



must!
charities

impact report

2018



must!

must! charities is an innovative crossroad of philanthropy. We partner with donors to strengthen our community by connecting visionary leadership to strategic philanthropic investments.

WE INVEST IN LOCAL NON-PROFITS

We use an innovative approach to giving, rather than giving traditional grants. We fund organizations who are the most effective at dealing with our greatest community needs working closely to analyze and ensure benchmarks are being met along the way.



letter from the executive director

Our success is because of individuals like YOU!

We recently hit our seven-year anniversary and I can't help but reflect on the countless hours of work to create must! I recall our very first pitch, when we didn't have a success story to brag about, or any "wins" in our book. Community members came alongside because they saw what we saw — the need to invest in social good within our community in a very strategic way.

Over the past seven years we have raised over \$3 million with over \$2 million of that coming from community members like you. We successfully invested in eight different community projects with giving commitments totaling almost \$2 million. We are currently vetting several potential projects. Together we have positively impacted five different non-profit organizations, and through their missions have created positive change for tens of thousands of our neighbors.

As we analyze social data and the latest trends on a national and local level, we realize the amount of work that still lies ahead. We ask that you continue with us on this path and freely share the must! story with others.

Becky Gray
Executive Director
must! charities

project impacts

“WE DIDN'T KNOW
HOW TO GET THERE”

“When we started working with must! charities we had an idea of where we wanted to go, in terms of serving children, but we didn't know how to get there. We made a modest ask, and were told no. We were told to think bigger and come back and ask for more. This was quite a shock, this had never happened to us.”

Teresa Tardiff, CASA (Court Appointed Special Advocates) of San Luis Obispo

296

CASA has gone from 60 children served to 296 served in just three short years.

“we were serving a much smaller
group of students”

“must! charities has allowed us to move into an entirely new community. 6 years ago we were only in Paso Robles, serving a much smaller group of students. Our growth is due to the generosity of must! charities and their partners.”

Meghan Harris, Boys and Girls Club of the Central Coast

6000+

What began as a partnership in 2012 with a single Boys and Girls Club serving 100 kids, has resulted in 2 year-round clubs serving over 600 youth.

“through collaboration more is
achieved..”

“Not only has must! supported us with financial contributions, they leverage their network of supporters on our behalf. Recently one of must! supporters brought their food truck, “The Truck,” and served a delicious dinner for 80 people at ECHO. This was made possible because of an introduction to them from must! wanting to create genuine partnerships and connecting people to do more together shows that through collaboration more is achieved. Our organization would not be where we are at today without must! charities.”

Wendy Lewis, ECHO (El Camino Homeless Organization)

52%
GROWTH

In two years, ECHO has increased it's ability to get people into permanent housing. In 2016, 74 people were housed. 2018 resulted in 112 housed.

7 YEARS

\$1.7M

invested in our
community

2012

Boys and Girls Club
Paso Robles

2013

**The Food Bank
Coalition of SLO
County**
Creation of
Designated
Children's Programs

2014

Boys and Girls Club
Summer Expansion
into Atascadero

2015

**Big Brothers
Big Sisters**
North County
Expansion

**The Food Bank
Coalition of SLO
County**
Children's
Farmer's Markets

2016

**CASA
(Court Appointed
Special Advocates)**
North County
Expansion

Boys and Girls Club
3-Year Match
Challenge with
Atascadero Kiwanis

2017

**ECHO
(El Camino
Homeless
Organization)**
Organizational
Development:
Increasing
Operational
Efficiencies and
Strengthening the
Success Rate for
Families Seeking
Housing

2018

Boys and Girls Club
Year-Round
Partnership with
Atascadero Unified
School District

2019

TBA...

financials

Below is a snapshot of our 2018 unaudited year-end financial status.

AS OF DECEMBER 2018	
Total Assets	\$1,190,507
Total Revenue	\$815,637 [^]
Total Expenses	\$443,922
Net Income	\$371,715

* 100% of Community Giving (Non-Executive Board) goes directly towards project giving, unless otherwise specified for the endowment fund.

