

**THIS IS NOT A PAGE THIS IS  
A PLACE HOLDER DO NOT  
PRINT PLEASE THANK YOU**



**MAGIC**  
JOHNSON  
FOUNDATION









**I am so proud of what we have accomplished and what the Magic Johnson Foundation (MJF) has become. In the following pages, we'll take you through our journey and unique relationship with the people and places we influence.**

**Thank you for taking a moment to learn more about what we do and whom we serve.**





**Our vision is to inspire self-sufficiency and to empower ethnically diverse, underserved communities.**



# TABLE OF CONTENTS

<b>FROM ONE FOCUS TO THREE CAUSES</b>	<b>10</b>
<b>HEALTH</b>	<b>12</b>
<b>EDUCATION</b>	<b>16</b>
<b>EMPOWERMENT</b>	<b>20</b>
<b>HOW WE MEASURE UP</b>	<b>24</b>
<b>OUR CONTINUED SUCCESS</b>	<b>32</b>
<b>LOOKING FORWARD</b>	<b>36</b>





**It started with an announcement and a fight against HIV/AIDS. But we grew to address other powerful epidemics in the urban community, including the lack of educational opportunities and the absence of empowerment.**

**Today, the Magic Johnson Foundation evolved from one focus to three causes.**

# 1998

## **Taylor Michaels Scholarship Program**

Established in honor of the late MJF COO, Taylor Michaels, to reflect her compassion and confidence in minority students striving for higher education.

# 1991

After the announcement, checks were coming in from around the world as people committed themselves to the fight against HIV/AIDS.

**The Magic Johnson Foundation** started as a grant-making organization, to help agencies throughout the United States establish or build programs to prevent the spread of HIV/AIDS.

# 1994

## **First Annual Toy Drive and Holiday Party**

Started as a way for the urban community to come together, collecting gifts and toys to bring to less fortunate children.

# 1997

## **First Annual Kids' Mardi Gras**

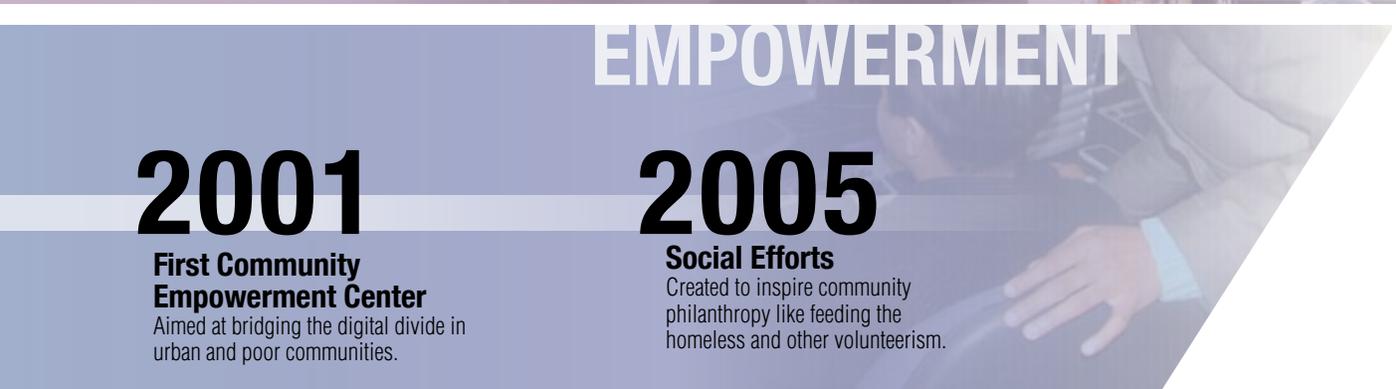
Created to offer underprivileged youth a day of excitement, entertainment, and once in a lifetime experiences.



## EDUCATION



## HEALTH



## EMPOWERMENT

# 2001

### **First Community Empowerment Center**

Aimed at bridging the digital divide in urban and poor communities.

# 2005

### **Social Efforts**

Created to inspire community philanthropy like feeding the homeless and other volunteerism.



# HEALTH

**MJF's HIV/AIDS grant making, awareness, and prevention program seeks to provide critical resources, information, and HIV testing to individuals residing in urban communities.**



# HEALTH



The HIV/AIDS epidemic has been with us for 30 years. In this time, more than 60 million people have been infected with HIV. In the United States, over 50,000 people get infected every year. Almost half of these people are African Americans (45%).

