

## **Our Children, Our Families Council**

### **Summary of BMAGIC**

*(Last updated 6/23/15)*

#### **Goals of the Effort**

Bayview Hunters Point Mobilization for Adolescent Growth in our Communities (BMAGIC) is a San Francisco neighborhood-based nonprofit organization whose mission is to facilitate, coordinate and develop community resources and opportunities that support service providers and community members in Bayview Hunters Point (BVHP). Its vision is to create and maintain a deeper unified road-map to social change that advances the educational, health, economic, and juvenile justice of disadvantaged youth and their families in Bayview Hunters Point. Current BMAGIC initiatives include revitalizing and increasing safety in public parks, piloting a CBO van-sharing program, and increasing trauma services and trainings for service providers in BVHP.

#### **Focal Population of the Effort**

BMAGIC primarily serves the disadvantaged youth and their families in Bayview Hunters Point, but much of their work focuses around empowering the service providers operating in this community.

#### **Impact**

Since it began in 2004, BMAGIC has helped foster a spirit of collaboration among service providers in the Bayview Hunters Point community. BMAGIC also publishes a weekly community calendar that contains a compilation of activities, programs, workshops and opportunities that positively impact the Bayview Hunters Point community in the areas of: employment, internships, affordable housing, events, funding, scholarships, local media, professional development, advocacy and education. This calendar is distributed to over 800 individual recipients and is re-posted by multiple other community organizations. BMAGIC has also published a community guide for the last 10 years which consists of a comprehensive list of services and resources available to Bayview Hunters Point children, youth, and families. Moreover, they have also managed to distribute over 35,000 free backpacks to low-income youth through their annual Back-to-School Celebration Backpack Giveaway.

#### **Challenges**

The shifting demographics of the Bayview Hunters Point community make it difficult for BMAGIC and its CBO partners to continue to offer appropriate services. While the percentage of African American BVHP residents has been decreasing, the Asian and Latino populations have increased. Thus, BMAGIC and community service providers are still trying to adapt to these demographic shifts and expand services accordingly. In particular, increasing the availability of multi-lingual and translation services has been a challenge.

#### **Origins of the Effort**

BMAGIC was co-founded in 2004 by the Public Defender's Office and BVHP community-based organizations to create collaborative community building efforts that improve the quality of life of BVHP children, youth and their families. The idea for BMAGIC arose at a Juvenile Justice summit where community leaders and residents were brainstorming ways to connect BVHP residents to services and community organizations more effectively.

#### **Leading the Effort**

The current Director of BMAGIC is Lyslynn Lacoste, who has served as BMAGIC's Director since 2011. Lyslynn was also appointed to serve on the OCOF Council in 2015. Lyslynn's position, as well as the other staff positions and organizational overhead, are funded by the city, while roughly 25% of BMAGIC's funding comes from grants and private-sector donations for annual events.

## **Members of the Effort**

BMAGIC has two full-time staff members, one part-time program and outreach assistant, and an executive director, San Francisco Public Defender Jeff Adachi, who oversees the organization. BMAGIC partners with 39 Bayview CBOs, 8 schools, and 12 city departments.

### BMAGIC Staff

Jeff Adachi – San Francisco Public Defender, BMAGIC Executive Director

Lyslynn Lacoste – Director of BMAGIC

Sandra Shinazy – Programs Coordinator

Cherie Cuenca – Part-time Program & Outreach Assistant

### Bayview CBO Partners (39)

3RD STREET YOUTH CENTER AND CLINIC

A. PHILLIP RANDOLPH INSTITUTE SAN FRANCISCO

Bayview Association for Youth

BAYVIEW BARBER COLLEGE

BAYVIEW BOOM

BAYVIEW BRANCH, SAN FRANCISCO PUBLIC LIBRARY (SFPL)

