

# GW09

Genesys Works  
2009 ANNUAL REVIEW



[www.genesysworks.org](http://www.genesysworks.org)



## DEAR FRIENDS AND SUPPORTERS →

Here's something you don't hear too often: 2009 was our best year ever! That's right, in spite of the economic environment, last year Genesys Works engaged more students, in more jobs, with more companies than ever before. Our Houston and Twin Cities sites grew significantly and we set the stage to open our Chicago office in the summer of 2010. And, when CNBC reported the worst national teen unemployment record ever, they chose to showcase a bright spot: Genesys Works students working at United Space Alliance, preparing and configuring the notebooks that run experiments in the International Space Station.

We're definitely breaking through! Can you imagine the effect that working in a meaningful capacity inside a great corporation has on an inner-city high school student? Vanessa Nunez said it best when she spoke at the White House in front of President Obama, Education Secretary Arne Duncan and others: "Being at Genesys Works has taught me that I can succeed as a professional in the corporate world...a world I never imagined I could be a part of." It is no surprise that Vanessa, as well as over 95 percent of our graduates are pursuing a college education.

Of course, we couldn't do this without our corporate partners, funders, schools and students, all coming together to embrace what is truly possible. To you, I am extremely grateful. I also would like to give special recognition to Accenture, who not only directly engaged our students and opened the doors to major corporations such as Marathon Oil, Dynegy, 3M, Best Buy, Baker Hughes and others, but last year engaged dozens of their consultants to extend our model throughout the country (entirely pro bono). Our new Chicago office, as well as other locations you will soon hear about, are a direct result of Accenture's leadership and involvement.

We know your time is precious and appreciate your interest in our progress. We hope you enjoy reading our brief annual summary highlighting our growth and student successes.

Thank you for your support now and always!

