MESSAGE FROM THE FOUNDER AND CEO

Dear Friends,

Since the launch of Genesys Works in 2002, the spirit and tenacity of the individuals in our community continue to amaze and inspire me. Every one of our supporters, team members, and the very students we serve plays a unique role in our ability to change the trajectory of life for youth and that is why the theme for the 2014 Annual Report is *the power of one*.

A few years ago, I struck up a conversation with a young, hard-working shoe shiner at a Houston-based airport. He was making ends meet but had dreams of becoming a financial advisor and was in fact, pursuing a degree in finance at the University of Houston. His path was made clear with the help of a school friend, Jose. As fate would have it, at that time, Jose was going through the Genesys Works training and internship program. During his senior year as a Genesys Works Young Professional, Jose shared his opportunity, experiences, and new found knowledge about college and careers with classmates and peers. Unbeknownst to me and our team, Jose was indeed invoking his power of one, “paying it forward” if you will, encouraging others to follow him to college, and to a professional career.

We recently followed up with Jose and learned that he succeeded in finishing his college degree and is now a full-time employee at the company where he interned while at Genesys Works (story, page 4). The industrious shoe shiner also graduated from college and has begun a career in Finance.

As you will read in the pages that follow, 2014 was a record year for Genesys Works thanks to everyone’s tremendous support. With your help, we achieved and exceeded the goals we set. As we map out increasingly ambitious goals for the years to come, we are ever mindful of how significant you are to our work, our mission, and our community.

We are proud to dedicate this Annual Report to the memory of Mrs. Gladys “GJ” Jensen, who used her “power” to change the lives of tens of thousands of young people across our nation. Thank you for all your encouragement and support.

RAFAEL ALVAREZ  
FOUNDER AND CEO
THE POWER OF
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 our nation’s youth, that handshake never materializes. High school graduates launch into the workforce with minimal guidance, few skills, and no network. For example, 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 their summer vacation, giving public speeches, learning basic desktop support, running Vlookup’s in Excel, and yes, practicing handshakes. Genesys Works interns are not only prepared for internships, they are better prepared for working life.

ESMERALDA
HIGH SCHOOL INTER, TARGET CORPORATION

Esmeralda was so shy of 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 said her new-found self-assurance has turned her into one of the strongest interns at Target, where she takes calls from several customers. This newfound confidence also motivated her to change her plans and apply to four-year colleges.

Photo: Hai Ngo  |  www.haingo.com
THE POWER OF OPPORTUNITY

“Genesys Works opened the doors of opportunity and helped me realize that working in corporate America is absolutely an achievable and attainable dream if you are willing to work hard.” — Jose, Class of 2006

Young people of all socio-economic levels struggle with getting that first job, the job from which they will build a career. However, unlike their more affluent counterparts, youth from low-income communities grow up doubting that they can even enter into the professional world, let alone succeed in it. Oftentimes, they lack access to the people who can connect them to real opportunities and who can give them their “first big break.” At an early age, Jose was faced with many personal challenges and knew he wanted a better life for himself. After learning about Genesys Works, he applied, was accepted, and after eight intense weeks of training Jose earned the right to be placed in an information technology internship. As part of his training, he went on a mock interview. He was placed at Reliant, an NRG Company, and, by coincidence, was assigned to report to the same person who conducted the interview.

A couple of weeks after Jose began his internship, his supervisor called Genesys Works confessing that onboarding a quiet 17-year old with no real work experience seemed risky. Jose’s mild-mannered demeanor had not allowed his confidence or potential to come across during their initial meeting. Yet, the supervisor boasted that Jose was excelling at the job and was one of the best workers he had ever had. Jose did very well during his internship, learned that he could succeed in the corporate world, and it wasn’t long before he set his sights on pursuing a college education. With his bachelor’s degree in hand he returned to NRG and today, works as a full-time professional. All Jose needed was an opportunity.
THE POWER OF PARTNERSHIP

“I’ve seen first-hand that the Genesys Works program can change lives. I’m proud to be a part of this collaboration as a supervisor and mentor. I have seen my mentee, Tim, learn and grow first as an intern and now as a college student.”
—Elizabeth Palomo, Outside Plant Engineer, AT&T

AT&T stands as an exemplary model of an organization that supports socially innovative approaches to improving student success. The company has made a $350 million commitment to education through its signature education initiative, AT&T Aspire. Through AT&T Aspire, the company hopes to fuel the talent pipeline, helping to ensure our future workforce is prepared with the skills needed to succeed in the 21st century economy. AT&T is investing in innovative education organizations, tools and solutions to help students see their opportunities — in the classroom, in the workplace and in life.

