Sparking Sustainable Futures 2019

ANNUAL IMPACT REPORT GENESYS WORKS HOUSTON
OUR MISSION is to provide pathways to career success for high school students in underserved communities through skills training, meaningful work experiences, and impactful relationships.

Rachel Nguyen, intern at Enbridge, student at Energy Institute High School

Pictured on cover: Ali Ramazani, intern at Enbridge, student at Energy Institute High School

All photos by John Carrithers, Carrithers Studio
Students growing up in underserved communities often don’t know what career opportunities exist, nor do they realize that a professional career is attainable, putting them on a lifelong path of underemployment. In addition, the disparity between what students are taught in the classroom and what’s needed for success in the workplace continues to widen, exacerbating the challenges faced by many of today’s youth. This skills gap, coupled with inequitable access to professional career opportunities for those in lower socio-economic tiers, creates division in the job market and impairs economic mobility.

Closing these skills and opportunity gaps is an urgent economic and social imperative. It is estimated that 65% of all jobs in the U.S. require some postsecondary education and training, yet millions of youth are not on the path to obtain postsecondary education nor are they connected to the workforce. This equates to a taxpayer burden of $93 billion annually in lost revenue. It is clear that much work needs to be done to close our nation’s educational achievement and economic opportunity gaps.

With our partner network of schools, businesses, and funders who recognize the importance of youth career-readiness, Genesys Works is tackling these problems head-on.

By giving students the opportunity to succeed in a professional work environment while still in high school, we can spark interest in new career possibilities, empower students to attain career success, and help them achieve sustainable economic futures.

We achieve our mission through a proven core program model that includes:

- **Professional and essential skills training** over the course of 8 weeks before the senior year of high school.
- **12-month paid internship** where students work 1,000 hours in a professional job while in high school, earning on average $11,000.
- **One-on-one mentoring** from staff, supervisors and workplace colleagues.
- **College and career coaching** on postsecondary options and career pathways.
- **Alumni support** through college and into the workforce.

But we don’t do this alone. Each of you, whether a funder, supervisor, teacher, or business leader, plays an integral role in helping our young professionals realize their potential.

Together, we are catalyzing meaningful change in the lives of our students, their families, and the communities we serve. Thank you for being our partners in this important work.

As I reflect on 2019, I’m proud of the work we’ve done to spark resilient and sustainable futures for Houston’s motivated young people. I am immensely grateful to our generous donors, committed volunteers and corporate partners. With you by our side, our young professionals have an entire community in their corner, championing their dreams with unyielding belief and a proven path forward.”

— Katherine Taylor
Executive Director
Genesys Works Houston
2019 RESULTS

WHO WE SERVE

NATIONAL IMPACT

972 STUDENTS SERVED
- Class of 2019 in internships: 200
- Class of 2020 trained: 257
- Active alumni: 515

$2,250,481 TOTAL STUDENT EARNINGS

83% First-generation college students
84% Qualify for free or reduced lunch
98% Students of color
- 59% Latino
- 23% African American
- 10% Asian
- 2% Caucasian
- 6% Multiracial/Other

$9,497,065 TOTAL EARNINGS OF YOUNG PROFESSIONALS

13.4x SOCIAL RETURN ON INVESTMENT

Bay Area
Chicago
Houston
National Capital Region
New York
Twin Cities

$45-50K Median earnings of employed alumni
- 25% earn more than both parents combined
- 72% earn the same or more than at least one parent

(Our Locations)

Corporate partners: 69
Rate of degree attainment vs. peer group: 3.5x
College enrollment rate: 90%
Total students served: 3,781
Total corporate partners: 249
Total hours of skills training: 108,360
Total student earnings: $2,250,481
The Genesys Works program begins with eight weeks of skills training, where students learn the technical skills they’ll need to have for their future careers, as well as professional skills such as how to network and problem solve on the job. Those who successfully complete this training earn an internship for the entirety of their senior year of high school.

Raul Arreguin made an impression within days of his training. Though he entered the program with a group of friends, he was committed to getting the most out of each day’s lessons and determined to stand out and earn an internship. Now, as an intern with Enbridge, he’s putting the skills he learned through Genesys Works to good use. “Skills training taught me a lot of things that I now use every day in my internship. Things like how to use Excel, the proper way to write an email, wearing professional attire, and managing my time effectively to get assigned work done.”