BAYVIEW HUNTERS POINT FOUNDATION FOR COMMUNITY IMPROVEMENT, INC: YOUTH SERVICES

BAYVIEW OPERA HOUSE RUTH WILLIAMS MEMORIAL THEATRE (BVOH)

Brown Bombers

BVHP YMCA

CITY OF DREAMS

Center for Youth Wellness

COLLEGE TRACK

COMMUNITIES CHOOSING ADOLESCENT PREGNANCY PREVENTION PROGRAM (C-Capp)

Community Youth Center of SF-Bayview Youth Advocates (CYC)

Eco Center

EDGEWOOD CENTER

FAMILY MOSAIC PROJECT

Health & Environmental Resource Center (HERC)

HUNTERS POINT FAMILY

INNER CITY ADOLESCENT NETWORK (ICAN)

Literacy For Environmental Justice (LEJ)

LEGACY

Northridge Community Garden Team

OLD SKOOL CAFE

Public Glass

PROVIDENCE FOUNDATION OF SAN FRANCISCO AFTER SCHOOL TUTORIAL PROGRAM

Raifiki

RENAISSANCE PARENTS OF SUCCESS

Soul'd Out Productions

The Garden Project

THE SALVATION ARMY: FAMILY SERVICES OFFICE

Quesada Gardens

URBAN ED ACADEMY

Urban Strategies- Alice Griffith

VISIONS OF LA MODA FASHION STUDIO for YOUTH

WILLIE MAYS BOYS AND GIRLS CLUB

YOUNG COMMUNITY DEVELOPERS, INC.

ZACCHO'S CENTER for DANCE & AERIAL ARTS

### Partner Schools (8)

Berte Harte Elementary School  
Malcolm X Elementary School  
Charles Drew Elementary School  
George Washington Carver Elementary School  
One Purpose School  
KIPP Bayview  
Willie Brown Middle School  
Burton High School

### Partner City Departments (12)

Public Defender's Office  
Department of Public Health  
Mayor's Office of Neighborhood Services  
Department of the Environment  
Mayor's Office of Housing  
District Attorney  
Department of Children, Youth, & Their Families  
Recreation and Parks Department  
San Francisco Police Department  
Department of Elections  
Office of Civic Engagement & Immigrant Affairs  
Youth Commission

### **Structure of the Effort**

BMAGIC host a monthly "convener meeting" to engage organizations serving Bayview Hunters Point in collective community capacity building, program development exercises and activities, and information sharing with the goal of improving services being provided to BVHP families. BMAGIC's monthly meetings are open to the public and all service providers of BVHP children, youth and their families are strongly encouraged to participate. On average, between 30 and 35 individuals attend the monthly meetings, with most of those in attendance representing service providers who serve BVHP residents.

In addition to the monthly convener meetings, BMAGIC also hosts three flagship events: the Bayview Hunters Point Back-to-School Celebration Backpack Giveaway; the Literacy Is Freedom Book Fair; and the Annual Bayview Youth Summit. As noted above, BMAGIC also publishes a weekly community calendar and annual resource guide which helps connect BVHP residents to services and opportunities in their community.

### **The Role of Data**

BMAGIC uses multiple sources of data to track trends in the Bayview Hunters Point community and inform its own practices. Because BMAGIC relies on grant funding for many of its initiatives, BMAGIC needs to measure its impact through community surveys and data sets published by city departments. BMAGIC often uses its annual events as opportunities to survey large numbers of BVHP families. In 2009 and most recently in 2012, BMAGIC conducted a landscape analysis survey to assess the community's assets and needs, and BMAGIC subsequently published a report with the results.

### **Related Documents**

- BMAGIC website <<http://bayviewmagic.org/>>
- BMAGIC's 10<sup>th</sup> Anniversary Children, Youth, & Family Resource Guide
- 2013 BMAGIC Landscape Analysis Report <<http://program.baycat.org/bmagic/wp-content/uploads/sites/2/2010/02/2013-BMAGIC-Community-Landscape-Data-Summary-Report-.pdf>>