

“WE MADE A  
DIFFERENCE”

## FROM THE TEAM

In 2021, we felt it all – growth, change, resilience, looming obstacles, booming success but most of all *hope*.

That hope turned into a canvas to *dream*.

We created opportunities for organizations and their people to dream big to build a stronger community. With your help, we invested over \$900,000 and committed another \$353,000 directly into four organizations spanning seven projects.

## IN ONE YEAR, THAT IS \$1.25M INVESTED

What does this mean? Thousands of individuals will remain housed and their bills paid, children will be mentored, equity gaps in education decreased, hundreds of people will be fed and clothed, and accessibility to social support services increased.

## ALL THIS BECAUSE OF YOU...

~ *Becky, Kyle & Kacie*



Becky Gray  
Executive Director



Kyle Flaherty  
Brand Warrior, Communications + Events



Kacie Pechota  
Office Ninja

TWENTY-TWENTY ONE  
**COMMUNITY**  
**GIVING PROJECTS**  
CREATING LASTING SOLUTIONS

# CAMINO SCHOLARS

AT ROLLING HILLS APARTMENTS

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*Working to increase math and literacy with People's Self-Help Housing.*

Camino Scholars is a site-based learning program and the first site of its kind in Templeton that supports educational growth and enrichment for low-income families. Consisting of cohorts with 20:1 student mentor-educator ratio, the mentor-educator works with the student, the family and the school to bridge the gap between the three.

## MEET ALI

Ali is in 1st grade and because of the pandemic had not been in a classroom before. Her parents tried, but juggling multiple work schedules and Ali at home in virtual kindergarten was too much and they were overwhelmed. Ali came to the program below grade level in math and reading. Camino Scholars provided daily learning opportunities for her, helping with homework, and ultimately bringing her to grade level.

*Photos and names have been changed to protect confidentiality.*



SCAN TO LEARN MORE  
ABOUT OUR PROJECTS





# COVID COMMUNITY RESPONSE PROJECT

*Keeping people housed with financial and social support  
thru El Camino Homeless Organization.*

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The COVID Community Response Project directly impacted people in our community affected by the pandemic. Together we helped families pay bills and rent, purchase groceries, find new job opportunities, and worked to keep them on track – and in their homes. The goal of the COVID Community Response Project was to keep families housed.

## **MEET JEFF**

Jeff's wife contracted COVID while pregnant and had to leave work indefinitely. After a series of complications, she delivered months earlier than expected.

Thankfully, their baby is healthy and thriving, but those first few months were spent in NICU. Jeff got behind on bills and struggled to catch up. Case managers provided assistance with utility bills to keep Jeff's family housed and moving forward.

*Photos and names have been changed to protect confidentiality.*

# EXPANSION OF THE BOYS & GIRLS CLUB

*Expansion of the Boys and Girls Club in rural Shandon and Creston and opening of a state-of-the-art new clubhouse in Paso Robles*

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The club provides character and leadership development, education and career development, the arts, health and life skills, sports, fitness, and recreation programming.

In Shandon and Creston, the Club fills a much needed gap by establishing onsite programs, the only after school program at both schools.

## MEET DANIEL

Daniel comes from a single parent household who loves being in kindergarten. But his mother's employer recently told her she could no longer leave in the middle of the day to pick him up from school. She had a difficult choice to make; thankfully, she only had to find a temporary solution because the Boys and Girls Club recently opened in Creston. Now that it is open, Daniel has a safe place to go after school to get help on homework, play with friends and learn life skills.

*Photos and names have been changed to protect confidentiality.*





# PASO PURPOSE

EMPOWER PEOPLE. CREATE CHANGE.

*People from all over the country came together at our party with a PURPOSE with a shared passion to give back.*

ONE NIGHT RAISED:

# \$1,300,000

PURPOSE raised enough money to open doors on a new \$3.2M state-of-the-art Boys & Girls Club in Paso Robles. Not only were we able to raise funds for that project, but we were also able to launch a Boys & Girls Club in Creston.

