



2016 annual report

must!
charities



“**must! charities** provided the jump start we needed to expand our efforts and train more north county residents to become CASA volunteers.” **Teresa Tardiff** - CASA of San Luis Obispo





Letter from the Executive Director

Five years ago we planted a seed...

It is hard to believe in 2012 we were having conversations about how we were going to launch **must! charities**. Who would be involved? what should our logo and branding look like? Those questions seem so trivial compared to the decisions we are making today. Five years ago we planted a seed that has grown to serve five organizations, committing over \$1.5 million to meet the greatest needs facing Northern San Luis Obispo County.

I am forever grateful to the original founders of must! who saw the need and not only talked about it, but took action. That action has transpired into a movement that created “evocative giving”. The results are awe-inspiring as you will see in this annual report.

What is “evocative giving”? Rather than giving a traditional grant, we treat each giving opportunity as a partnership. We invest with a hand up method rather than a hand out. We look for ways to effectively impact our partner organizations along with those they serve. We look for opportunities to foster organizational development, accountability, creative and critical thinking, challenging our partners to think outside the box when addressing social needs in our community. We look to invest in learning and growth for the organization. We encourage an adaptive approach that can change along the way based on outcomes and circumstances. This is not a simple approach to giving, in fact it is time consuming and typically a multi-year investment focusing on capacity building using a give-and-take approach. We work together with the ultimate focus on the partner organization’s mission as a reference point for success.

Thank you for being a part of this innovative gifting process and a part of the **must! charities** family! Together we are making a difference in the lives of thousands right here in our own backyard... and this is just the beginning.

Becky Gray
Executive Director

Leadership of must! charities

100%

of community donations go directly to project collaborations because our Board of Directors cover all operating costs.

2017 Board of Directors

Skylar Stuck, Board President

Don Witmer, Vice President

Michael Bickel, Treasurer

Heather Smith, Secretary

David Crabtree, Past President

Doug Kruse, Board Member



“must! is focused and disciplined in their approach with a proven track record of delivering measurable change. We support them because we live and work in the North County and want to join our neighbors in solving serious problems.”

Andy Niner

President of Niner Wine Estates





“The simplicity of must!’s core mission is refreshing: Uncover a pressing need in the community and then provide meaningful support to a solution. That they are able to do this and channel 100% of donor gifts towards those causes is remarkable.”

Barry Goyette, Photographer

Our Mission: The Solution

must! charities is driven by a collaboration of friends and business owners dedicated to improving quality of life in San Luis Obispo’s North County through empowering local organizations to make strategic change that creates long-term, philanthropic, sustainable transformation within the region.

What We Do

We support local non-profits with financial resources, expertise & the leverage of other partnerships.

We unite community organizations & influencers to communicate and work together towards common goals.

We focus on root problems, not just symptoms, granting large gifts for sustainable change.

What Makes Us Different

We work with existing non-profits, empowering them to make strategic, sustainable change.

The Board of Directors cover all operating costs so **100% of community donations** go directly to project collaborations. We focus our giving in Northern San Luis Obispo County, but recognize the ripple effect programs have across the county. Project collaborators are required to provide regular, comprehensive reporting and statistics.

Our Values

Comprehensive Change. Even small change creates a ripple effect across our entire community, so it’s important to bring strategy and focus to charitable efforts. When we can **“move the needle”** on one initiative, we will impact others as well.

Accountability

We demonstrate integrity through accountability; doing what we say we will do and helping our partner organizations do the same. We prioritize reporting and statistics that provide transparency in our community efforts.

Collaboration

We value strength in numbers. We take a grassroots, **“barn-raising”** approach by bringing the community together to make big things happen. Our collaboration is rooted in mutual respect for our partners’ goals, passions, and efforts.

Selflessness

We **serve others** without a self-promoting agenda.

Sustainability

We relentlessly seek ways to improve generations to come, **focusing on the roots of a problem** rather than the symptoms.



