Dear friends,

2012 was another banner year for Genesys Works. The strong support we continue to receive from our corporate partners, school partners, and funders helped us to continue our incredible growth in Houston, Twin Cities, and Chicago. And, thanks to the early support from our friends at AT&T, PG&E, and Accenture, we announced our expansion into the San Francisco / Bay Area in 2013. Now, more students than ever before are having the opportunity to discover that they can succeed in the corporate world.

While the growth we achieved this past year is good, what I am mostly encouraged about is the progress we made towards establishing a long-term vision and a strategic growth plan that will help us achieve it. As part of that process, in 2012 we completed two studies where we learned that:

- Not only are Genesys Works’ graduates pursuing a college education at rates far greater than their peers, but more importantly, they are persisting in their education. The University of Texas at Dallas studied four cohorts of students in our Houston program and found that not only did 92% of our graduates go on to college but also that 86% of them persisted beyond their first year in college, an established predictor of college completion. That rate was roughly twice as high as their peers! We believe that this high rate of persistence is due to their meaningful internship, because once a person has experienced success as a professional, going back to a lifetime of minimum wage jobs is no longer an acceptable option in their own mind.

- There is still much more for us to do. A strategic growth study performed pro bono by Accenture found that the “market size” for meaningful internships in the cities in which we operate is far greater than what we have now, so there is still much growth ahead of us, particularly as the U.S. economy improves. This study also pointed out critical areas that we must resolve in order to allow the program to scale and achieve its full potential.

There is much to be excited about in 2013. This year, we will formally announce our strategic growth plan. When executed, it will result in a major connection between business and education so that one day all students attending urban public education in America will graduate and pursue a college education, with the knowledge that they can succeed as professionals in the corporate world. If they choose to pursue this path, they can live much better than their family ever has.

Inside this annual report you will find updates on each of our sites, as well as the national office. You will read about this year’s featured partner, AT&T, and what their million dollar contribution is allowing us to do. But more importantly, you will read short stories about our young professionals and the change they have been able to make by taking advantage of the Genesys Works opportunity.

Thank you for the unique ways in which you are making our progress possible. Whether you are a corporate, school, or philanthropic partner, or one of the many people who volunteer their time and expertise to help us reach more students, you truly are making a difference.

Rafael Alvarez
Founder & CEO

Our students never thought they could become a professional in the corporate world.

WE’RE CHANGING THAT.
The University of Texas at Dallas Study
Researchers from the Texas Schools Project at The University of Texas at Dallas (UTD) conducted a review and analysis of the impact of meaningful internships on a student’s persistence through the first year of college. The study was conducted using data provided by Genesys Works—Houston and the Houston Independent School District. The study revealed that 92% of the Genesys Works graduates studied actually pursued a college education and 86% of them persisted beyond their first year. This is roughly twice as much as their peers.

The UTD study is the first third-party independent study that quantifies the effects that Genesys Works has on economically-disadvantaged students. The result of the study suggests that the Genesys Works model can be a possible solution to alleviate the nation-wide challenge associated not simply with students finishing high school and attending college, but most importantly, persisting with their college education.

Genesys Works Expansion
Genesys Works announces expansion into the Bay Area with the first group of students in 2013 coming from Oakland and San Francisco. This expansion into the California Bay Area was made possible due to a feasibility study conducted by Accenture and seed funding from AT&T. It marks the fourth location for Genesys Works across the country.

Texas A&M University’s Mays College of Business awarded its prestigious 2012 Entrepreneurial Leadership Award to Genesys Works’ Founder & CEO Rafael Alvarez. Dr. Richard Lester, from The Center for New Ventures & Entrepreneurship, presented the award which recognizes one outstanding business leader who has achieved extraordinary success, either through a business start-up or in the transformation of an existing company. Past recipients include Lowry Mays (founder of Clear Channel Communications), Erie Nye (CEO of TXU), Frank Carney (co-founder of Pizza Hut), and Michael Holthouse (founder of Paranet Inc. and Prepared4Life).

Forbes Magazine named Rafael Alvarez, Founder & CEO of Genesys Works, to the publication’s “Impact 30” list of the world’s top thirty social entrepreneurs. The list, created by a panel of experts, was released in December of 2011 and defined a “social entrepreneur” as a person who uses business to solve social issues. The list also included Wendy Kopp, the founder of Teach For America, and Richard Barth, the CEO of KIPP schools.