With the support and personalized coaching provided by Genesys Works, interns like Raul are able to navigate the professional world at a high level. “Genesys Works provided me with a great opportunity,” said Raul. “My internship has allowed me to interact with new people and has opened the doors to the business world.”

Unlocking Students’ Potential

Genesys Works prepared me for college and set me on the right track to pursue my career. Having an internship has allowed me to expand my knowledge and workplace skills and gain experience in the corporate world.” — Raul Arreguin, intern at Enbridge
At Genesys Works, the companies we partner with are vital to our mission. Partners like Midcoast Energy are committed to providing opportunities to Houston’s young people, which will pave the way toward resilient and sustainable futures. They understand that the opportunities we provide today will have lasting effects in our communities tomorrow.

Ramon Garcia, Director of Accounting at Midcoast, has been a champion of the Genesys Works program since he was an intern supervisor at Enbridge. When Ramon transitioned from Enbridge to Midcoast in 2018, he made sure to bring the Genesys Works program with him. “By hiring Genesys Works interns, Midcoast is helping instill the basic tenants of what it means to be a successful professional within the Houston energy space and in doing so, creating the next generation of professionals in this sector,” shared Ramon.

Together, Genesys Works and local companies such as Midcoast are providing professional opportunities to young people and imparting real change on local communities.

Whenever we at Midcoast provide an opportunity to an incoming intern, we are providing them that initial professional spark that will allow them to learn something about a profession and an industry, that not every high school student will have the ability to experience. The opportunities that Midcoast provides will hopefully be a springboard to greater opportunities in the intern’s professional life.” — Ramon Garcia, Midcoast Energy
The end of an internship is just the beginning for Genesys Works interns. In just a year, students emerge from our core program with improved professional skills, confidence, and valuable work experience. Alumni of the program can count on Genesys Works to support their next career move with college internships and professional development opportunities.

Belen Cosme entered Genesys Works ready to get to work. She knew that she wanted to pursue opportunities in the corporate world, but wasn’t sure where to start. After completing summer training and gaining the skills she needed to succeed, Belen went on to an internship at Kinder Morgan. “My first internship with Genesys Works was in the IT department at Kinder Morgan,” remembers Belen. “That yearlong experience solidified what I wanted to do. When I left Kinder Morgan, I knew what I wanted and got straight to work, and it was thanks to Genesys Works placing me there!”

Since completing her high school internship, Belen has been laser-focused on achieving her goals. After a Genesys Works college internship with Service Corporation International and an early graduation from the University of Houston with a degree in Management Information Systems, Belen is now working full-time at a local management consulting firm, using the skills she cultivated during her years as an intern. She said, “I’ve just started my first full-time job at a great company and I couldn’t be happier! I know I’m here because of my internships, all of which started with Genesys Works. I’m thankful for having had the opportunity three years ago to join such a distinguished organization.”

As soon as I started talking to recruiters, they noticed that I already had internship experience with a Fortune 500 company. From there, the conversation flowed easily and doors opened to even more opportunities.” — Belen Cosme, Genesys Works Class of 2016
Since 2016, Scarborough High School has partnered with Genesys Works to take learning beyond the classroom. In that time, Scarborough’s students have interned at Fortune 500 companies like CenterPoint Energy and J.P. Morgan Chase Bank. The experience they’ve gained is the kind you can only get on the job.

Genesys Works school champion and Scarborough’s Career and Technical Education (CTE) teacher, Stella Cunningham, encourages her students to apply for Genesys Works because she sees the difference real-world experience can make. “The students who go through the program are better prepared to make the successful transition into the workforce or into postsecondary education at the end of their senior year,” she said. “When compared to their peers, they are more successful at multi-tasking between work and school.”

Working with over 30 schools across the Houston area, Genesys Works is able to provide students with a pathway to long-term career success. The combination of support students receive in the classroom from educators like Mrs. Cunningham and the personalized coaching they receive from Genesys Works, enables them to access their full potential and fulfill their postsecondary goals.

