

## EMPOWERING THE PRESENT SHAPING THE FUTURE

genesysworks.org

#### **Our Mission**

To provide pathways to career success for high school students in underserved communities through skills training, meaningful work experiences, and impactful relationships.

#### **Our Vision**

We envision a future where all young adults are equipped and empowered with the knowledge and skills to achieve career success, upward mobility, and a lifetime of economic self-sufficiency.

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of Directors

### DEAR GENESYS WORKS COMMUNITY

In 2022, we continued to drive meaningful progress toward our mission of providing pathways to career success for young people in underserved communities and firstgeneration college students. This report highlights the extraordinary accomplishments we achieved thanks to your unwavering support and generosity.

- 1278 students earned internships with top employers, a 14.2% increase from 2021, highlighting the value our Young Professionals bring to the workplace and companies' commitment to expanding equitable access to opportunities that prepare early talent to succeed.
- We strengthened our Enablement Hub and Senior Leadership Team. The expertise of these key new members is producing remarkable results, boosting productivity, efficiencies, and outcomes that advance meaningful change in our communities and workplaces.
- In keeping with our goal of extending our impact with a focus on mid-tier markets, we decided to launch our 7th location in Tulsa, OK, in the summer of 2023, bringing our more than 20 years of career readiness programming to one of the fastest-growing diversified economies in the country.



Your dedication to our mission has made these achievements possible. Together, we continue to shape a future where all young people have equal opportunity to realize their full potential and achieve a lifetime of economic self-sufficiency.

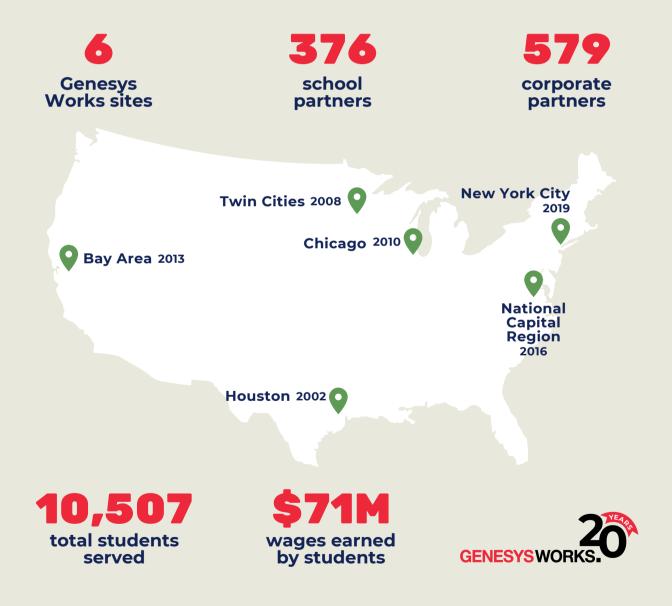
On behalf of those whose lives have been profoundly impacted by your generosity, thank you.

Onward,

Jeffrey Artis President and CEO

## **BY THE NUMBERS: 20 YEARS OF GROWTH**

For 20 years, Genesys Works has made career aspirations a reality for high school seniors from underserved communities and first-generation college students. Our founding premise-that providing youth with skills training, meaningful work experiences, and impactful relationships will set them on a path to economic sustainability-has proven to be a formula for success.





### Twin Cities Alumni Spotlight

Building a Community for Career Advancement Salam Dawood grew up in a modest immigrant neighborhood in the Twin Cities with limited access to economic opportunities. He was insecure about his future until he earned an internship at Deluxe Corporation his senior year of high school through Genesys Works. The internship was a game-changer, launching his career as a Senior IT Project Manager for Cargill and later as the founder of an IT consulting company. The key differentiator for Salam, beyond the technical skills he learned, was the supportive community he discovered. By connecting with like-minded peers and building close relationships with mentors, he found the encouragement and guidance he needed to achieve his dreams of becoming an entrepreneur.

## **OUR PROGRAM MODEL**

Our proven career readiness training and paid internship program enable students to see the difference between a job and a career. We provide our Young Professionals with the preparation they need to realize a future where they have agency, upward mobility, and the power to influence change.





#### **Skills Training**

Eight weeks of summer training in business, including information technology, business operations, and professional development.



**During High School** 

Postsecondary

#### Paid Internship

A year-long internship at a partner company site, putting training into practice and further refining skills while providing valuable services to the company.

#### **Career and College Coaching**

Over 60 hours of guidance, counseling, and planning toward future career paths, including college selection and applications, certification training and placement, and financial aid assistance.



#### **Alumni Support**

Community mentoring and support in navigating uncharted territory from experts with relatable experiences. LINDIS

chicago School Partner Spotlight

Championing Greater Possibilities for Students

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April Weathers, a Chicago Public Schools counselor, launched a Genesys Works partnership at her school in 2016. Due to the school's block scheduling, only two students could participate. Inspired by the program's pivotal role in helping students achieve their postsecondary goals, she advocated for a schedule change to allow more students the chance to join. Her victory was transformational for young people needing access to guidance, mentors, and paid work-based learning experiences that lead to long-term economic success. Today, over 40 of her students have earned internships with top Chicago companies through Genesys Works, building a legacy of greater possibility for future generations.