“We are proud to support the great work **must! charities** is doing. Their approach neither puts a band-aid on an ongoing problem, nor does it create ongoing dependency in an organization. Instead, by focusing on one or two major programs each year, and by providing expertise as well as financial support, it enables the organizations to transform themselves in a way that does lasting good in areas that are so important.”

Jason Haas - General Manager of Tablas Creek Vineyard



Our Donors

VISIONARY PARTNERS

Businesses & Individuals that have incorporated and must! charities in their day-to-day lives and operations, by giving a portion of their proceeds, introducing special products benefiting must! charities, or by donating \$10K annually.

Abigail Hoats
All About Events
Allison & Jeff Mount
Amazon Smile
American General Media**
Baker Wine & Grape Analysis
Better Produce
Booker Vineyards
Brian & Sheri Leveille
Caliza Winery
Cass Winery
Clever Concepts*
Clos Solene
Compli Beverage Compliance*
Dagny Peterson*
Derby Wine Estates
Donald & Elaine Witmer
Doug & Sabrina Kruse
Elizabeth Crabtree
Farm Supply
Four Lanterns Winery
General Store Paso Robles
Halter Ranch
Hansjoerg Wyss
Heart to Heart Real Estate
Heritage Oaks Bank
Home & Ranch Sotheby's International Realty
Il Cortile Ristorante*
J. Dusi Wines*
J. Lohr Vineyards & Wines
Jack Creek Cellars
James P. Sargen
JUSTIN Vineyards
Koene Graves
Kyle Beal Wommack
L'Aventure
Law Estate Wines
Ledge Vineyards
Lisa J. Lewis
Michael Dusi Trucking*
Mike & Lori Bickel
Niner Wine Estates
Nino's Grill
Norcast Communications*
Parrish Family Vineyard
Pleasant Valley Wine Trail, Inc.
Re:Find Distillery
Salon Roux
Saxum Vineyards
Stephen & Susan McAbee
Stifel - McAbee Leveille Wealth Management Group**
Summerwood Winery
Tablas Creek Vineyard
TH Estate Wines
Thacher Winery
The Sign Place*
The Winemakers Series
Torrin Vineyards
Treana & Hope Family Wines
Vines on the Marycrest

BUSINESS PATRONS

Businesses that have given a generous one-time gift to must! charities.

15C Wine Shop & Bar
Adelaide Inn
Ancient Peaks Winery
Andre, Morris & Buttery*
Barry Goyette**
Bella Luna Winery
Carrasco Properties*
Castoro Cellars
Circle B Vineyard & Cellars
Desperada Wines
Double O Company
Good Citizens
Greg Malik Real Estate Group
Jade Architecture
JB Dewar, Inc.
Kennedy Club Fitness
Linne Calodo Cellars
Long Hill Ranch and Vineyard
Longcrier & Associates*
Mace Security Alarms*
McPhee's Grill
Photography by Jean Pedigo
Pure Elements Salon -Tracie Tachovsky
San Luis Obispo Cattlewomen's Assoc.
Scout Rental Co.
Solterra Strategies, LLC
Terrace Hill Olive Oil Company
Thompson Trading Company
Turley Wine Cellars
Turrentine Brokerage
Villa Creek Restaurant
Vineyard Industry Products
Vineyard Professional Service
Windward Vineyard
WS Packaging Group, Inc

PATRONS

Individuals who support must! charities through their personal means.

Adam & Brooke Beebe
Alder Yarrow
Alsup Family
Angela Tahti
Ann Leonard
Art & Lynn Kishiyama
Barbara Partridge
Bobby Fox
Brendy Alsup
Bruce Smitham
Bryan & Sarah Vogt
Carrie & Leonard Asuncion
Cecily Ray
Christine Lamborn
Dan & Joanne Peterson
Dennis and Diane Cassidy
Doug & Kathleen Filipponi
Dr. Elaine Remy
Dr. Mick Lebens
Elise St. John
Emanuele & Jordan Fiorentini
Eric & Kristin Osborn
Galen & Becky Stevens
Greg Malik

