

# A MAGICAL YEAR 2025



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## History of MAGIC

MAGIC was co-founded in 2004 by the San Francisco Public Defender's Office and community-based organizations with a shared goal of improving the quality of life for children, youth, and their families through collaborative community-building efforts. Beginning in Bayview Hunters Point as BMAGIC, MAGIC expanded to Fillmore/Western Addition as Mo'MAGIC in 2006. What began as a small network of organizations has grown to a city-wide collaboration with dozens of faith-based organizations, city and county agencies, nonprofit organizations, schools, and other stakeholders.

For more than twenty years, we have served over 300,000 children, youth, and their families in the Bayview Hunters Point and Fillmore/Western Addition. We extend our gratitude for your unwavering support for the MAGIC Programs!

To commemorate the combination of the BMAGIC and MO'MAGIC organizations, the MAGIC team launched a new website: [www.magic-sf.org](http://www.magic-sf.org) along with the addition of digital and print versions of our [2024/2025 MAGIC Resource Guide](#), which provides a comprehensive list of service providers, CBOs, agencies, and community nonprofits for community access.

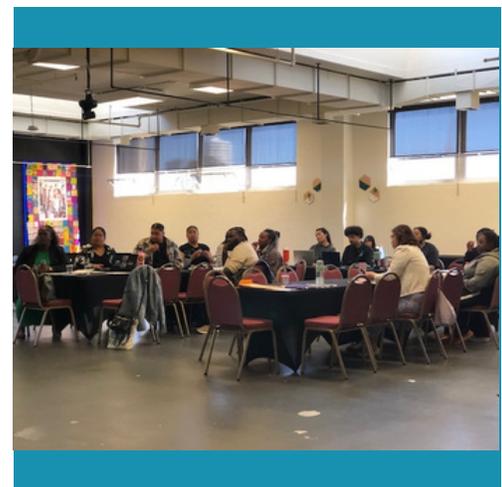
# Monthly Convener Meetings

The monthly convener meetings facilitated by MAGIC serve as a platform for collaborative growth and resource-sharing among organizations dedicated to serving the Bayview Hunters Point and Fillmore/Western Addition communities. These meetings promote capacity-building and transparency, formalize partnerships, and support shared goals for community service. Highlights include:

## **10 Monthly Meetings with an average of 34 participants**

per meeting from non-profit organizations, faith-based organizations, community members, and government agencies.

**23 Presenters** from non-profits, CBOs, and City agencies shared organizational updates, resources, programs, jobs and internships, and opportunities for collaboration.



# Summer Programming

MAGIC's summer activities provide youth with enriching opportunities that promote learning, teamwork, and fun. In total, MAGIC hosted 12 summer events, engaging 3,600 youth, families, and service providers.

This success was made possible through our MAGIC Collaborative partners and our dedicated summer program teams.

Here are some highlights:

**Summer Kick-Off at Civic Center:** MAGIC's Summer Kick-Off Event launches summer programming for youth programs within the MAGIC Collaborative, located in the Fillmore/Western Addition. Bringing together over 630 youth and service providers to celebrate the start of a magical summer. Summer Kick-Off builds community amongst different summer programs while exposing youth to STEM, art, literacy, and recreational activities.

**Field Day at Hamilton Rec Center:** The summer began with basketball drills by the SF Rebels and Coach Mike leading tennis activities, setting an energetic tone for the season.

**Up On Top BBQ:** Youth enjoyed a lunch hosted by Up On Top and learned soccer fundamentals with Street Soccer, bringing physical fitness and skill development to the forefront.



**Summer Learning Day:** During National Summer Learning Week, we expose over 300 youth to STEM, art, and literacy activities. This year, we had the pleasure of working with Root Division and Tree Frog Treks, who showed youth hands-on engineering and caring for animals.

**Hellman Hollow:** The youth were able to play flag football, jump in bounce houses, engage in soccer matches, and had a friendly game of tug-o-war with the teens.

**Moscone Park Playground Finale:** The final field day was action-packed with kickball, basketball, and football, making it a memorable wrap-up to the summer.

**Youth Showcase:** To conclude summer programming, our Youth Showcase was held at the Marines' Memorial Theatre. It highlighted our youth's many talents and hard work, with featured performances by Jarell "Skeeter" Boyd and his team. The event was produced by Sara Williams and emceed by Tanner Citizen.

**Great America:** To wrap up Summer, youth went on a final field trip to Great America where they enjoyed a fun-filled day of roller coasters.

**In total, MAGIC hosted 12 summer events, engaging 3,600 youth and their families.** This success was made possible through our MAGIC Collaborative partners and our dedicated summer program teams.



# Annual Backpack Giveaways

Our annual backpack giveaways continue to provide essential supplies and resources to families, ensuring students are prepared for the school year by supporting their educational journey and easing the financial burden on families.

## 16th Annual Mo'MAGIC Backpack Giveaway

hosted at Ella Hill Hutch Community Center on August 2, 2025  
Served 150 households with 544 residents

## 22nd Annual BMAGIC Backpack Giveaway

hosted at NOW Hunters Point on August 9, 2025  
Served 880 households with 1,430 residents



# Special Events

Each year, we host both Bayview Hunters Point and Fillmore/Western Addition **National Night Out** on the first Tuesday of August, promoting community safety and connection in collaboration with local law enforcement. With over 450 community members in attendance, we strengthen relationships among residents, youth, and police officers, fostering a sense of community.