** Community Giving Expenses shown do 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.

COMMUNITY GIVING FUND

100% goes directly into projects

2018 Revenue	\$253,365*
2018 Expenses	\$248,433**

EXECUTIVE BOARD FUND

Covers 100% of overhead and operational expenses

2018 Revenue	\$264,607
2018 Expenses	\$195,487

ENDOWMENT FUND (NEW!)

Established to ensure must! exists for generations to come

2018 Revenue	\$296,000
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donor gratitude

THE FOLLOWING IS A LIST OF OUR 2018 DONORS

15C Degrees Wine Shop and Bar
Adelaida Cellars Inc.
Adelaide Inn
All About Events
Allrich, Ted
American General Media
Ancient Peaks Winery
Andre, Morris, and Buttery
Aronson, Spencer and Margaret
Azari, Darius
Azari, Marc
Babcock, Kimberly
Bagby Real Estate, Inc.
Baker Wine and Grape Analysis
Bays, Richard
Bayzick, Joseph and Nancy
Beckett, Josh
Bell, Timothy and Michelle
Benedict, Lawrence
Biaggini, Jonni
Bickel, Michael and Lori
Bidgoli, Bonnie
Booker Vineyards
Boorman, Laura
Browne, Matt and Annie
Bryndson, Matt and Alison
Budd, Jennifer
Buona Tavola
Buttery, James
Buys, William and Erin
Caliza Winery
Carolyn S. Kruse Foundation
Carscaden, Jeff and Peggy
Cass Winery
Changala, Jean and Heidi
Cheshire, Michelle
Children's House Montessori School
Circle B Vineyard and Cellars
Clever Concepts
Compli
Conger Concepts
Cooperages 1912
Coplen, Sarah
Cormany, Kyle
Cotta, Mark and Michele
Cuevas Vineyards
Dadabhoy, Imtiaz
Davis, Dr. John and Dr. Lisa
De Ballard, Isabel
De Jong, Caralyn
del Pacifico Accounting Services, Inc.
Deiro, Mark
Denissen, William and Teresa
Derby Wine Estates
Desparada Wines LLC
Dewit, Michael
DiFrancesco, Vicki
Diehl and Rodewald
Digital West
Downer, John

Dunn, Meghan
Dusi Trucking and Warehouse
E.B. Wakeman Company
El Corco Investments
El Pomar Vineyards
Elmerick, Scott and Kellee
Emery-Drayton, Andrea
Encore Glass
Epoch Estate Wines
ETS Laboratories
Etto Pastificio/Giornata Winery
Farm Credit West
Farm Supply Co.
Fiorentini, Emanuele and Jordan
Fiske, Richard
Fontana, David
Four Lanterns Winery
From, Russell and Vailia
Garrett, Todd and Diane
Gatto, Andrew and Susan
General Store Paso Robles
Genoa
Gentry, Jeremy
Gill, Margaret
Glenn Burdette
Glick, Sharon
Good Citizens
Goyette, Barry
Grant, Bill
Graves, Koene
Gray, Linda
Gray, Randy and Becky
Halter Ranch Vineyard
Hammers, Mindy
Hamilton, Harry
Hamilton, Harry and Jessica
Hilbert, Anne
Holley, Theodore and Ann
Home and Ranch Sotheby's Int'l Realty
Hope, Chuck and Marlyn
Hope Family Wines
Hope, Thomas
Hostetter, John
Hutton, Don and Cathy
Il Cortile Ristorante
J Dusi Wines
J and M Land Restoration, Inc.
J. Lohr Vineyards and Wines
Jack Creek Cellars
Jade Architecture
JB Dewar
James, Toby
JUSTIN Winery
Kensinger, Timothy
Kim, Donald
Kisenwether, Cathy
Kisenwether, James and Edna
Kishiyama, Art and Lynn
Koepke, Ruth
Kyle Beal Wommack Consulting

IN MEMORY OF

We lost the following individuals whose legacy will continue through must! charities project giving.
Abigail Hoates, John Roberts, Vermele Sporleder