Championing Real-World Skills In and Out of the Classroom

Genesys Works accepts the students right where they are. The program creates a framework that provides students an opportunity to learn teamwork, employability skills, networking, and how to access postsecondary institutions, while exposing students to a variety of business careers.” — Stella Cunningham, Scarborough High School
With gifts of time, funding, and expertise, PurePoint Financial has shown their commitment to investing in Houston’s youth and communities. John Allen, Director, and Kristen Wilbanks, Financial Center Officer, are both passionate about finding ways to make an impact. “PurePoint has a strong commitment to the communities in which we operate and as Houston continues to thrive, our youth will take on greater challenges and responsibility,” said John. “Investing in their journey early in life will help create a well-rounded workforce of competent and confident young professionals.”

After learning about Genesys Works in 2018, Kristen and John looked for opportunities to not only support the organization philanthropically, but also to get their team involved. In 2019, PurePoint hosted a workshop for Genesys Works alumni to celebrate America Saves Week and showed up en masse to volunteer at Mock Interviews, an event they underwrote. “Supporting Mock Interviews allows us to make a tangible impact on each cohort by providing a safe environment to practice interviewing,” said Kristen. “We are proud that our team members dedicate their time to connect with students as they prepare for upcoming interviews.”

In just two years PurePoint Financial has become one of Genesys Works Houston’s most dedicated supporters. Their commitment to our mission mirrors PurePoint’s commitment to invest in their communities and create opportunities for a brighter tomorrow.

Investing in Houston’s Future Workforce

Genesys Works takes the time to focus on each student individually and helps prepare them for a meaningful career. As avid volunteers, we’ve been able to hear directly from students who enthusiastically share what they have accomplished. Whether through Mock Interviews or internships, they are developing skills that will stay with them forever.” — John Allen, Director at PurePoint Financial
Thank You to Our Supporters

Genesys Works is able to make a difference in the lives of Houston-area students because of the financial contributions made by our generous donors. For these gifts, we are most grateful.

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- Michael & Susan Dell Foundation^  
- The Fondren Foundation^  

$150,000+
- The Houck Family Foundation  
- The John R. Eckel, Jr. Foundation  
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$100,000+
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- Eden Rooney*  
- Susanna Sabbagh*  
- Ron Schamburg*  
- Kathryn Smith*  
- Sterling Construction Company Inc.

*Denotes Leadership Society member  
^Denotes multi-year gift  
~Denotes alumni
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Up to $150

Special Thanks
Astros Foundation Harris County Phil and Lynne Sprick

School Partners

HOUSTON ISD
Austin High School Booker T. Washington High School Chavez High School East Early College High School Energy Institute High School Heights High School Madison High School Mickey Leland College Preparatory Academy for Young Men Milby High School North Forest High School Northside High School
Scarborough High School
Sharpstown High School
Sharpstown International High School
Sterling High School
Westside High School
Wheatley High School
Wisdom High School
Worthing High School

**ALDINE ISD**
Aldine High School
Davis High School
Eisenhower High School
MacArthur High School
Nimitz High School

**ALIEF ISD**
Elsik High School
Hastings High School
Taylor High School

**SPRING BRANCH ISD**
Northbrook High School
Spring Woods High School

**SHELDON ISD**
C.E. King High School

**CHARTER SCHOOLS**
AAMA Sanchez High School
Empowerment High School

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**GET INVOLVED**

GET INVOLVED

HOST A YOUNG PROFESSIONAL
Access an untapped pipeline of motivated, diverse talent who bring immediate value to your organization

BECOME A SCHOOL PARTNER
Contact us to make the Genesys Works program possible for qualified students in your school

HIRE ALUMNI
Join the growing list of partners who engage college students to fill essential workplace needs

DONATE
Make a contribution and impact a student’s future

VOLUNTEER
Give the gift of your time at one of our many events throughout the year

JOIN OUR TEAM
Be a part of the Genesys Works movement and impact lives today

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*Denotes Leadership Society member
^Denotes multi-year gift
~Denotes alumni
2019 Corporate Partners

The collaboration between Genesys Works and our corporate partners is at the heart of our success. We want to thank the following companies for providing life-changing work opportunities to our young professionals.
Additionally, we would like to recognize LyondellBasell for their partnership.
In September, Genesys Works gave interns a seat at the table at the first-ever Ambassadors Luncheon, co-chaired by Myrtle Jones of Halliburton and Elisabeth Nash of SCI. The event raised over $220,000 and brought over 200 business professionals together for table-talk style discussions on mentorship, opportunity, and workplace diversity, led by Genesys Works Intern Ambassadors.