Hope & Deke Welles
James Black & Elizabeth Vogler
Jason & Cinnamon Redd
Jason Haas & Meghan Dunn
Jeanette Mayfield
Jeff Meier
Jenny Karp
John Heess & John Chamness
Juliane McAdam
Kathryn & Roger DeKuiper
Kendra DeKuiper
Kristen Barnhisel
Larry Smyth
Leslie and Yvonne Toma
Lisa Dougherty
Lori Foley
Marilyn Wills
Mark and Lee Ann Pearce
Mary and Mark Leggio
Mary Ellen Leggio
Nancy Webber
Ned & Connie Thompson
Omer and Cindy Sewell
Paul & Katie Winkler
Pebble & Terry Smith
Randy & Becky Gray
Rob & Tracie Tachovsky
Rotary Club of Paso Robles - Sunrise Foundation
Royce Lapp
Sarah Coplen
Scott Martin
Sierra Christensen
Signe Zoller
Templeton Women's Civic Club
Tim Kensingler
Valerie Majjala and Allen Work
Vern Kemper
Wendy Kubiak

EVENT PATRONS

Event patrons support must! charities by participating in events where must! charities is the beneficiary.

Aah-Inspiring Balloons
Academe Real Estate
Access Publishing
Amanda Higgins
AndBe Boutique
Ashleigh Craig
Barrel Bottlers
Bill Grant*
Bon Niche Cellars
Brian Simas
Carter Collins
Central Coast Live
Chuck and Marilyn Hope
Cinquain Cellars
Dale Hampton
Dan Mansir
Diablo Valley Packaging
Diehl & Rodewald
Doug Shultz
Eileen Smith, Realtor
Encor Glass
Eric Jensen
ETS Laboratories

Farm Credit West
Four Sisters Ranch
Good Medicine Presents
Graveyard Vineyards
Hayley Loehr
Hope Family Wines
J&J Cellars
Jade Architecture
JEM Design
Joe Barton
John Crossland
Kinetic PT
Locatelli Vineyards & Winery
Michael Dusi Trucking
Morris & Garritano
Mystic Hills Vineyard
Pacific Coast Well Drilling
Paul Hoover
Larry Smyth
Pleasant Valley Wine Trail
Ranchita Canyon Vineyard
Remax Parkside Realty
Riverstar Vineyards
Ronnie Hahn
Ryan Newkirk
Salus Integrative Medicine, Inc.
San Marcos Creek
Security Contractor Services
Spinnaker Financial
Omer and Cindy Sewell
Tackitt Family Vineyards
Thomas Hill Organics
Todd Newman
Tony Domingos
Tricor Braun
Uncorked Wine Tours
Valley Pacific Petroleum Services
Villa San-Juliette Winery
W. Paul Winkler
Western Square Industries
WS Packaging Group

LEGACY PATRONS

Individuals and families who have gifted must! charities through their estate planning or in memory of a loved one.

In Honor Of Ajay Ojha
In Memory & Honor of Diane Smyth
In Memory of Bibiche Peck
In Memory of Bibiche Peck - Anjanette Perry
In Memory of Bibiche Peck - Bruce Smitham
In Memory of Bibiche Peck - Cooperages 1912
In Memory of Bibiche Peck - Davis Hyde
In Memory of Bibiche Peck - Family of Bibiche Peck
In Memory of Bibiche Peck - Ivan Zucker
In Memory of Bibiche Peck - Jeff Meier
In Memory of Bibiche Peck - Kristen Barnhisel
In Memory of Bibiche Peck - Laffort USA
In Memory of Bibiche Peck - StaVin, Inc
In Memory of Bibiche Peck - The Turrentine Brokerage Team
In Memory of Dollie DuVal - Jim & Judy Wells
In Memory of Donna Hahn - Jim & Judy Wells
In Memory of Jeff Haas - Jim & Judy Wells
In Memory of Jessie Ogan - Jim & Judy Wells
In Memory of Katie Warner - Jim & Judy Wells
In Memory of Linda Hamilton - Jim & Judy Wells
In Memory of Nancy Bradford - Jim & Judy Wells
In Memory of Ray "Remo" Mariucci - Jim & Judy Wells
In Memory of Sarah Louise Peck - Linda Gray
In Memory of Ted Burgess - Jim & Judy Wells
Larry Smyth - Carriage Vineyards Bed & Breakfast
Ramona Hanner - In Loving Memory