Some corporations still believe that a high school kid can’t possibly do their level of work.
Genesys Works is thrilled to obtain substantial support from one of the most innovative corporations in the world. Genesys Works fundamentally understands the meaning behind “Rethink Possible” because that is exactly what we help students, schools, and corporations do.

Through its philanthropic initiatives, AT&T has a long history of supporting projects that create learning opportunities, promote academic and economic achievement, and address community needs. AT&T has come to understand and appreciate our mission, our students, and observe our successes first hand, initially as a client that hosted interns in Chicago. Now as a financial contributor, they pave the way to increase learning opportunities for underrepresented seniors in four states. Through the vision of the AT&T executives including Alice Aanstoos, Regional Vice President of External Affairs at AT&T – Texas; Ken McNeely, President of AT&T – California; and Beth Shiroishi, Vice President of Sustainability & Philanthropy at AT&T, we forged an unprecedented relationship that benefits the students who are and will be served through our program.

On October 3, AT&T made a $1 million contribution to Genesys Works—National supporting our existing programs in Houston, Chicago, and the Twin Cities; expanding the program to the San Francisco Bay Area; and creating a national fund to support research and development of new initiatives. AT&T’s commitment to Genesys Works will support a new facility in the world’s tech epicenter – San Francisco, connecting youth to the region’s booming technology sector, as well as increasing program effectiveness, bolstering best practices, and developing other new initiatives that will help us scale the program’s impact across the country.

This support is part of AT&T Aspire, the company’s $350 million commitment to drive innovation in education through proven programs that address the dropout crisis and help ensure that students are prepared for college and careers—which is exactly what Genesys Works is all about.

We are grateful to AT&T for its generous contribution to help us expand our network to students in the Bay Area. With their support, we can change the life trajectory of vulnerable students and help them believe a professional, meaningful career is within reach and to rethink what’s possible in their own lives.

• Thanks to the generous support of Hines, the Genesys Works—National office now occupies a beautiful space from which it provides central services to each of the sites. And, thanks to the pro bono work of our friends from Gensler and Mission Constructors, the space was renovated to fit our needs perfectly.

• The Genesys Works—National office strengthened its staff capacity with the addition of two new executives: Matt Heath as Vice President of Program Effectiveness and Leticia Konigsberg as Director of Development.

SUCCESS STORY

SHADIA MODI

Shadia arrived in the United States from Sudan not knowing any English. She was the subject of bullying, an experience that paled in comparison to the fear and terror her family had experienced in the past. After overcoming the struggle to adapt to school, she applied to Genesys Works. Shadia always thought that she would join the ranks of manual labor workers and help provide for her family, but now she knows it’s not where you are from that defines you but the actions you take and the education you gain that sets you apart from others. Shadia works in the Finance and Accounting department at Genesys Works—National where she enjoys the intensity of the work and the responsibilities she has been given.
Houston Highlights

- In 2012, we saw the greatest number of new corporate partners join Genesys Works—Houston. Now we count 55 corporate partners in the Houston area.
- Thanks to improvement in recruitment and retention, we increased the number of students placed in internships by 16% to a record 168.
- With the support of the Fondren Foundation and The Cullen Foundation, we upgraded our training center workstations to virtual desktop technology, making it easier to bring our training to new locations around our city and to other sites.
- TG made a two-year grant strengthening our Career and College Connection, helping low-income students find success in higher education and inspiring tomorrow’s workforce.
- JPMorgan Chase Foundation provided significant funding that will help us open a new training center in 2013 on Houston’s West Side Energy Corridor on the Alief campus of Houston Community College.
- We celebrated the retirement of our Executive Director, Dan Wampler, whose tireless efforts left Genesys Works—Houston on a path to future success. We launched the search for our new leader who will take the organization to new heights.

Twin Cities Highlights

- Trained and placed 155 students into year-long IT internships, an increase of 16% from 2011.
- Expanded scope of job roles in more than 40 corporate partners.
- Awarded first annual ACHIEVER Awards for Outstanding Contributions supporting our program’s success: School Partner—Valeria Silva, Superintendent, Saint Paul Public Schools Corporate Partner—Michael Hedges, CEOs, Medtronic Individual—Nick Hernandez, CEO, Aerotek Consulting.
- Received $200,000 Innovation grant from the Otto Bremer Foundation to launch three new initiatives in the areas of business operations, college and career success, and earlier student engagement in high school.
- Over the past four years, 97% of Twin Cities program graduates have enrolled in college with 85% persisting and an on track for college graduation.