We will never end the epidemic in our community until we end the epidemic among our young people. African American youth represent 14% of youth aged 13 - 29 yet half of all new HIV infections among young people in this age group. Hispanic/Latino teens represent 18% of U.S. young adults but account for 17% of new HIV diagnoses.

**“FIGHTING HIV/AIDS BY DRAWING ATTENTION TO THE TOLL IN THE BLACK COMMUNITY IS A TESTAMENT TO YOUR (MAGIC JOHNSON) COMPASSION AND HUMANITY.”**

**- PUBLIC HEALTH ADVISOR, STD/HIV PREVENTION PROGRAM**



## A FEW NOTABLE ACCOMPLISHMENTS

- Offered free HIV/AIDS testing, awareness and educational programs to more than 130,000 Americans through a partnership with Abbot called “I Stand with Magic”
- Teamed up with AIDS Healthcare Foundation (AHF), the nation’s largest HIV/AIDS medical provider, to open six HIV/AIDS clinics (Los Angeles, Oakland, Forth Worth, San Francisco, Miami, and Jacksonville) and to provide effective treatment for persons living with HIV/AIDS
- Established ERASE Youth Summit, with the Center for Disease Control (CDC) and Act Against AIDS, to educate high school students
- Supported prevention programs at over 50 relevant agencies and grassroots organizations via grant making and guidance
- Provided free HIV/AIDS testing to more than 41,000 Americans in 16 cities
- Given over \$12 million in grants

# EDUCATION

Founded in 1998, the Taylor Michaels Scholarship Program (TMSP) is committed to helping mold youth from underserved communities into agents of change by providing them with the support and access to critical resources that maximize their potential, both in and out of the classroom.



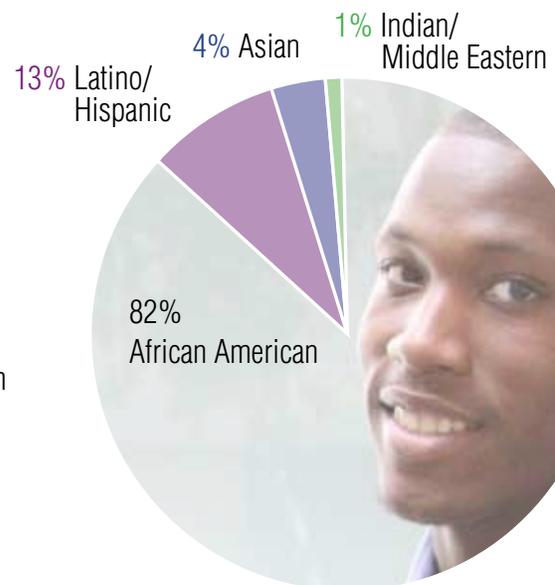
# EDUCATION



## OUR SCHOLARS' PROFILE

Scholars' families have an average income of \$36,952 and four family members.

The average GPA is 3.39 and over 80 percent of our students attain BA degrees within five years, whereas 63 percent of all students nationwide attain BA degrees within six.





**“THE SCHOLARSHIP DOES MORE THAN HELP YOU AFFORD SCHOOL. IT’S A PROGRAM THAT CARES THAT YOU GO TO SCHOOL, SUCCEED, GIVE BACK, AND MAKE SOMETHING OF YOURSELF.”**

**-TMSP ALUM**

Our students value the completion of their education and do so under extreme circumstances.

The Taylor Michaels Scholarship Program offers the following:

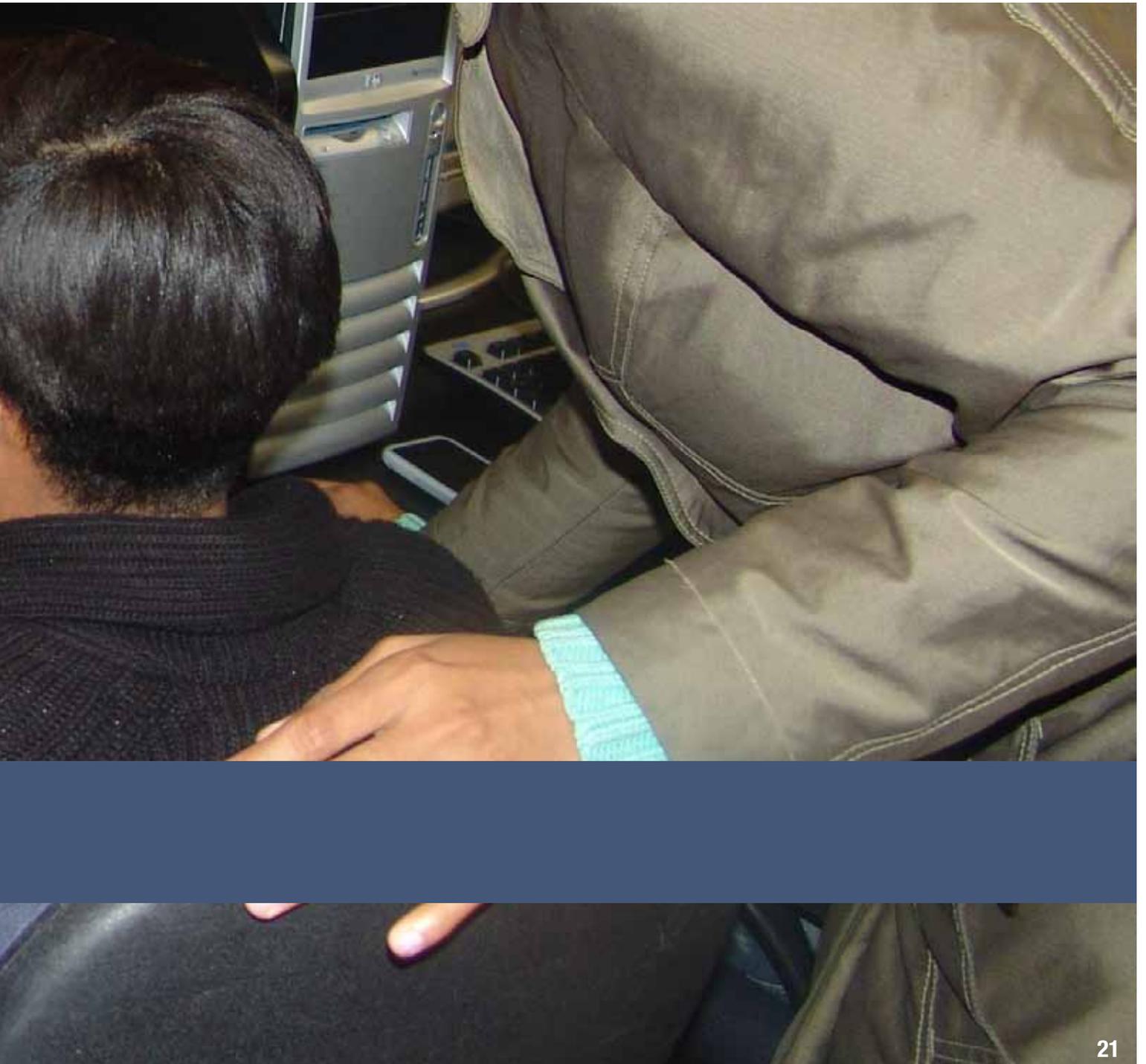
- Financial support of \$2,000 - \$5,000 annual renewable scholarship
- Mentorship
- Internship opportunities
- Laptop computer and technology support
- Leadership training
- Career development

The program has provided **over \$3.6 million to 392 youth** in support of college completion.



# EMPOWERMENT

**The Magic Johnson Foundation's social efforts and Community Empowerment Centers (CECs) provide ethnically diverse urban and rural communities access to resources and programs that educate, empower, and strengthen individuals and their community.**



# EMPOWERMENT



**Our Social Efforts** are community building events that have become Magic Johnson Foundation tradition. Families, celebrities, and corporations rally resources to provide children with experiences they may not have received due to the day-to-day disparities in their communities.

We encourage children to be a product of their imagination not their environment:

- The annual kids' Mardi Gras has hosted over 16,500 disadvantaged urban youth
- The annual toy drive and holiday party has hosted over 45,000 youth and distributed over 300,000 toys since 1994
- Feeding the homeless served over 10,000
- Social outings for community youth welcomed over 1,500

**“OPPORTUNITIES THAT YOUR ORGANIZATION PROVIDE CHANGE THE LIVES OF YOUTH THAT MAY NOT RECEIVE THE CHANCE TO LIVE OUTSIDE THEIR OWN AWARENESS.”**

**- DEPARTMENT OF CHILDREN AND FAMILY SERVICES, COMPTON OFFICE**



## Community Empowerment Centers

In 2001, MJF responded to the digital divide by launching state of the art technology centers. An original mission of providing computer and internet access to disadvantaged populations has expanded to comprehensive one stop resource centers that address the collective technology, educational, workforce readiness and informational needs of the entire family.