In the last three years, AT&T has invested significant resources toward the launch of the Genesys Works – Bay Area site, the replication of best practices organization wide, and direct support of its core internship program. AT&T has found that the Genesys Works model helps students unlock their professional potential, producing positive outcomes for students, businesses, and the community. As part of the collaboration, AT&T hosts student interns during their Genesys Works experience, which has provided benefits for employees and the company as a whole. Within three years, AT&T has hosted 21 students in meaningful workplace internships from Chicago to Houston.

AT&T’s investment has had an indelible impact on each high school student who participates in our program and prepares for a brighter, more promising future. Together, AT&T and Genesys Works will continue to help keep students on track to graduate and prepare them for successful futures in a competitive marketplace.

TIMOTHY COLLEGE FRESHMAN

“Through my internship with AT&T I was introduced to my supervisor and mentor, Elizabeth. She believes in me and encourages me every day to be the best I can be. I am the first in my family ever to attend college and grateful for AT&T’s constant support and encouragement.”

Photo: Courtesy of AT&T
ONE GIFT,  
EXPONENTIAL IMPACT:  
THE JENESIS GROUP

The Jenesis Group’s funding has been a pivotal force in Genesys Works since the opening of the National Office in 2010. Since 2010, the Jenesis Group has committed over $4.5M to help us:

- Open our national office and staff it with key resources needed to accelerate our growth while maintaining program consistency and quality
- Refine the model and improve its effectiveness so that we can serve many more students in the future, cost-effectively
- Upgrade our financial model, tools and systems so that we can go from serving 1,250 students a year to many thousands
- Prepare for future growth, both within our current locations, and in other cities throughout America

THE POWER OF 1 PHILANTHROPIST

Gladys “GJ” Jensen grew up on a farm in rural Nebraska during the Great Depression. Consequently, she learned first-hand the effects of poverty and the difference an opportunity and education can make in a young person’s life. During these formative years, GJ gained a strong sense of family values, which came in handy as she and her husband, Ron “RJ” Jensen, raised five children, enjoyed five grandchildren, and two great-grandchildren during their lifetime. GJ never forgot her humble roots and the character and empathy she developed as a result. She carried these core values and philosophies into her philanthropy when she and RJ started their family foundation, The Jenesis Group, in 1987. Through their vision, the couple made catalytic investments in many social enterprises focused on improving the education and workforce opportunities for low-income young people across the U.S. Not more than two decades ago, the term “social entrepreneurship” was familiar only to a relatively small cadre of business and philanthropic leaders. In fact, Ashoka, a leader in the international field of social entrepreneurship, was not yet doing business in North America. Recognized as an early and pioneering force in the nation’s social entrepreneurial movement, RJ and GJ, and the Jensen family were visionary partners and founding investors in Ashoka’s North America launch. The Jensens embody what it is to be a “philanthropreneur.” They believed in the power of social entrepreneurs as the “change agents” who can have the greatest impact on our country’s most entrenched social issues. The family continues to invest their time and resources supporting several of the country’s leading social entrepreneurs. The Jensens first learned about Genesys Works in 2009 through their association with Ashoka. Our mission, students, and business model were compelling and aligned with their philanthropic endeavors. This led them to make a significant investment which galvanized our evolution from a fledgling Houston-centric startup to a leading national organization. Jenesis Group has continued to invest in our work during the last six years and in 2014, expanded their support with the single largest grant in our history: a $3.5 million investment to establish the infrastructure, systems, and people needed to accelerate our growth and go from serving 1,250 students a year to thousands more.

GLADYS “GJ” JENSEN

Gladys “GJ” Jensen passed away on Thanksgiving Day, 2014, surrounded by her loving family. We are honored to feature her legacy and his work, which will live on for many years, as her devotion to those less fortunate has changed the lives of countless people throughout the United States.