Krauss, Albert and Jodi
Kruse, Doug and Sabrina
L' Aventure Winery
La Cosecha
Law, Don and Susie
Law Estate Wines
Left Coast Wine Packaging
Leonard, Ann
Lerno Construction
Leveille, Brian and Sheri
Leveille, Paul
Lewis, John and Wendy
Lewis, Lisa
Lewis, Wyatt and Mailee
Lim, John
Linne Calodo
Lloyd, Dan
Macomber, SK
Magda, Allyson
McAbee, Stephen and Susan
Mikelonis, Barbara
Miller, Will and Deb
Moonsprings Vineyard
Morrill, Jessica
Morris and Garritano
Mount, Jeff and Allison
Nazaretian, Linda
Ng, Leslie
Niner Wine Estates
Nino's Grill
Norcast
On Bar
Ordonez, Marco
Orlando, Salvatore and Dorothy
Pacific Premier Bank, Inc.
Parrish Family Vineyard
Pecot, Jared
Pedigo, Jean and Jeff
Pickering, Jacob and Jessie
Pierce, Eric
Pierce, Gayle
Potwin, Lincoln
Rabobank
Rawitser, Mike
Ray, Cecily
Redd, Jason and Cinnamon
Remax Parkside Real Estate
Rice, James
Rossi, Robin
Rush, Berle and Patricia
S2 Consulting, Vineyards and Wine
Salon Roux
Santa Lucia School
Sargen, James
Savant Productions Inc.
Saxum
Scott Laboratories
Scout Rentals
Secchiarioli, Tracy and Rich
Semmes, Turko and BJ

SH Squared Cares
Shoreline Awning and Patio, Inc
Simas, Brian
Smith, Heather and Justin
Smith, Pebble and Terry
Smyth, Larry
Solterra Strategies LLC
Starr, Judith
Stelloh, Ren and Toni
Stuck, Skylar
Swank, Donald and Ruth
Switzer, Paul and Janis
Tablas Creek Vineyard
Taylor, Barry
Taylor, Travis and Victoria
Templeton Women's Charitable Club
Terrace Hill Olive Oil Company
TH Estate Wines
Thacher Winery
The Sign Place
Thomas, Roy
Thompson, Tom
Thompson Trading Co.
Torrin Vineyard
Toma, Leslie and Yvonne
Toole, James and Deborah
Tres Hermanas Trust
Tynes, Harold and Margaret
Ueberroth Family Foundation
Umpqua Bank
Uncorked Wine Tours
Valley Pacific Petroleum Services
Vamos, Richard
Van Buren, Peter
Venteux Vineyards
Vineyard Industry Products
Vineyard Professional Services
Vintegrate Winery Software
Vosseller, William
Walkup, Chuck and Pat
Wang, Wei Fang
Waska, James and Karen
Waylett, Lindsay
Webster, John and Yvonne
Wells, Jim and Judy
Wilemski, Michael
Willson, David and Sonia
Wilson, Alexander and Laura
Winkler, Paul and Katie
Witmer, Donald and Elaine
Witt-Gilbride, Tricia
Wonderful Giving
Woods, Robert
Wyss Charitable Endowment
Yamada, Lloyd
Zoller, Signe

**A complete list of honorary patrons can be found on our website*

jayden

must! began this journey knowing we wanted to positively impact lives and give hope to those in need. At the time, we didn't know the lives we would help impact. Data showed the need to provide more safe after-school programs for kids in our community. In 2012 we made a multi-year investment expanding the Boys and Girls Club in order to serve more kids in need. Kids like Jayden. At eleven years old, The Boys and Girls Club is helping him navigate challenges.

When Jayden started at the Boys and Girls Club, he was often misbehaving and distracting others. At the Club, staff was very in-tune to this, and reached out to his family. Jayden's life had recently turned upside down. He lived mostly with his mom and only recently moved in with his dad. That resulted in a change of houses, change of schools, and according to his dad he "no longer had a mom." All these life changes were hard for Jayden. How can we expect an eleven year old to communicate that to us?

When a child's family life is unstable, it is a big deal — a VERY big deal — that often ends up manifesting in negative outbursts and misbehavior. In fact, most kids these days are not misbehaving because they want to. It usually stems from something else going on in their lives. The more we learn about the effects of trauma on our youth, the more we understand.


The Club embraced Jayden and implemented coping strategies that kept him safe. They also increased his mentor time which made him feel more secure. The results: Jayden feels safe at the Club, and has grown leaps and bounds. This is just one life positively impacted from your investment in must! charities.

**based on a true story, identifying factors have been changed to protect the family's privacy.*






must!

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