Each CEC is fully equipped with state-of-the-art technology that includes computers, flat screens, printers, audio visual and other ancillary equipment. Select markets feature connected classroom functionality. Each CEC offers an array of classes including the following:

- Computer basics (Hardware and Software)
- Workforce Readiness (Resume, Placement)
- Reading Literacy
- Entrepreneurship
- Microsoft Suite (Word, Excel, PowerPoint)
- GED Preparation
- Financial Literacy
- Anti-Bullying

## CEC ACHIEVEMENTS

- 18 Community Empowerment Centers in 15 urban markets and the rural market of South Carolina
- Served some of the most vulnerable community residents, with an average of 91% low income and 74% unemployed
- Transitioned over 450 families from subsidized housing to home ownership
- Provided over 1,500 youth and young adults with GEDs
- Improved the academic performance of over 6,500 students
- Impacted over 240,000 disadvantaged youth



**HEALTH**  
MJF/AHF's HIV/AIDS  
Clinics and Funding



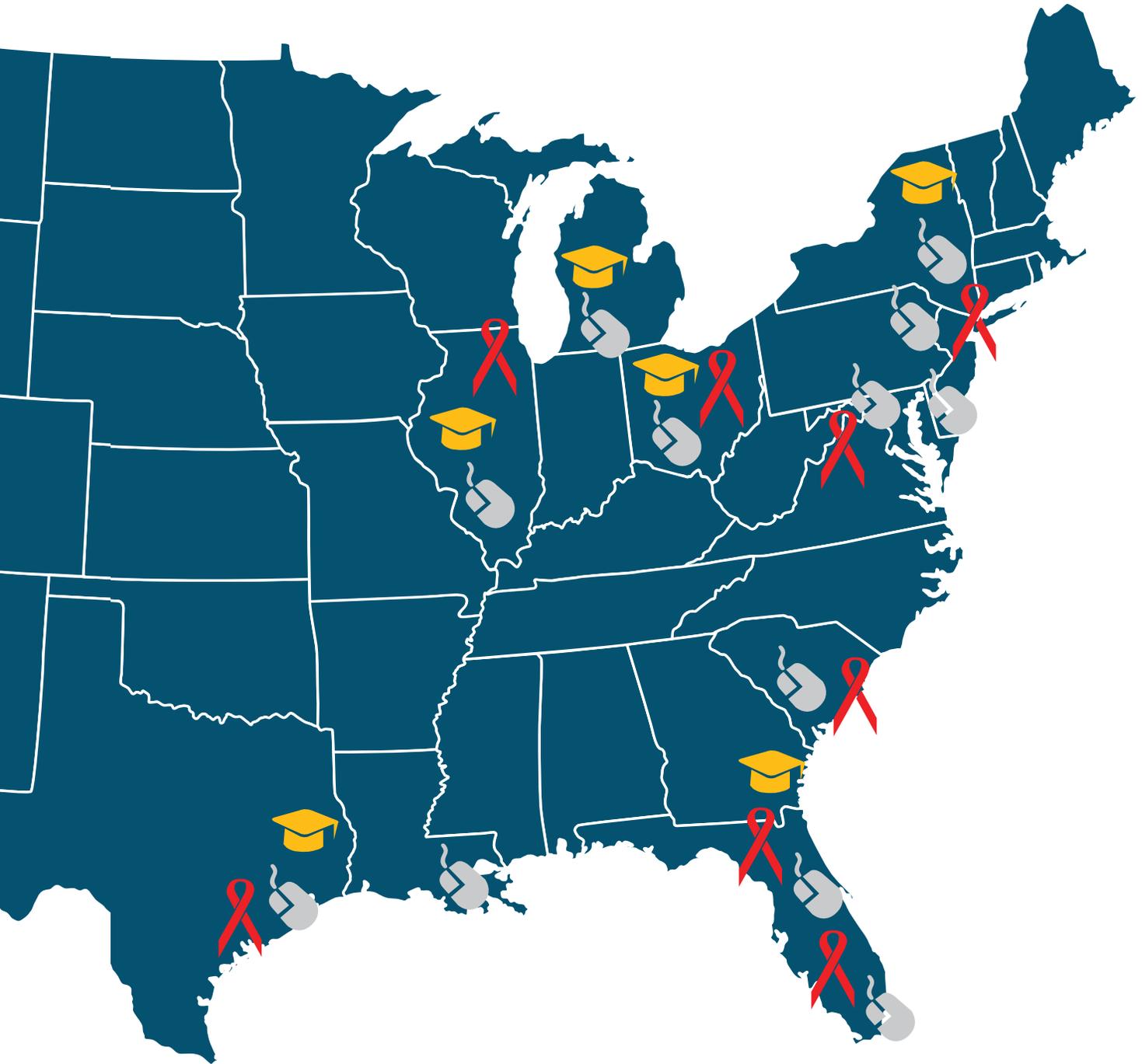
**EDUCATION**  
Taylor Michaels Scholarship  
Program Students