IN MEMORIAM OF  
GLADYS “GJ” JENSEN  
1930–2014

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Our financial supporters

- **$1,000,000+**
  - Better Chicago
  - Green Energy Houston
  - JPMorgan Chase Foundation
  - Peavy Foundation

- **$500,000+**
  - Ascend

- **$250,000+**
  - A Better Chicago
  - Green Energy Houston
  - JPMorgan Chase Foundation
  - Peavy Foundation

- **$100,000+**
  - Ascend

- **$50,000+**
  - Ascend

- **$25,000+**
  - Ascend

- **$10,000+**
  - Ascend

- **$5,000+**
  - Ascend

- **$2,500+**
  - Ascend

We also like to thank our many donors who have trusted to remain anonymous.
FINANCIAL REPORT

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 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.”

THE POWER OF PAYCHECK

2012 2013 2014

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<th>Year</th>
<th>Earned Income</th>
<th>Contributed Income</th>
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<th>Year</th>
<th>Student Wages</th>
<th>Other Program Expenses</th>
<th>General &amp; Administrative</th>
<th>Fundraising</th>
<th>TOTAL EXPENSES</th>
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<td>2012</td>
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<td>Property &amp; Equipment (Net)</td>
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<td>TOTAL LIABILITIES &amp; NET ASSETS</td>
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2014 Expense Breakdown

- Contributions: 30%
- Earned Income: 30%
- Fundraising: 20%
- General & Administrative: 18%
- Student Wages: 7%

*Unaudited

*Unaudited
GENEsys WORKS 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.

GENEsys WORKS – A NATIONAL NETWORK

Senior Leadership

Rafael Alvarez Founder and CEO
Matt Heath Chief Operating Officer
Mike Pawson Chief Financial Officer
Eli Cipriano* Chief Development Officer
Marian Davenport Executive Director, Houston
Peter Katz Executive Director, Bay Area
Eva Patton Executive Director, Chicago
Jeff Telesnick Executive Director, Twin Cities

2014 National Board of Directors

Park Shaper Current Chair
CEO, SEIS Holdings
Barbara Duganier Immediate Past Chair, Corporate Board Director, Retired Accenture Senior Executive
Rafael Alvarez Founder & CEO, Genesys Works
Crystal Ashley Former Senior Vice President, BP
Douglass Beller** General Manager, Business Consulting Services, IBM
Caitlin St. Emerson Director of External & Eth. LLP
Scott Gerritt Senior Operating Partner, Water Street Healthcare Partners
Cheryl Hufnagel President, MCI Partners
Marni D. Nathan President, Nathan Sommers Jacobs
Rich Robinson President, Inception
Beth Stansell** President of ACE Georgia
Kerri Turner Executive Director, The Jenkins Group

National Staff

Rafael Alvarez Founder and CEO
Belinda Alvarado Manager of Accounting
Diane Bailey Payroll Coordinator
Stephanie Sanchez Chief Development Officer
Brian Orland Vice President of Individual Giving
Jason Heath Project Manager
Tony Smith Director of Talent Development
Hector Alvarado Chief Operating Officer
Leticia Koppinger Director of Institutional Giving
Corney Meza Executive Assistant
Emilie Owen Accounting Assistant
Mike Pawson Chief Financial Officer
David Perry AS Collections Analyst
Dawn Robertson Business Technology Manager
Brian Tracks Measurement and Evaluation Lead

Genesys Works Staff (all sites)

*Joined Genesys Works in 2015 **New Board Member, Inaugural term 2015 ^Board term completed in 2014

Genesys Works is a national organization which currently operates in four regions in the U.S.: Houston, Minneapolis/St. Paul, Chicago and San Francisco/Oakland. In 2016, Genesys Works is planning to open its fifth location in the Greater Washington Area.

2013

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

3,139 students served nationally since 2002

3,139 students served nationally since 2002

Data reflects all sites since inception in 2002

*Number of students served in any one year includes two cohorts: those students who are performing their internship having been trained the previous year, plus those who are in training this year and will be beginning their internship in the Fall.

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