Most mathematical circles, through no fault of their own, tend to serve as enrichment opportunities for "already enriched" students. Programs that target other audiences require special resources and planning.

The San Francisco Math Circle (SFMC), which began its 6th year in September 2010, is a program that specifically targets students from underrepresented populations, as well as their teachers. It serves over a hundred students in grades 6–12 and over a dozen teachers in three different locations. Instructors include school teachers, college students, grad students, and professional mathematicians.

As a moderately "mature" program, the experiences of the SFMC may prove instructive to others contemplating similar programs. Issues we will discuss are: funding, incentives, logistics, resources, and challenges. (Received September 21, 2010)