**EMPOWERMENT**  
Magic Johnson Community  
Empowerment Centers



# Serving communities across the nation





**Recognized by the  
world of philanthropy**



# Relevant media keeps Magic Johnson Foundation top of mind



Web



Word of Mouth



Social



Traditional Media



Influential Support



Experiential



On 11/07/11 MJF celebrated 20 years since Magic Johnson's HIV announcement and founding of the organization. On that day, we cohesively activated all three programs with the support of our partners and the communities we serve. The anniversary also launched the 40 Campaign, where 40 individuals committed \$25,000 each to the Magic Johnson Foundation. MJF: 20 was a successful celebration and a great communications story.

### **MJF: 20 Point Forward Day**

Total media impressions: 148,487,698

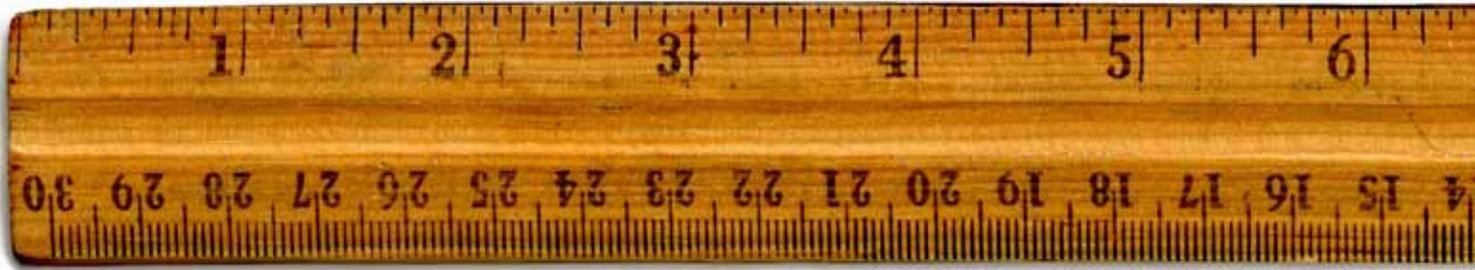
Press coverage from top-tier outlets included CBS's *The Early Show*, *ABC World News*, CNN, *New York Times*, *USA Today*, Yahoo!, ESPN, BET, *LA Times*, *Time*, and *Huffington Post*.

Social media mentions from celebrities included Dwyane Wade, Ludacris, Common, Justin Bieber, Kobe Bryant, and others.

A decorative graphic on the right side of the page featuring overlapping, colorful, abstract shapes in shades of pink, purple, and yellow. Overlaid on these shapes is a white circle containing the text "MJF:" in a light blue font above a horizontal line, and "20" in a larger, light blue font below the line.

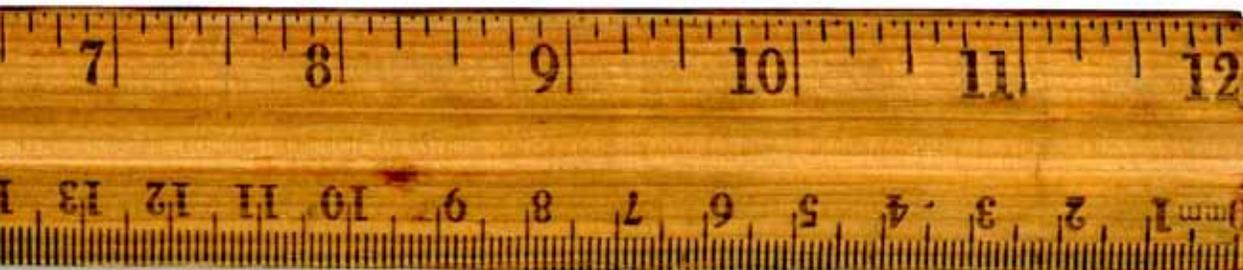
MJF:  
20

# Upholding a high standard of charity



MJF is recognized as a nonprofit public charity under section 501(c) of the Internal Revenue Code. MJF serves more than 250,000 individuals each year through direct and collaborative services and programs.