HONORARY PATRONS

A gift has been made in the name of the following people:

Alician DiGrazia
Amy Fraser
Annette Traylor
Azcona Ranch
Ben & Nichole Harris
Bernie Hiser
Breanna Goetz
Brian Albertoni & Anthony Maldonado
Brooke & Larry Jensen
Caleb Saavedra
Cheryl Parks
Chris Hildebrand
Cynthia Fisher
Daniel Bombardieri
David Foss
Dean & Patty Anderson
Dennis Nickell
Deputy Rowe
Donna Bruce
Dr. Morris Aron
Dustin Yancey
Elizabeth Kline
Erik Lewis
George Duck
Greg & Breinn Smith
Haley Kint
Hammond Vineyards
Hawk's Hill Ranch
Helen Collins
Jack Schmidt
Janet Murrieta
Jason Diodati
Jean Ponek
Jill Ponti
Joanne Breffle
Joe Koski
John and John
John Crossland Vineyard
John Martinez
Johnnie & Jeri Via
Jolene Horn
Juan Chavarria
Kacy & Carrie Elisarraras
Kat Elliott
Kathe Hustace
Katherine Finstuen
Kathy Taverner
Kim Bankston
Laura Clark
Law Family Vineyard
Leila Harrington
Lindsay Campana
Lydia Kumskow
Maria Carroll
Matt & Ally Allison
Matt MacFarlane
Messina Vineyards
Metta Stiletto
Michael & Michelle Enos
Michael Blackburn
Michele Smith
Mitch Culver
Mr. Gray TMS Science Bowl Coach Volunteer
Nanci Bell
Nancy Needham
Norman and Jamie Buchman
Parrish Vineyards
Paso de Record Vineyard
Patricia Diane Vineyard & Wellsona
Paula Hansen

Plummer Vineyard
Premier Vista Vineyards
Pure Elements Salon
Rich LaRue
Richard & Kathleen Boyd
Richard & Rebecca Reif
Robert Fox
Roberto & Kimberly Morelli
Robin Hawk
Rodger Mohme & Jayne Bower
Scott Ehrke
Sean & Cynthia McConville
Serenio Vista Vineyard
Serving California
Sheila Delisle
Stacey George
Stephanie LeClair
Susie Anderson
Susie Anderson
Teresa Scott
Tillman Vineyard
Tim Townley
Torgy's Vineyard
Villa San Juliette
Wayne Longcrier
William & Sharron Capps
Wine Horizons, LLC
Wonderful Giving - Matthew Locklin
X-Line Farms

YOUTH PHILANTHROPISTS

As we recently discovered that more & more kids wanted to see how they could make a difference, we decided to set up a Youth Philanthropist category. These kids know that every dollar counts, they are doing their part to be awesome and make a difference in our community.

Anonymous Teen Donor
Children's House Montessori School - Atascadero



**Pro-bono work done on behalf of must! charities.*

***Pro-bono work and cash donation done on behalf of must! charities.*

Our Financials

At **must! charities**, one of our core values is accountability. We seek to remain accountable to you, because accountability brings credibility. In turn, credibility brings confidence. We hold ourselves to the highest level of integrity in order to build a level of trust in both our partner organizations and to those we serve.

Below is a snapshot of our 2016 unaudited year-end financial status. Our Executive Board provides for all general and administrative costs, so that 100% of your donations go right to the need.