Save the Dates

For questions or more event information, email houstoninfo@genesysworks.org.

Mock Interviews
July 16, 2020
Volunteer as an interviewer for Genesys Works’ young professionals as they test their resumes and flex their interview skills.

Ambassadors Luncheon
September 17, 2020
Join us for our 2nd annual fundraising luncheon chaired by Elisabeth Nash of SCI. The event will feature table-talk style discussions and our intern ambassadors. Sponsorships are available. For more information, email Peggy Rhoads at prhoads@genesysworks.org.
# 2019 Financial Report

## INCOME STATEMENT (UNRESTRICTED)

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
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<tbody>
<tr>
<td><strong>INCOME</strong></td>
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<tr>
<td>Earned Income</td>
<td>$3,991,718</td>
<td>$4,416,954</td>
<td>$4,596,461</td>
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<tr>
<td>Contributions</td>
<td>2,196,014</td>
<td>2,003,783</td>
<td>1,745,601</td>
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<td><strong>TOTAL INCOME</strong></td>
<td>$6,187,732</td>
<td>$6,420,737</td>
<td>$6,342,062</td>
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<tr>
<td><strong>EXPENSES</strong></td>
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<tr>
<td>Student Wages</td>
<td>$2,035,224</td>
<td>$2,211,482</td>
<td>$2,254,878</td>
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<tr>
<td>Other Program Expenses</td>
<td>3,240,124</td>
<td>3,387,518</td>
<td>3,213,216</td>
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<td>General &amp; Administrative</td>
<td>323,102</td>
<td>448,834</td>
<td>469,381</td>
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<td>Fundraising</td>
<td>553,979</td>
<td>466,633</td>
<td>458,585</td>
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<td><strong>TOTAL EXPENSES</strong></td>
<td>$6,152,429</td>
<td>$6,514,467</td>
<td>$6,396,060</td>
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<td><strong>NET UNRESTRICTED INCOME</strong></td>
<td>$(35,303)</td>
<td>$(93,730)</td>
<td>$(53,998)</td>
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## BALANCE SHEET

<table>
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<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$2,578,583</td>
<td>$1,739,815</td>
<td>$1,814,548</td>
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<tr>
<td>Accounts Receivable</td>
<td>651,594</td>
<td>677,269</td>
<td>680,917</td>
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<td>Other Current Assets</td>
<td>162,002</td>
<td>365,658</td>
<td>346,079</td>
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<tr>
<td>Property &amp; Equipment (Net)</td>
<td>162,875</td>
<td>132,117</td>
<td>132,296</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>$3,555,054</td>
<td>$2,914,859</td>
<td>$2,973,840</td>
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<tr>
<td><strong>LIABILITIES</strong></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Accounts Payable</td>
<td>$15,923</td>
<td>$26,126</td>
<td>$36,227</td>
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<tr>
<td>Other Liabilities</td>
<td>530,265</td>
<td>198,754</td>
<td>213,227</td>
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<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td>$546,188</td>
<td>$224,880</td>
<td>$249,454</td>
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<td>Unrestricted Net Assets</td>
<td>$2,470,446</td>
<td>$2,410,390</td>
<td>$2,410,390</td>
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<tr>
<td>Temporarily Restricted Net Assets</td>
<td>538,420</td>
<td>313,262</td>
<td>401,668</td>
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<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td>$3,008,866</td>
<td>$2,689,979</td>
<td>$2,724,386</td>
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<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td>$3,555,054</td>
<td>$2,914,859</td>
<td>$2,973,840</td>
</tr>
</tbody>
</table>

## 2019 EXPENSE BREAKDOWN

- **Total Expenses**: $6,396,060
  - Program Expenses: 50.2%
  - Student Wages: 35.3%
  - General & Administrative: 7.3%
  - Fundraising: 7.2%

- **71.9% of Expenses Funded by Earned Income**
2020 BOARD OF DIRECTORS

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Tanita Wiley  
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Sparking Sustainable Futures

Christian Orozco, Allan Gomez, Marcela Molina, college interns at Midcoast Energy, pictured with Destiny Lynch (right), student at North Forest High School and intern at Midcoast Energy.

www.genesysworks.org/houston
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