Every year on the final Friday in February, we celebrate our **Annual Black and White Ball** - a special event where youth and their families dress up and come together to celebrate Black History Month and enjoy youth performances inspired by chosen themes. It is a tradition that brings everyone together for a night of joy, connection, and cultural pride.

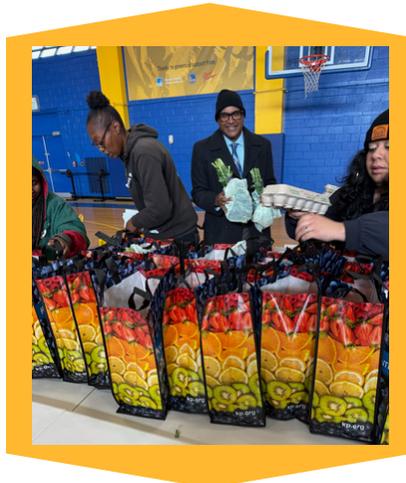
MAGIC hosted our annual **Self-Care Retreat** on Friday, May 16th, at the Presidio. The purpose of the retreat is to provide a day of self-care for Bayview Hunters Point & Fillmore/Western Addition service providers' frontline staff. By utilizing various self-care modalities, such as aromatherapy, yoga, and walking, the retreat is meant to encourage a shift in organizational culture and allow staff to incorporate time to care for themselves.



This year MAGIC hosted our **20th Annual Holiday Food Box** program in partnership with the Hayes Valley Neighborhood Association, Bi-Rite, Kaiser and SFPD Northern Station. We provided 700 chickens and fresh produce bags for families in the Fillmore/Western Addition and Hayes Valley neighborhoods. We would like to thank and send our appreciation to all of our partners, without them this long-standing tradition would not be possible

On Saturday, December 13th, the African American Arts and Culture Complex held their annual **Wakanda Winter Wonderland** event.

We teamed up with them to hand out over 500 toys at Ella Hill Hutch Community Center. Youth were able to select their own toys, take pictures with Santa, and enjoy holiday activities for the whole family such as carnival rides, food, arts and crafts, and much more.



# Community Tabling Events

The MAGIC programs engaged directly with community members at **14 tabling events**, providing program information, community event outreach, and connecting families to local services. In collaboration with organizations from Bayview Hunters Point and Fillmore/Western Addition, MAGIC took part in events:

New Beginnings Community Festival | King/Garvey Apartments Community Health and Resource Fair | EcoCenter 15th Anniversary and Earth Day | Umoja Health Fair | All My Usos' Family Day BBQ | Sunday Streets Bayview/Western Addition-Fillmore | Kite By the Bay | Bayview-Hunters Point Book Fair | Gateway Public Schools Community Health and Wellness Fair | Florence Fang Community Farm Annual Harvest Festival | Veteran's Day Health and Wellness Resource Fair | Joy to the City | Love the City Winter Wonderland

Through these events, **we connected with over 3,300 community members and families** across the city, strengthening our network and outreach efforts.



# MAGIC Teen Interns

This year, the MAGIC Programs hosted over 45 teen interns through the Opportunities for All program.

Throughout the summer, our teens held significant roles in supporting our events and created a positive influence to younger youth. Interns led various activity tables at Summer Kick-Off and Summer Learning Day, supervised the collaborative's youth during field trips, and managed field games & food distribution at our field day events.

During the school year, our teen interns identified the effects of food insecurity in our neighborhood and created a call to action to address those issues. Through partnerships with Booker T. Washington Community Service Center and SF-Marin Food Bank, they were able to provide over 100 families with bags of fresh produce and grocery essentials.



# **Donors, Funders & Sponsors**

MAGIC Programs value partnerships that assist in improving the circumstances for our children, youth, and their families. Our organization looks forward to sustaining a commitment with strategic partners that help us provide tools, resources, and support to deserving children, youth, and families in Fillmore/Western Addition & Bayview Hunters Point.

Thank you to our donors, funders & sponsors:

**African American Arts and Culture Complex**  
**Anthem Blue Cross**  
**Bi-Rite Market**  
**Booker T. Washington Community Service Center**  
**Boys and Girls Club, Don Fisher Clubhouse**  
**Civic Edge**  
**Comcast California**  
**En2Action**  
**Golden State Warriors**  
**Hayes Valley Neighborhood Association**  
**Kaiser Permanente**  
**MacArthur Foundation**  
**Pankow**  
**PG&E/Contigo**  
**Red String Foundation**  
**San Francisco Parks Alliance**  
**Shute, Mihaly & Weinberger LLP**  
**Silicon Valley Community Foundation (LinkedIn)**  
**Waymo**

To learn about sponsorship opportunities, visit: [www.magic-sf.org/donate/](http://www.magic-sf.org/donate/)

# Conclusion

Reflecting on this year, MAGIC is grateful to our partners, staff, and community members for their dedication and support.

Together, we've provided resources, built connections, and created memorable experiences for youth and families. We look forward to continuing this impactful work in the year ahead.



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