Sincerely,

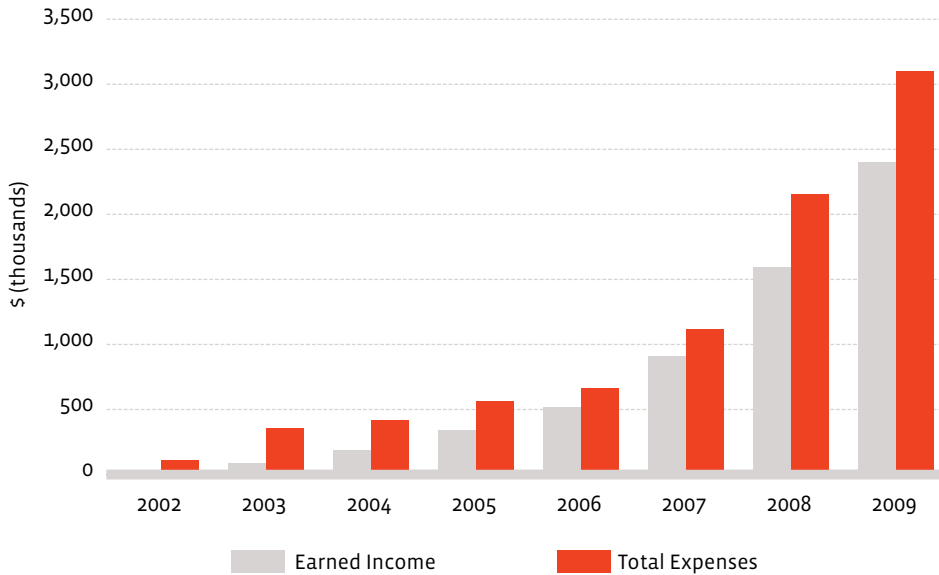


**Rafael Alvarez**, Founder and CEO



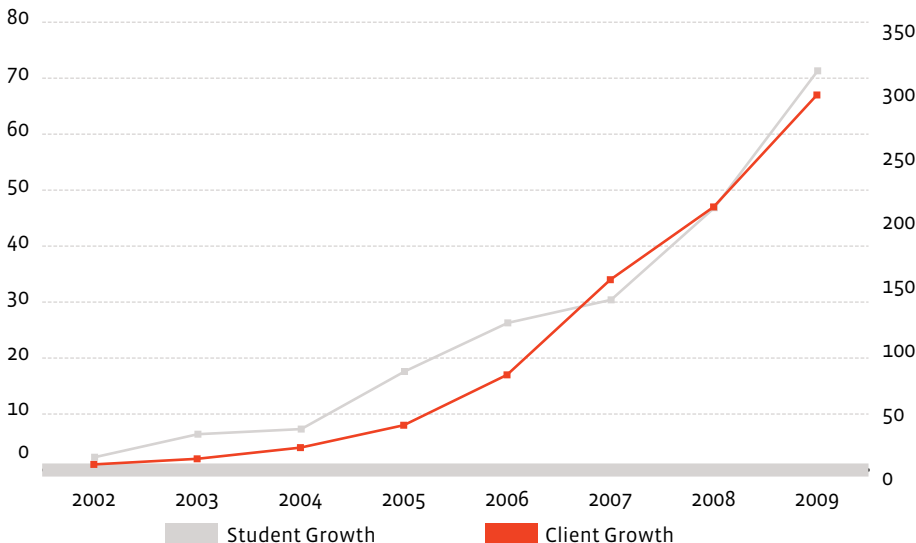
## → Growth in Earned Income

Genesys Works experienced an increase of 51% in overall earned income in 2009 vs. 2008. Earned income is the revenue received from the valuable services students provide to corporations.



## → Overall Growth in 2009

During one of the worst economic times that the United States has seen in a generation, Genesys Works engaged more new corporate partners than in any other year in our history. A total of 24 new corporate clients joined our partner list and secured internships for our growing number of deserving students.



## Honored at the White House

In June 2009, Genesys Works was one of *only four organizations honored by President Obama as a results-driven social enterprise at the launch of the White House Office of Social Innovation*. Vanessa Nunez, a Genesys Works graduate, spoke to a standing-room only crowd of presidential cabinet members, philanthropists and social entrepreneurs in the East Room of the White House. She shared how Genesys Works allowed her to experience success as a professional in the corporate world, and thus embark on a whole new path in life, away from the cycle of poverty that her family had been accustomed to.



At the event, President Obama said, *“Right now in communities across America, people are hard at work developing and running programs that could be the next Harlem Children’s Zone or the next Genesys Works...If we empower organizations like these, think about the number of young people like Vanessa whose lives we could change.”* We, at Genesys Works, think about this very notion every single day. In our quest to expand nationally, we strive to be able to serve thousands of students so that they can benefit from our program the way that so many others have.

## → Partnership: Accenture

*Accenture focuses its corporate citizenship on the global theme of Skills to Succeed, which is aimed at educating people around the world and building skills that enable them to participate in and contribute to the economy. As such, the company has provided Genesys Works with invaluable pro bono resources and support that are helping us expand nationwide.*

*“Accenture’s relationship with Genesys Works is a clear example of our Skills to Succeed focus, which emphasizes the importance of education and nurturing talent.”*  
– Scott Pharr,  
Executive Director

Since 2007, Accenture has been introducing Genesys Works to top executives at some of their largest clients, which in turn has made it possible for Genesys Works to ensure that each and every qualified student that finishes our summer training has the opportunity to experience professional success by engaging in a meaningful internship. In fact, Vanessa Nunez, our student who spoke at the White House about how working at Marathon Oil has changed her life, was a result of an Accenture introduction.

“Accenture’s relationship with Genesys Works is a clear example of our Skills to Succeed focus, which emphasizes the importance of education and nurturing talent,” said Scott Pharr, an executive director at Accenture. “Locally, our people provide Genesys Works students with technology, business process and workplace skills to help them create successful careers. We are also helping the organization scale nationally so Genesys Works can bring their innovative model to young adults around the country.”

In 2009, Accenture took their involvement with Genesys Works to a whole new level:

→ A team of Accenture employees invested over 1,200 hours into a strategic analysis for national expansion, which will guide Genesys Works as we expand to nine major U.S. cities by the year 2014. → Another team of Accenture consultants from their Chicago office came together to create a feasibility study to bring Genesys Works to that city. Their efforts were instrumental, not only in the establishment of our Chicago office, which will start training its first class of students in June of 2010, but also as an example for other feasibility studies done in the cities in which we seek to expand. → Accenture provided management support and guidance to a team of six MBA students from Rice University on a study to determine the total number of students that Genesys Works could engage in Houston alone and the impact that would have in the education system. → Accenture brought global awareness to our program by selecting Genesys Works as the only U.S. based nonprofit to be highlighted in their 2008-2009 Corporate Citizenship report, which was distributed around the world.