### THE YOUNG PEOPLE WHO COUNT ON US

Systemic barriers to opportunity prevent millions of young people from realizing their potential. Our program offers them the chance to explore new industries, gain career readiness skills and receive support from seasoned professionals through mentorship, mitigating the need for more costly interventions in the future.

# **2,911** Unique Students Served

# 93%

#### **People of color**

46%	African American
30%	Latinx
14%	Asian
5%	Other/Unspecified
3%	Multiracial
2%	White

## 58%

First generation college students

## 73%

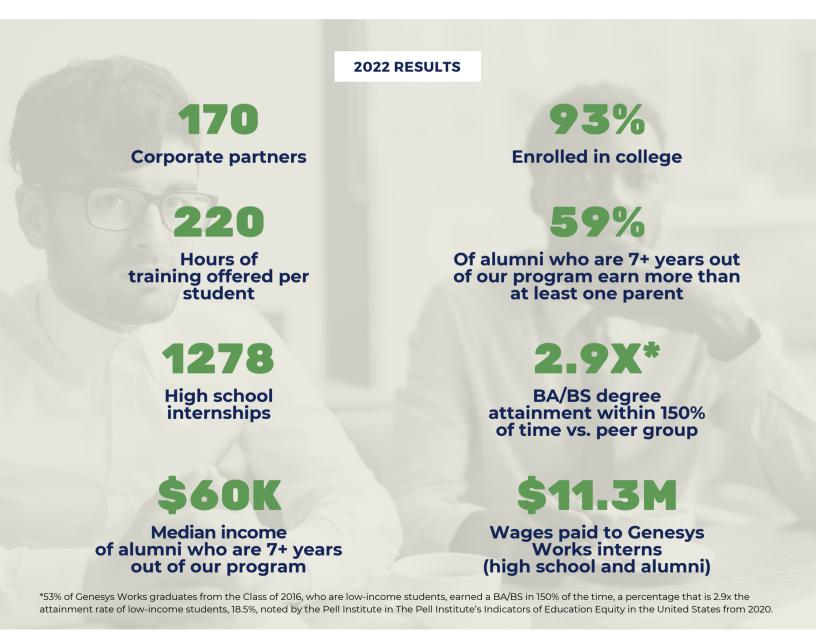
Qualify for free or reduced lunch

#### National Capital Region Student Spotlight

Unlocking the Potential to Pursue Dreams Despite being initially challenged by our technical skills training, Ashleigh Clyde persevered and attained two IT certifications. Since then, she has acquired over 20 certifications in project management and UX research. Through Genesys Works, she earned a coveted DEI internship with Merkle, a global leader in advertising. Working alongside its Chief Diversity Officer and executives who valued her opinions as a young woman of color made a lasting impact. This formative experience unlocked her potential and gave her a new perspective on what she could accomplish. Today, Ashleigh is pursuing a double major in business and broadcasting at Hollins University. She credits Genesys Works for influencing her to become a morning news anchor.

### **OUR REACH**

Through our wide-reaching efforts, we are creating opportunities for thousands of young people across the country that change the trajectory of their lives. Our progress is a testament to our approach and the dedication of our staff, volunteers, school champions, and corporate partners to expanding experiences that prepare students to maximize their full potential and excel.



Genesys Works Young Professionals Anthony Nuygen (left), with Autumn Black, Program and Compliance Specialist at Insperity, and Wang Ng (right) celebrate the end of the internship year at Insperity's San Francisco office.

Bay Area Corporate Partner Spotlight

Preparing Future Talent to Deliver Value Now

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Insperity, a leading HR services company, began offering financial support to Genesys Works in 2013 to help expand our program and reach. As they learned more about our mission and its transformative impact on our students and communities, they realized they could provide something more meaningful: their HR expertise. Insperity partnered with us to enhance our professional development training—from resume writing to interview skills to workplace etiquette. As a result, our Young Professionals gain top-notch training and mentorship, and Insperity employees find fulfillment in mentoring the next generation of talent. In addition to these engagements, 40 students across our network have earned paid internships with Insperity across multiple departments, delivering value from day one.

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## **INNOVATING FOR WORKPLACE READINESS**

By continually innovating and improving our program at the local level, we create a strong foundation that allows us to expand opportunities for students across our network. Here is a preview of some of the new and innovative ways we grew our program to offer the tools, resources, and relevant career experiences that prepare students for work and life.

#### **Bay Area**

Partnered with Sequoia Union High School District (SUHSD) to pilot a district-wide internship program, helping SUHSD offer another pathway for students to explore their postsecondary education and career options.