Success Story

Crystal Jenkins

Crystal Jenkins’ childhood was taken from her too many years too soon. When she was in the fourth grade, she lost her father, and her mother’s single salary was not enough to support Crystal and her four siblings. While her older brother dropped out of school and turned to illegal activities to make money, Crystal fought to maintain a stable home life, good grades, and a high GPA, all while having a new job to relieve the financial burden on her family.

“Through our years of struggle, I stood alone, I gave up hope, and I broke down,” Crystal says. “Eight years after we lost my father, I was blessed with a paid internship through Genesys Works that still allowed me to go to school and participate in sports.”

As a Class 10 Intern from Chavez, Crystal earned her IT internship at Service Corporation International (SCI) with the desktop support team in the IT department. Crystal graduated in the top 10 percent of her class and successfully completed the Genesys Works—Houston program in August 2012. As she began her freshman year at the University of Houston, Crystal was offered a position by SCI on the desktop support team where she now works 15 hours per week while mentoring two Class 11 interns.

Muhammad A. Khalid

After immigrating to the United States from Pakistan in 2010, the family of Muhammad Khalid had to start over. Though a computer programmer by trade, his father was unable to find work in Minnesota and as a result, Muhammad didn’t have a clear path for developing his own technical talents. That is, until he found Genesys Works—Twin Cities. The eight-week business and IT training program finally gave Muhammad the opportunity he needed to get real skills. Genesys Works then kick-started his IT career by placing him in a year-long internship with Capella University in downtown Minneapolis. Within weeks at Capella, Muhammad had designed macros to shorten his team’s routine tasks, impressing colleagues with twice his experience. His dream now is to design operating systems, and the web programming work he does daily at Capella keeps him on the track to achieving that dream. As Muhammad puts it, “Genesys Works has provided me the confidence, the skills, and that extra step that I needed to succeed. It is a wonderful opportunity that should not be wasted.”

Partner Schools, 2012 - 2013

Aldine Senior
Alief Elsi
Alief Hastings
Alief Taylor
C.E. King
Alief Elsik
Alief Hastings
Westbury
Westside

Corporate Partners

American General Life Companies
Andrews Kurth
Apache Corporation
AZA Law
Baker Hughes
Enbridge

Ballard Pipeline
BP
Brooks
Browstein
Cameron
CenterPoint Energy
Cheyenne LNG & O&M Services
City of Houston
Community Health Choice
ConocoPhillips
Capano Energy
Devon Energy
Dynegy
Enaxis Consulting

Enbridge
EP Energy
Exterran
Fullbright & Jaworski
GenOn
GE Oil & Gas
Halliburton
Harris County Appraisal District
HighMount Exploration & Production
Hines
Houston Independent School District
JPMorgan Chase
Kinder Morgan
Locke Lord Bissell & Liddell
LyondellBasell Industries
Morial Hermann Hospital
Museum of Fine Arts – Houston

Nathan Sommers Jacobs
OrthoAccel Technologies
Petrobras
Plains All American Pipeline
Reliant Energy
Service Corporation International
Smith Graham & Co.
Solava North America
Spectra Energy
Syaco Corporation
Targa Resources
Texas Children’s Hospital
TPC Group
TransCanada
Universal Weather & Aviation
Vinson & Elkins
Walter P. Moore
Wells Fargo
Williams

PARTNER SCHOOLS, 2012 - 2013

Albino Hidalgo
Alief Elsi
Alief Hastings
Alief Taylor
C.E. King
Alief Elsik
Alief Hastings
Eastwood Academy
George I. Sanchez
James Madison
Jefferson Davis
John H. Reagan
Phillis Wheatley
Sharpstown International School
Stephen F. Austin
Waltrip
Westbury
Westside

Corporate Partners

American General Life Companies
Andrews Kurth
Apache Corporation
AZA Law
Baker Hughes
Ballard Pipeline
BP
Brooks
Browstein
Cameron
CenterPoint Energy
Cheyenne LNG & O&M Services
City of Houston
Community Health Choice
ConocoPhillips
Capano Energy
Devon Energy
Dynegy
Enaxis Consulting

Enbridge
EP Energy
Exterran
Fullbright & Jaworski
GenOn
GE Oil & Gas
Halliburton
Harris County Appraisal District
HighMount Exploration & Production
Hines
Houston Independent School District
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Kinder Morgan
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Targa Resources
Texas Children’s Hospital
TPC Group
TransCanada
Universal Weather & Aviation
Vinson & Elkins
Walter P. Moore
Wells Fargo
Williams

