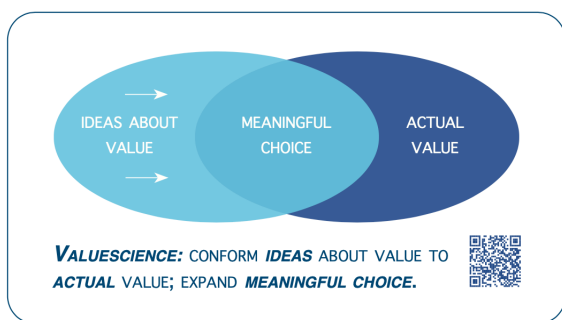




## Magic Accomplishments, 2024

Thank you for your interest in what we at Magic were thinking, being, and doing in 2024, the second year of a planned seven-year semi-centennial transformation to bring valuescience research and teaching more to the forefront of Magic’s service to common good. If you’re among the growing community of friends and supporters who made possible these successes, please take satisfaction in what we’re accomplishing together. If you’ve yet to make Magic, please consider how you may do so to your, our, and others’ benefit.

### Thinking - Valuescience



In interactions with 400 individuals, we researched ways to motivate people to identify as scientists and to measure strength of individuals’ scientist identity. Interlocutors responded positively to “mission cards” with which we graphically illustrated the essence of valuescience. We initiated partnerships with Gandhi Camp and with the Mono Lake Committee Outdoor Education Program. In these, we tested methods to train people to administer an “Inclusive Scientist Identity” intervention and piloted variants with 100 youths. We prototyped a valuescience chatbot, which we’re

continuing to train using transcripts of recent conversations and hundreds of pages of writing we’ve completed over the past 50 years. We produced a [pilot podcast](#) for a contemplated series about valuescience applied to everyday living, and we’ve written three foundational [blog](#) entries that we’re testing with small audiences. Valuescience was featured on the [Giving Purpose Podcast](#), which spotlights small Bay Area public service groups.



### Being - Community



In Palo Alto 28 residents from 12 countries and 10 states and in Mammoth Lakes seven residents from two countries and three states flourished as valuescience based residential service learning communities. Four Palo Alto fellows, five Palo Alto residents, the Magic Mammoth fellow and two residents, a Magic founding board member, and four Magic affiliates joined in an organizational “advance” in the

Eastern Sierra. We strengthened our partnerships within the communities movement by introducing to valuescience 40 people who are forming the Abundant Ponds community, advising a recent Magic resident in cofounding Rainbow Junction Community, consulting with Montaña Community’s founder about her new initiatives, publishing “[Generational Bonding](#)” in *Communities* magazine, hosting a Churchill Fellow community researcher from the UK, and becoming sponsors of the Foundation for Intentional Community.

### Doing - Stewarding, Cooperating, Promoting Health

#### Stewarding

A hundred volunteers gave 600+ hours to plant 20 oaks, irrigate 200, and maintain 2,000. We completed a partnership with Stanford’s Fukami Lab to establish 512 plants at 16 research sites around the Stanford Dish. Magic was featured on the Plant a Trillion Trees Podcast and in *The Tree Collectors* by *New York Times* bestselling author Amy Stewart. On the winter solstice, 60 volunteers planted along a seasonal waterway in Frenchman’s Park 400 California native shrubs and forbs, some in the shade of oaks we’d planted 21 years prior!





We grew Silicon Valley Barcode of Life both on the SF Midpeninsula and in the Eastern Sierra, deploying Malaise traps at five sites and hand collecting hundreds of unique specimens. We published, “[So You Think You Don’t Like Bugs?](#)” in *The Sheet*, the Mammoth Lakes newspaper. California Institute for Biodiversity supported SVBOL with money grants and by defraying sequencing costs for tens of thousands of specimens. SVBOL principal scientists were among 20 biodiversity researchers who participated by invitation in a California Insect Biodiversity Initiative strategic planning meeting with former California Governor Jerry Brown at his rural retreat.

In December we received permits to collect on Midpeninsula Regional Open Space District lands, and we completed the first of several planned deployments of a dozen Malaise traps at Stanford’s Jasper Ridge Biological Preserve ‘Ootchamin ‘Ooyakma.

**Cooperating**

With Reduce Waste. Feed People. we collected 17 tons of surplus food from 24 California Avenue Farmers’ Market vendors, sorted it, and delivered acceptable items to Community Services Agency and to 1,000 Grains for distribution to hundreds of hungry fellow humans through food bank, hot meal, and nutrition education programs. In partnership with Committee for Green Foothills, Tuolumne River Trust, Mono Lake Committee, and American Bird Conservancy, we researched, authored, and delivered to federal, state, and local governments testimony supporting ecologically sound policy. We contributed to organizing and producing an Evergreen Park Neighborhood Association block party and co-hosted the organization’s 43d annual picnic. Both were attended by 100+ neighbors. Magicians provided live music at the party and picnic and at events sponsored by our partners, Hidden Villa and Community Services Agency. Finally, we traveled to Santa Cruz to deliver a eulogy for Frank Andrews, who was for 30 years an advisor to Magic and with whom we taught at both Stanford and UCSC.



Author of *The Art and Practice of Loving*, which we at Magic for decades have used in our teaching, Frank assigned rights to Magic when they reverted to him and authorized us to publish a 25th anniversary edition which we distribute in print and make available with open access online.

**Promoting Health**

We guided dozens of clients to personal transformation through movement with 200+ hours of instruction in hatha yoga, resistance training, swimming, running, and indoor rowing, as well as through other practices for conscious personal evolution, including meditation, intermittent fasting, and gratitude journaling. We welcomed a National Academy of Sports Medicine certified personal trainer to the Palo Alto service learning community.



**Sponsoring Affiliate Projects**



Escondido Outings Club grew its leadership team and organized rafting trips for 75 participants on the Salmon, Tuolumne, Merced, Stanislaus, Illinois, and American rivers; camping trips for 70 people in Yosemite, Shealar Lakes, and Hidden Villa; and ski trips for 30 people to Dodge Ridge, Palisades, and Alpine Valley. We adopted as a sponsored project Project Green Home—a LEED Platinum, net zero energy Passive House used extensively (4,000 visitors since 2008) to educate about energy efficiency—that is featured in annual Peninsula Electric Home Tours.

**Improving the Palo Alto Community Site**

We disposed of more than a ton of accumulated supplies, furniture, and equipment for which we’re without foreseeable need. These included surplus oak nursery and planting materials worth thousands of dollars which we gifted to 100,000 Trees, a California ReLeaf affiliate in the East Bay. We installed 30 pineapple guava plants to form an edible hedge, removed a large oak felled by storms, and structurally pruned five heritage oaks and dozens of fruit trees as necessary to abate hazard and promote continued vitality.



**Thank you!**

Thank you again for making Magic by reading this summary and in whatever other ways you have! We appreciate more than we can express fully with words you and the tens of thousands of others who’ve sustained us for half a century as we’ve addressed a full spectrum of human aspirations and ills nearer their roots. May you flourish in every way, and may we together continue to evolve adaptive human culture.