#### Chicago

In partnership with Deloitte, Chicago launched Deloitte Academy, a signature mentoring program that connects Deloitte professionals with students. The three-part series focuses on essential skills for postsecondary achievement and offers students valuable insights, knowledge, and a powerful network for long-term success.

#### Houston

Partnered with AI Houston, an initiative of Rice University, which hosted a 5-day course on an introduction to Artificial Intelligence (AI) at Houston's newest innovation hub, the Ion. Sixteen alumni received a certificate of completion, enhancing their resumes and acquiring valuable high-demand skills.

#### **National Capital Region**

During Summer Training, NCR launched a Business Operations Track with a collegecredit Introduction to Business module to better prepare students for internships beyond IT. The program equips students with specific business operations skills for success in their internships and career.

#### **New York City**

To enhance their alumni programming, NYC hired a dedicated coordinator to be a consistent point of contact and to facilitate a robust pipeline from college to careeroriented first jobs through community partnerships and mentorship.

#### **Twin Cities**

Piloted a Near-Peer Mentor Program during Summer Training with 16 college alumni who served as coaches and tutors to students. As a result, some mentors were promoted to Technical Trainers, and one alum secured a full-time role with Genesys Works.

### GENESYS WORKS ALUMNI OUTPERFORM THEIR PEERS

**GENESYS WORKS ALUMNI** 

NATIONAL AVERAGE

## 93%

from Genesys Works class of 2022 enrolled in college 49%

#### of low-income students enrolled in college\*

## 32%

of Genesys Works alumni who are college graduates receive a BA/BS in STEM

# 53%

of Genesys Works alumni pursuing a 4-year degree earn a BA/BS within 150% of time 3.2%

of college graduates from low income schools receive a BA/BS in STEM\*\*

# 18.5%

of students from low income families pursuing a 4-year degree earn a BA/BS within 150% of time\*\*\*

\*National Student Clearing House statistics on the Class of 2021 from low income high schools across the United States. \*\*National Student Clearing House statistics on BA/BS STEM degree attainment, circa 2021.

\*\*\*The Pell Institute's Indicators of Education Equity in the United States from 2020.

## **TRAINING FOR CAREER-READINESS**

As part of our program, students receive 160 hours of technical and professional skills training, providing the foundation of skills that serve as a baseline for career readiness. They overwhelmingly credit summer training as critical to their long-term growth, as evident in their reflections below.

"I learned how to organize better, take the initiative, public speak without too many stumbles, and the financial literacy has made me more confident in myself. Now I know when I go to a professional setting I can understand what is being brought up to me" — Ashley, Chicago

"Genesys Works has taught me to believe in myself and to be confident in any decision I make." — Arianna, Twin Cities

"I intend to begin sharing these skills with my younger siblings when they are a bit older, that way, they will go into the workforce with some knowledge of how to function and what is expected of them." — Josephine, Houston

"I learned how to use LinkedIn as a networking tool. I learned how to make equations in Microsoft Excel. Lastly, I learned how to reach out for help professionally." — Mariam, NYC

"After Genesys Works, I will continue developing my work etiquette and professional skills. Teamwork is one of the skills that is going to be useful in the future, not only in a job but also in a school environment. Being able to communicate well will bring me closer to my goals." — Gabriel, Bay Area

"This summer, I learned how to use Excel. I also learned different professional skills, such as how to prepare for an interview and how to act in a professional environment." — Heran, NCR













### **THANK YOU SUPPORTERS**

Thanks to the generosity of our supporters, we can offer young people access to postsecondary pathways that prepare them to achieve a career, upward mobility, and a lifetime of economic self-sufficiency. Their steadfast dedication to our mission motivates us daily, and we are excited to continue making a meaningful impact together.



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# \$100,000+

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# \$50,000+

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## \$25,000+

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## **2022 FINANCIAL REPORT**

#### NATIONAL 2022 INCOME STATEMENT

INCOME			
Contributed Income	\$11,768,031		
Earned Income	\$19,836,952		
Total Income	\$31,604,983		
EXPENSES			
Program Services	\$23,862,304		
General and Administrative	\$3,600,556		
Fundraising	\$2,512,759		
Total Expenses	\$29,975,619		
Net Income	\$1,629,364		

NATIONAL 2022 BALANCE SHEET				
ASSETS				
Current Assets	\$15,136,665			
Fixed Assets	\$402,889			
Other Assets	\$2,271,119			
Total Assets	\$17,810,673			
LIABILITIES & EQUITY				
Current Liabilities	\$1,859,106			
Long-term Liabilities	\$2,552,684			
Equity	\$13,398,883			
Total Liabilities & Equity	\$17,810,673			

### **BOARD OF DIRECTORS**

We want to extend our gratitude to the members of our Board of Directors whose contributions and dedication have been instrumental in shaping our organization's success. Thank you for your continued support and guidance.

- Richard Rawson (Chair), (Retired) President, Insperity
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