Accenture has indeed been one of Genesys Works’ most valued partners. Their guidance, resources and support have undoubtedly given us a step up and a clear path for expansion. We cannot begin to thank Accenture enough for their hard work and dedication!

### → Chicago Opening



Genesys Works is pleased to announce the opening of Genesys Works Chicago! Chicago Public Schools contacted Genesys Works after learning about our innovative methods and results. After a feasibility study conducted by Accenture proved that Chicago had the right elements required to succeed, we established a partnership that will benefit the students of Chicago for many years. Eric Patton, a former Accenture Partner, was hired as executive director for the new office and brings extensive knowledge of the Chicago market and experience in the nonprofit sector. The first class of students will begin eight weeks of intensive training in June 2010 to prepare for internships beginning in August.

### → Twin Cities Update



Genesys Works Twin Cities has seen tremendous growth in 2009! Under the leadership of Jeff Tollefson as the executive director, the number of students served tripled in size. Genesys Works Twin Cities has found a great amount of support from the local government, the school system and the business community, all of which have embraced Genesys Works and the idea of providing meaningful internships to students in the community.

### → Houston Update



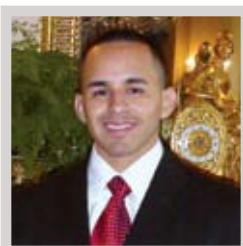
In 2009, Genesys Works Houston welcomed Sharon Jacobson as the executive director. Together, with her dedicated staff, the Houston office served over 300 students, formed new partnerships within the business community and created more internships through which students could gain experience. Concurrently, Houston maintained 80 percent self-sustainability through its earned income.

## → Break Through Moments

*The year 2009 was definitely a whirlwind for Genesys Works, and it's not just the staff that thinks so.*



**Chiquita Sherman** shared her appreciation for Genesys Works during her first year as a college student: "Now that I am in college, I realize how much Genesys helped me out like networking and meeting new people. Also, because they helped me and encouraged me to apply to 14 or more scholarships, I was able to cover my first year expenses and more." – Chiquita Sherman, Houston, Genesys Works graduate, Sam Houston State University



**Hector Avellaneda** is a member of the inaugural class of Genesys Works that went on to Texas A&M University. A major newspaper article described Hector's uncommon path to college, but also raised serious doubts about whether he would be able to succeed there. In 2009, Hector graduated from Texas A&M and is now a full-time professional working at Hewlett Packard! "...2009 was a great year because I became the first person in my family history to graduate from an institution of higher education." – Hector Avellaneda, Houston, Genesys Works graduate, Texas A&M University alumni



**Yessel Iglesias** is a current young professional in Houston, but she is already reaping the rewards of the organization. "Genesys Works to me has been a once in a lifetime opportunity. It has changed my life completely and has made me sure of what I want to do with my life. I now have the experience of working in a corporate office, something I had never had the chance to do." – Yessel Iglesias, Houston, current Genesys Works student



**Juan Puentes**, a graduate of Genesys Works, was a gang member in St. Paul, MN, passing his time sitting through classes he was not interested in and waiting for the next fight he would get into. Today, Juan is a freshman at Hamline University. He shared his thoughts and gratitude with the top executives at Ecolab where he interned: "Genesys Works was the greatest thing that has ever happened to me. I didn't know it at the time, but it was the start of a new life for me. The program helped me become a better person. It gave me a reason to go to school. Not only did I enjoy the time being in Genesys Works, but I did things that I never would have tried. I will always cherish those moments and I'll never forget them." – Juan Puentes, Twin Cities, Genesys Works graduate, Freshman Hamline University

## 2009 Board of Directors →

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**Eric Kot**, VP, KIPP Academy

**Kathy Tamer**, VP and CIO, United Space Alliance

**Scott Pharr**, Executive Director, Accenture

**Jesus Soto, Jr.**, VP, El Paso Corporation

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**Linda G. Clarke**, Education and Special Projects Director, City of Houston

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**Mike Freeman**, Hennepin County Attorney

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**Mike Rusinko**, Managing Partner, Accenture

**Tim Showalter-Loch**, Manager, Community Relations, Best Buy Corporation

**Jeff Tollefson**, Executive Director – Twin Cities, Genesys Works