PARTNER SCHOOLS, 2012 - 2013

Bloomington Kennedy
Brooklyn Center
Columbia Heights
Coon Rapids
Edina
Edina
Highmore Academy
Intermediate District 287
Minneapolis Edison
Minneapolis High School
Minneapolis North
Minneapolis Roosevelt
Minneapolis South
Minneapolis Washburn
Park Center
Richfield
Robbinsdale Armstrong
Robbinsdale Cooper
Saint Louis Park
Saint Paul Central

Saint Paul Como Park
Saint Paul Gordon Parks
Saint Paul Harding
Saint Paul Highland Park
Saint Paul Humboldt
Saint Paul Johnson
Saint Paul Washington Tech
Ubah Medical Academy

Corporate Partners

3M
Accenture
Alliant Technologies
Allina Hospitals & Clinics
Blue Cross Blue Shield
Bremer Financial
Capella University
Cargill
Carlson Companies
del Compellent
Deluxe Corporation
Donaldson
Dorsey & Whitney
Ecolab
HealthEast
HealthPartners
Hennepin County
Hennepin County Attorney’s Office
Hennepin County Medical Center
Land O’Lakes

Mortonion Construction
Medica
Medtronic
Merrill Corporation
National Marrow Donor Program
Patterson Companies
Regis Corporation
S.P.S. Commerce
St. Jude Medical
State of Minnesota
Syncara
Target Corporation
Thrivent Financial
Toro
Travelers
UnitedHealth Group
University of Minnesota
US Bank
Wells Fargo
Xcel Energy
• Genesys Works—Chicago trained over 70 students in 2012, its largest class to date. Over 80% of the students successfully completed training and were placed in meaningful internships.
• In 2012, Genesys Works—Chicago was included in the investment portfolio of A Better Chicago, which will provide financial and advisory support as Genesys Works—Chicago expands into new areas in 2013.
• 100% of 2012 Genesys Works—Chicago program graduates began their freshman year in college in 2012.
• Genesys Works—Chicago realized 30% growth in the number of corporate partners in 2012.

**PARTNER SCHOOLS, 2012 - 2013**
Carl Schurz
Chicago Tech Academy
Chicago Virtual Charter
Dunbar Vocational Career Academy
Gordon S. Hubbard
High School of Leadership at South Shore
Hyde Park Career Academy
John F. Kennedy
Marie Skłodowska Curie Metropolitan
Muchin College Preparatory
Percy L. Julian
Richard T. Crane Technical Preparatory
Theodore Roosevelt
Thomas Kelly
Whitney Young Magnet

**CORPORATE PARTNERS**
Accenture
AT&T
Blue Cross Blue Shield Association
Chartwells
CSC
Dykema Gossett
Equity Office Properties
GATX
General Growth Properties
Integris
Kirkland & Ellis
Lantern Partners
McGuire Woods
Norwegian American Hospital
Office Depot

Polsinelli Shughart
The Private Bank
Rush Medical Center
Seyfarth Shaw
TransUnion
United Airlines

**SUCCESS STORY**

TIANDRE TURNER
Growing up in Chicago is no easy task. Despite all of the typical challenges that a teenager must overcome, Tiandre Turner of Whitney Young Magnet grew up at a disadvantage; he is deaf. As grades passed and Tiandre was overcoming the challenges set before him, he found a passion in technology. It was this passion that would cause one of his teachers to recommend him for Genesys Works—Chicago. After achieving great success during his training with Genesys Works—Chicago, Tiandre earned his chance to gain experience in the field of his dreams at one of our biggest corporate partners, TransUnion. Tiandre’s love for technology, desire to learn, and unrivaled work ethic has set him on an upward trajectory towards higher education and on the path to a professional career.

Genesys Works is fortunate to have many generous, philanthropic partners. While this list includes major donors, we also want to thank contributors at every level. We wish to highlight the following institutional donors for their contributions of $5,000 or more in 2012, with our most sincere thanks.

