sauer Children's Renew Foundation
Travelers Foundation
Youthprise

\$100+

Matt Ammentorp
Margaret Anderson Kelliher
Anonymous (2x)
Brent Bair
Allison Barmann
Trent Bernatz
Daniel Carr
John Conlin
Michelle Cook
Kate and Mike Freeman
Teresa Freeman
Joshua Hansen
Jacob and Kristie Helgeson
Scott Hull
Christine Klema
David Kretsch
Jeff Mader
Christa Meland
Jonathan Menegay
Deborah Morris
Keith and Kimberly Norbie
Paige Prepula
Janine Quitter
Charles A. Smith
Gary Spears
Richard Spicuzza
Paul Taylor
Aimee Williquett

\$5,000+

Deluxe Corporation Foundation
Jennie and Jeff Tollefson

\$1,000+

Albright Foundation
Blue Cross Blue Shield of Minnesota
Michael Hedges
Craig Kabbes
Launch Lab Creative
Kathy and Marty Leestma
Medica Co.
Joshua Reiner
Mary Lynn and Michael Rusinko
Margie and Phil Soran

* We wish to again recognize The Otto Bremer Foundation for its generous contribution of \$200,000 in December 2012 to fund new initiatives and growth in 2013.

GENESYS WORKS-TWIN CITIES



OUR MISSION

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.

STAFF

| | |
|--------------------|--------------------------|
| Jeff Tollefson | Executive Director |
| Beth Moncrief | Program Director |
| Blenda Chiu | Program Manager |
| Joel Crandall | Program Manager |
| Lucas Havens | Program Manager |
| Joe Cudzilo | Program Coordinator |
| Jackie Jacobs | Program Coordinator |
| Katie Jumbe | Program Coordinator |
| Mai Youa Moua | Program Coordinator |
| Lauren Nakamura | Program Coordinator |
| George Ochoa | Program Coordinator |
| Abbey Otteson | Program Coordinator |
| Chris Snoddy | Program Coordinator |
| Krystal Stackhouse | Program Coordinator |
| Andrea Perla | Alumni Coordinator |
| Nicole Hartness | Administrative Assistant |

BOARD OF DIRECTORS

| | |
|----------------------------|---|
| Rafael Alvarez | Founder & CEO, Genesys Works |
| Allison Barmann | Vice President, Bush Foundation |
| Mike Freeman | Hennepin County Attorney |
| Nick Hernandez | President and CEO, Aeritae Consulting |
| Michael Hedges | CIO, Medtronic |
| Michael Jones | CIO, National Marrow Donor Program |
| Margaret Anderson Kelliher | President, Minnesota High Tech Association |
| Marty Leestma | CEO, Forthright Solutions |
| Deb Morris | Manager, Community Relations, Best Buy |
| Mike Rusinko | Managing Director (Retired), Accenture |
| Tim Showalter-Loch | Communications Manager, Park Nicollet |
| Jeff Tollefson | Executive Director, Genesys Works-Twin Cities |

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 additional sites planned.



A NATIONAL IMPACT*

Number of students trained: **2,416**

Number of students placed into internships: **1,756**

Percent that enrolled in college: **95%**

*Across all sites since inception in 2002





WWW.GENESYSWORKS.ORG/TWINCITIES

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