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THE SUCCESS OF PURPOSE WAS  
POSSIBLE BECAUSE OF YOU.



# 2021 FINANCIALS

## ANNUAL REVENUE

**\$2.5M**

2021 Annual Consolidated Revenue

## OPERATING EXPENSES

**\$630K**

(includes event  
operating costs)

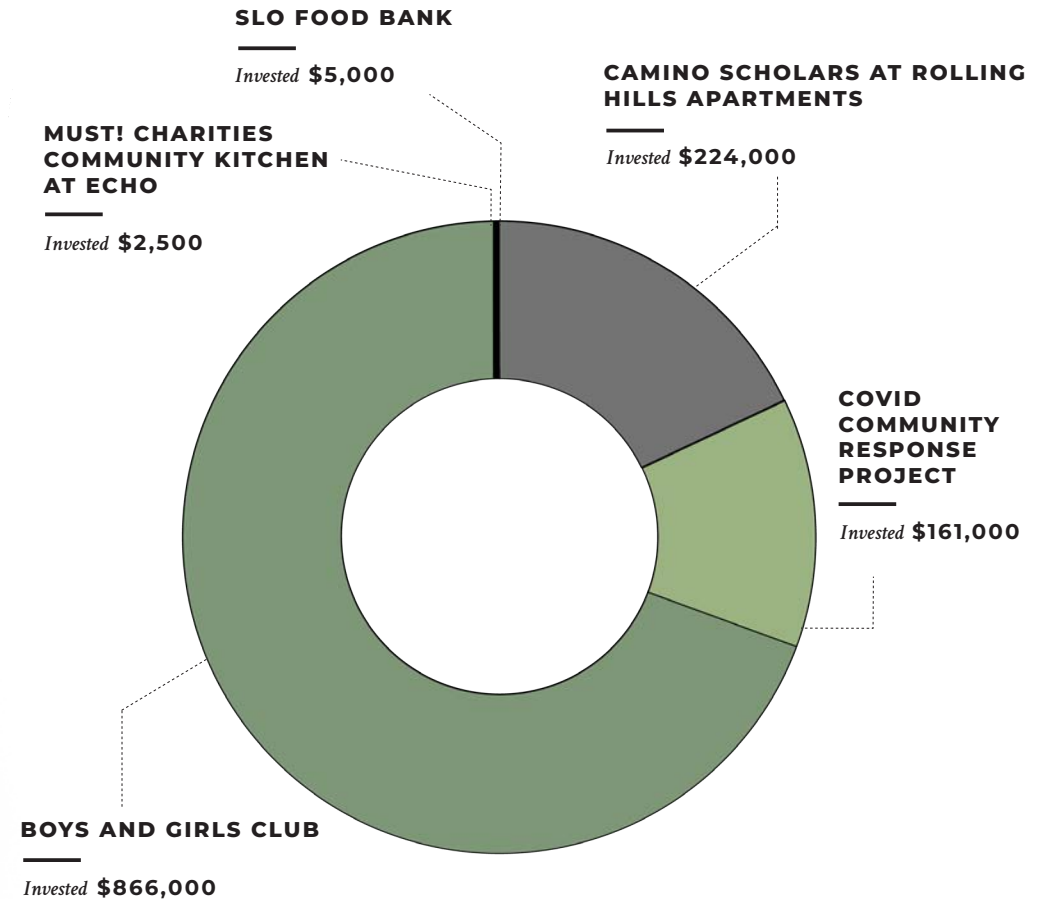
## NET ASSETS

2021: **\$2.7M\***

2020: **\$1.7M**

*\*Includes Endowment with a \$574K  
market value and an appraised  
property donation of \$560K*

# COMMITTED \$1.25M TO COMMUNITY PROJECTS



*In 2021, we invested \$905,000 in community projects and committed an additional \$353,000 (\$604K available for new projects). Scan code to see more financials.*