**CUSTOMERS**

$1,000,000+
AT&T

$250,000+
The Fondren Foundation
Houston Endowment*
Jenesis Group
New Profit

$100,000+
A Better Chicago
Dell Giving
IP Morgan Chase Foundation
Otto Bremer Foundation
TG

$50,000+
The Brown Foundation
The Cullen Foundation
Rockwell Fund
Sun Life Financial

$25,000+
Best Buy Foundation
Dynergy
The Effnerworks Foundation
El Paso Corporate Foundation
MD Anderson Foundation
The Minneapolis Foundation
Powell Foundation

$10,000+
Albert Heirstein Charitable Foundation
Association for Corporate Growth
Bristow Group
Cameron International Corporation
The Curtis L. Carlson Family Foundation
Ecobob Foundation
Carter Emerson
Inbridge (U.S.)
Doug & Sarah Foshee
Garrett Family Foundation
General Mills Foundation
George & Mary Josephine Hamman Foundation
Halliburton Foundation
Harry S. & Isabel C. Cameron Foundation
Harvey Houck & Patricia Houck Foundation
Charles & Denise Hazen
High Mount Exploration & Production
John P. McGovern Foundation
Kirkland & Ellis Foundation
Northern Trust
Ray Fish Foundation
Reliant Energy Charitable Foundation
Sauer Children’s Renew Foundation
Stake Foundation
TransCanada
Travelers Foundation
Vecto Gray
Wellis Fargo Foundation
Youthprise
John Zavitsanos

$5,000+
W. Matson Blocker
CenterPoint Energy
CompTIA
Copano Energy
Creating IT Futures Foundation
Thad and Sarah Damers
Deluxe Corporation Foundation
Devon Energy Corporation
Dickson-Allen Foundation
The Fondren Foundation
Harley-Davidson Foundation
Harris County Hosp. District Foundation
H-E-B
Kinder Morgan Foundation
Tom Melody
Navigant Consulting
Michael Preston
Service Corporation International
SySCO Corporation
TransUnion
Union Pacific Foundation
Jeff Warren

*Includes funds received from prior year commitment previously recognized (List as of December 21, 2012).
If you prefer to be recognized in another manner, or if your name was omitted from this list, please call Leticia Konigsberg at 713-337-0522.

If you prefer to be recognized in another manner, or if your name was omitted from this list, please call Leticia Konigsberg at 713-337-0522.
We would like to thank our 2012 corporate partners who make our work possible.
## Board of Directors

**Genesys Works—National**
- Barbara Duganier (Chair) - Accenture
- Rafael Alvarez - Genesys Works
- Scott Garrett - Water Street Healthcare Partners
- Terry Grier - Houston I.S.D.
- Charles Hazen - Hines REIT
- Marvin D. Nathan - Nathan Sommers Jacobs
- Mike Mulcahy - Hines REIT
- Alike Freeman - Hennepin County Attorney
- Michael Hedges - Medtronic
- Nick Hernandez - Aetna Consulting
- Michael Jones - National Narrow Donor Program
- Margaret Anderson Kelliher - Minnesota High Tech Association
- Deb Morris - Travelers Companies
- Alike Rusinko - Accenture
- Tim Showalter-Loch - Search Institute
- Jeff Tollefson - Genesys Works—Twin Cities

**Genesys Works—Houston**
- Tenali Day (Chair) - Synco
- Rafael Alvarez - Genesys Works
- Brad Breau - JPMorgan Chase
- Tracy Carmen-Jones - Waterlight Group
- Zachary Hedges - Houston Community College
- Bruce Northcutt - Copano Energy
- Michael Preston - Accenture
- Jesus Soto - El Paso Corporation
- Scott Van Beck - Houston A+ Challenge
- Dan Wampler - Genesys Works—Houston

**Genesys Works—Twin Cities**
- Donald Laackman (Chair) - Harold Washington College
- Rafael Alvarez - Genesys Works
- Veronica Anderson - Pan Ultimate Group
- Aarti Dhupelia - Chicago Public Schools
- Carter Emerson - Kirkland & Ellis
- Dennis Garcia - Microsoft
- Terry Howerton - Illinois Technology Association
- Paul Maranville - Lantern Partners
- Tom Meyers - Legal & General Investment Management America
- Tom Nolan - Accenture
- Jeff Warren - Equity Office Properties
- Eric Patton - Genesys Works—Chicago

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## Financials

### Genesys Works Consolidated

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### Genesys Works—Twin Cities

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<thead>
<tr>
<th>Year</th>
<th>Total Income</th>
<th>Total Expenses</th>
<th>Contributed Income</th>
<th>Earnings Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$1,000,000</td>
<td>$500,000</td>
<td>$200,000</td>
<td>$300,000</td>
</tr>
<tr>
<td>2011</td>
<td>$1,050,000</td>
<td>$550,000</td>
<td>$250,000</td>
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</tr>
<tr>
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### Genesys Works—Chicago

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### Liabilities and Net Assets

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<tr>
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<td>$3,105,942</td>
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Even the bottom rung of the corporate ladder is a long way from where most inner-city students come from.

WE’RE CHANGING THAT.

genesysworks.org
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