

MAGIC PROGRAMS

of the San Francisco Public Defender's Office

BMaagic

MO M★GIC collaboration

Mobilization for Adolescent Growth In our Communities

HISTORY & MISSION



The Public Defender’s Office, under the leadership of Jeff Adachi, recognized a need to focus on youth and community building in order to prevent young people from being clients of the Public Defender.

Mobilization for Adolescent Growth in our Communities program (“MAGIC”) was therefore co-founded in 2004 by the Public Defender’s Office and leaders of Bayview Hunters Point community-based organizations (“CBOs”) to address and improve the quality of life of Bayview Hunters Point children, youth, and families.

In 2006 MAGIC expanded to serve the Fillmore District and Western Addition communities, forming Mo’MAGIC, with B’MAGIC serving Bayview-Hunters Point (together, the “MAGIC Programs”).

Collective Impact Model

Following a collective impact model, the MAGIC Programs operate as “backbone support organization[s],” identifying gaps in the system and empowering community partners to address their needs.

Collective Impact Model

- Common Agenda
- Shared Measurement System
- Mutually Reinforcing Activities
- Continuous Communication
- Backbone Organization

Role of Backbone Organizations

- Guide Vision & Strategy
- Support Aligned Activities
- Establish Shared Measurement Practices
- Build Public Will
- Advance Policy
- Mobilize Funding

RESOURCE GUIDES



2022-2023

BAYVIEW HUNTERS POINT CHILDREN, YOUTH & FAMILY RESOURCE GUIDE

The purpose of the Bayview Hunters Point Resource Guide is to assist children, youth, families and service providers in finding information, opportunities and activities that are appropriate and valuable to their needs.

To date, we have printed & distributed 38,000 resource guides.

<http://bayviewmagic.org/our-services/resource-guide/>

The logo for MoMAGIC, featuring the word "MoMAGIC" in a bold, red, sans-serif font. The letter "O" is replaced by a red star with a smaller star inside it. The word "MAGIC" is also in red, with a red star replacing the letter "I". A small red star is positioned above the first "O". The word "collaboration" is written in a small, white, sans-serif font along the right edge of the "C".

RESOURCE GUIDE

MoMAGIC's goal with this free resource guide, which includes 103 organizations, is to remove barriers that often stand in the way of community members benefiting from resources that are meant to support them.

To date, we have printed & distributed 1000 guides.

www.momagic.org/resource-guide

CONVENER MEETINGS



BMAGIC hosts a monthly meeting with BVHP CBOs to build in accountability and transparency in our collaborative work, formalize partnership and honor our collective vision.

Meetings are hosted on the 3rd Tuesday of every month from 1pm-3pm, online via Zoom.

On average, we host 50 organizations per meeting.

www.bayviewmagic.org/our-services/convener-meetings/

MoMAGIC meetings are held twice a month, on the 1st and 3rd Thursday from 11am-12pm online via Zoom.

There are 4 subcommittees that meet once a month - Social, Health & Wellness, Education and Sports.
On average, we host 40 attendees per meeting.

Beginning this year, BMAGIC and MoMAGIC will host all MAGIC meetings to build & strengthen partnerships in Bayview, Fillmore and across San Francisco.

To date, MAGIC programs have hosted a total of 650+ Convener Meetings.

COVID RESPONSE

When the COVID-19 Pandemic hit San Francisco in 2020, the MAGIC Programs and our partners immediately mobilized to provide aid and resources to the residents of Bayview and Fillmore communities.



BMAGIC launched the Out of School Time Programs Committee in partnership with 22 CBOs & City agencies. We partnered with SFDPH's City-Wide Holiday Giveaway to help 5,000 families receive donations.

We opened our doors to 3rd Street Youth Center & Clinic's Food Distribution to assemble 1,200 food bags. We created a COVID-19 Resource List in our Community Calendar to help those affected by COVID-19.



MoMAGIC partnered with SFUSD and Simply the Basics to distribute 25,000 hygiene kits.

We partnered with BMAGIC & Alliance for Period Supplies to distribute 380,000 menstrual supplies.

We also partnered with Collective Impact to distribute 500,000 PPE Supplies.

In addition, we also distributed 7,500 undergarment donations.

BACKPACK GIVEAWAYS

Every August, MAGIC programs offer children & youth ages 5-18 new backpacks filled with school supplies. BMAGIC's event also serves as a resource fair to learn about BVHP services. MoMAGIC's event also serves as a Health Fair.

BMAGIC

Back to School Celebration & Backpack Giveaway



To date, BMAGIC has given away 50,133 backpacks & school supplies.

www.bayviewmagic.org/about/flagshipevents/

MoMAGIC

Backpack Giveaway & Health Fair



To date, MoMAGIC has given away 48,000 backpacks & school supplies.

LITERACY EVENTS

BMAGIC

Literacy is Freedom Book Fair



Held annually in May, our Book Fair is designed to expose Pre-K to Kindergarten grade children to the power of Literacy.

**To date, we have served
6,618 children.**

<http://bayviewmagic.org/about/flagshipevents/>

MoMAGIC

Summer Learning Day & Events



Mo'MAGIC's Summer Events consist of 8 different weekly events hosted at local parks and partner facilities that bring together several CBOs that offer summer programming for youth in the Fillmore/ Western Addition. **To date, we have distributed 150,000 books and served over 16,000 youth.**

COMMUNITY CALENDARS & NEWSLETTERS



**COMMUNITY
CALENDAR**

Community Calendar

1400+ subscribers & 701 editions

www.bayviewmagic.org/community-calendar



WEEKLY EMAIL

Resources & Updates

MoMAGIC Newsletter

250+ subscribers

BMAGIC Volunteer Newsletter 2021
We ❤️ Volunteers

Volunteer Newsletter

230+ subscribers, 16 issues &
Volunteer Manual

www.bayviewmagic.org/volunteer

MAGIC PARTNERSHIPS

- 3rd Street Youth Center & Clinic
- All Stars Project, Inc.
- APRI
- Bayview YMCA
- Booker T. Washington Community Service Center
- Children's Council
- Boys & Girls Clubs of SF
- Buchanan Mall Change
- Buchanan YMCA
- BVHPCI - Integrated Behavioral health Program
- City of Dreams
- Coleman Advocates
- Collective Impact
- College Track San Francisco
- Community Grows
- Community Youth Center - Bayview Advocates
- EcoCenter
- El Centro Bayview
- Family Mosaic Project
- Family Support Services
- Friends of the Urban Forest
- Handful Players Mission Bit
- JCYC Upward Bound
- K2C – Kindergarten to College
- LEGACY
- Museum of Craft & Design
- One Degree
- Parents for Public Schools SF
- Project Wreckless
- Rafiki Coalition for Health & Wellness
- Richmond Area Multi-Services, Inc. (RAMS) Hire-Ability
- SEO Scholars
- SF Brown Bombers
- SF Girls Chorus
- SF Public Library
- SF Recreation & Parks Department
- SF Youthworks & MYEEP
- SF Department of Public Health
- Street Soccer USA
- Tandem, Partners in Early Learning
- The Village Project
- Up On Top
- Urban Sprouts
- Western Addition Family Resource Center
- Youth Art Exchange
- GGPC/Presidio Trust

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