2016 REVENUES [†]	Non-Executive Board Jan – Dec 16	Executive Board Jan – Dec 16	Totals Combined Jan – Dec 16
Exec. Board Contributions*	-	221,802	-
Non-Executive Board Contributions**	437,845	-	-
2016 TOTAL REVENUES			659,647
EXPENSES			
Collaborative Giving*** (money gifted through our projects)	228,767	-	-
Overhead and Operational Expenses	-	175,084	-
TOTAL EXPENSES			403,851
NET INCOME			
Non Executive Net Income	209,078	-	-
Executive Net Income	-	46,718	-
TOTAL NET INCOME	209,078	46,718	255,796
Total Net Assets, January 1, 2016	708,437	191,938	-
TOTAL NET ASSETS			900,375

*100% of Executive Board Revenue pays for all Overhead and Operational Expenses.
 ** 100% of Non-Executive Board Contributions goes directly towards Collaborative Giving.
 *** Collaborative Giving shown does not include the total \$ commitments made over multiple years.
 † Revenue listed represents cash only and does not reflect in-kind and un-sold stock donations that appear on our form-990.



“**must!** made it possible for us to change lives for the better, forever.”

Anna Boyd-Bucy - Big Brothers Big Sisters of San Luis Obispo

Collaborative Giving Current Commitments

As of December 31, 2016

Boys & Girls Club Kiwanis Match Dollars



Big Brothers Big Sisters



CASA (Court Appointed Special Advocates)



Boys & Girls Club Match Challenge



ECHO (El Camino Homeless Organization)

As of December 31, 2016 we were still in the process of vetting the ECHO partnership that would result in a giving commitment of approximately **\$500,000**.



“**must!** is an important effort to ensure young people do not fall between the cracks at that very critical age where the direction they take in their lives is still very open to success or failure.”

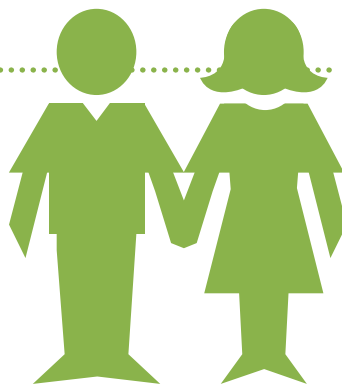
Steve Cass - Owner of Cass Winery



Our Partnerships

BOYS & GIRLS CLUB

Partnership established in **2012**



2012 A local clubhouse struggling to keep their doors open.

2014 Recognized as one of the top performing clubs from National Boys and Girls Club Organization - #2 in the Nation, operating on less than \$500k annual budget.

2012 Serving **100** youth in Paso Robles

2016 Serving **285** youth in Paso Robles and Atascadero

OVER
\$1.5 MILLION
committed to date.

FOOD BANK OF SLO COUNTY



Partnership established in **2013**

2012 400 total summer meals served

2016 over **200,000** meals served year-round over **6,000** individual kids being served county wide.

Expansion of Children's Farmer's Market into 9 new sites per month (*doubling the amount of sites countywide*) 30 to 150 children served at each site each taking home upwards of 15 pounds of fresh produce; much of it gleaned right from our region. A total of **170,385** pounds of produce went home with kids this past school year.

*"**must! charities** made the impossible possible by giving SLO County Food Bank a substantial gift that built the foundation for our Children's Programs. Now our program has the infrastructure needed to help feed the 16,000 children that struggle with hunger in SLO County."*

Wendy Lewis, Chief Operations Officer

BIG BROTHERS BIG SISTERS

Partnership established in
2015

GOAL to service more
youth in the North County.



2014 3 Big & Little Mentor Matches

2015 31 Big & Little Mentor Matches

2016 60 Big & Little Mentor Matches

CASA

Court Appointed Special Advocates
Partnership established in **2016**

GOAL to increase the volunteer
advocates representing
youth in the juvenile court
system in the North County.

2015 60 Children being served

2016 101 Children being served



ECHO
El Camino Homeless Organization
Partnership established in **2017**

GOAL to lift those who are ready to help themselves.

*“The partnership with **must! charities** will enable ECHO to better serve homeless families and individuals in the North County. Through shelter improvements such as solar electric system and laundry facility, increased staffing and client services, our mutual goals of raising families out of poverty to become productive and contributing members of our community will be achieved.”*

Jim Patterson, Board President of ECHO