LEADING US IN OUR 10<sup>TH</sup> YEAR

# EXECUTIVE BOARD OF DIRECTORS



**Jenny Barton**  
Barton Family Wines



**Mike Bickel**  
RPS Holdings



**Paloma Bilson**  
Dilecta Wines



**Greg Gregory**  
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**Andy Niner**  
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**Stephen Silva**  
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## COLLABORATIVE CONTRIBUTORS, CONNECTOR'S CIRCLE + ENDOWMENT COMMITTEE

**Jacob Allred**, SCADA

**Josh Beckett**, Peachy Canyon Wine + Thibido Winery

**Justin Bell**, Premier Valley Bank

**Lori Bickel**, Community Member

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**Cindy Scott**, Retired CPA

**Heather Smith**, Saxum Vineyards

**Morgan Voss**, JB Dewar

**Don Witmer**, Retired CPA



# TODAYS CHANGEMAKERS YOUTH BOARD

*Local high school students making a positive difference through collaboration and dedication to learning about social needs, organizations serving those needs, and their responsibility to make a difference in their community.*



In 2021, the Must! Charities Youth Board researched the leading social issues facing the region and identified organizations addressing those issues. After exhaustive research, the Youth Board voted to donate \$5,000 to the SLO Food Bank, where every dollar provides seven meals to those in need.

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*“Few programs are as inspiring and engaging as Must! Charities’ Youth Board. Through this program, Must! is capturing and developing the hearts and minds of our future generation of compassionate leaders.”*

~ Garret Olson, CEO  
of SLO Food Bank

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*Want to learn more?  
Please email  
[kacie@mustcharities.org](mailto:kacie@mustcharities.org)*

## OUR PARTNERS

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 Epperson & Associates  
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 ETS Laboratories  
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 Ozminda, Joe & Tracey  
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 Parker-Garcia, Coby  
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 Patterson, Brian & Petra  
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 Pecot, Jared & Brooks  
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 Shah, Ash & Niroupa  
 Sherwin, Stan & Mary  
 Shofner, Sam  
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 Silva, Caroline  
 Silveira, Jaime & Jared  
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 Sky River RV  
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 Smith, Pebble & Terry  
 Smith, Robbie & Jennie Doherty  
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 Thomas Hill Organics  
 Thomas, Betty  
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 Three Speckled Hens  
 Tibbles, Maria  
 Toma, Leslie & Yvonne  
 Tonnellerie O  
 Torrini Vineyards  
 Truchard, John  
 Trumpet Vine Catering  
 Turley Family Fund  
 Ueberroth Family Foundation  
 Ultima Tulie  
 Uncorked Wine Tours  
 Upscale Resale  
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 Ventura, Michelle  
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Vest, Jason  
 Vice Versa Wine  
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 Villicana, Alex & Monica  
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 Zappas, Mike & Peggy  
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In Memory Of Abigail Hoats  
 In Memory Of Annette Cassidy  
 In Memory Of Bibiche Peck  
 In Memory of Celeste English  
 In Memory of Diane McKinley  
 In Memory of Dollie Duval  
 In Memory of Gene Kaula  
 In Memory of Jack Oliver  
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 In Memory Of Joseph "Jack" Morales  
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 In Memory of Stan Trom  
 In Memory of Ted Burgess  
 In Memory of Vermelle Sporleder  
 In Memory of Warren Shelton

Printed as of June 2022



Scan code to see current partner list.



## WE BUILD A STRONGER COMMUNITY

*through an investment-minded approach. Together, we make investments that address the most critical needs in the community, from youth mentorship to poverty to hunger.*

## 100% OF WHAT YOU GIVE

*goes directly to the projects thanks to our generous executive board and a handful of friends who cover all of our operating costs.*

## WE LEVERAGE DOLLARS

*from community members like yourself to invest BIG in local organizations.*

## WE CAN DO MORE

*with your help. For as little as a dollar a day, you can transform lives and bring about real change.*

## DONATE NOW



**must!**  
charities.

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+1.805.226.5788

P.O. BOX 1540 TEMPLETON, CA 93465