The Magic Johnson Foundation recognizes and values the power of our brand. The foundation's staff and board of directors are committed to maintaining that integrity.



### **Audit Compliant**

Performing annual audits has ensured that the foundation is operating with fiduciary responsibility. Following GAAP, coupled with continued training and implementation of auditor recommendations, has earned the foundation favorable ratings from auditors for the past three years.

### **Charity Navigator: 4-Star Rating**

Charity Navigator, branded as “Your Guide to Intelligent Giving,” is the premier source to learn more about a nonprofit’s effectiveness. Charity Navigator works to guide intelligent giving with the goal of helping people give to charity with confidence. Simultaneously, Charity Navigator works to help charities by shining light on truly effective organizations. The approach to rating charities is driven by two objectives: (1) helping givers and (2) celebrating the work of charities.

For more information, visit [www.charitynavigator.org](http://www.charitynavigator.org).



**Strengthened by  
unparalleled  
relationships**



# Each partnership is an opportunity to strengthen the community in a unique way

**EMPOWERMENT:** In 2001, the Magic Johnson Foundation was selected as a strategic partner for HP's "HP Invent" product line. MJF received \$1 million in hardware that would be distributed to community-based organizations in HP target markets. Initially, this was to be a one-off. Due to the overwhelming media success, returning over 7 million hits according to HP Inventor Centers, the relationship was continued for another two years and with an additional \$1.5 million in hardware, which included PCs, laptops, monitors, cameras, servers, printers, and other ancillary equipment. Together, HP and MJF opened 15 MJF/Invent Technology Centers, and MJF realized a total of an additional \$200K in support.

“By working with the Magic Johnson Foundation, we are widening our efforts to enable underserved communities to harness the benefits of the digital economy.”

- Lewis Karabatsos, Director  
U.S. Strategy and Operations, HP



**EDUCATION:** In 2011, we expanded our engagement with FedEx to enhance our TMSP Leadership Conference. First, we integrated several key FedEx personnel as career mentors. We then executed a comprehensive facility tour of the global hub at Los Angeles International Airport and introduced scholars to senior leadership. Finally, we completed the sponsorship integration circle with a rousing motivation keynote address at the FedEx-branded Scholar Awards Brunch.

Through TMSP, FedEx creates future professionals dedicated to uplifting their underserved urban areas.

**HEALTH:** Together with the AIDS Healthcare Foundation, we have established six AHF/Magic Johnson Healthcare Centers assisting over 1,500 clients annually with unparalleled access to specialists, medications, and services needed for African Americans and Latinos to live a healthy lifestyle regardless of their ability to pay. The partnership has granted over \$12 million in HIV/AIDS education and prevention programs, tested over 80,000 individuals, and created five mobile testing units.

Since 2000, MJF and AHF have been national leaders in the fight to control the AIDS epidemic via education, prevention, free HIV testing, and lifesaving medical care and treatment.

# The Magic Johnson Foundation exists to inspire:

## UNDERSTANDING

of underserved communities' needs, in order to resolve societal issues

## DIALOGUE

between community partners, donors, and sponsors to develop model solutions

## PARTICIPATION

via funding, product, time, and effort

Within the Magic Johnson Foundation, there's a cause and commitment for every individual, organization, and corporation.





# Thank you.

**The Magic Johnson Foundation**  
WE ARE THE COMMUNITIES WE SERVE







***I would say what I've done in urban America, the businesses that I've built and giving back to the community. I'd rather be known for that than actually for basketball. I've made a bigger impact on people's lives . . . (there's) not a better feeling than to touch somebody's life, than to impact their life. Not a better feeling in the world.***

**- Magic Johnson**

Magic Johnson Foundation Headquarters  
9100 Wilshire Blvd., Suite 700 East Tower  
Beverly Hills, CA 90212  
Tel: 310.246.4400  
Fax: 310.246.1106  
[www.magicjohnson.org](http://www.magicjohnson.org)