



2022
IMPACT REPORT

must!
charities●



Becky Gray
Executive Director

Megan Leishman
Executive Assistant

Erika Martin
Donor Relations Manager

Randy Gray
Community Projects Manager

WE WORK FOR YOU!

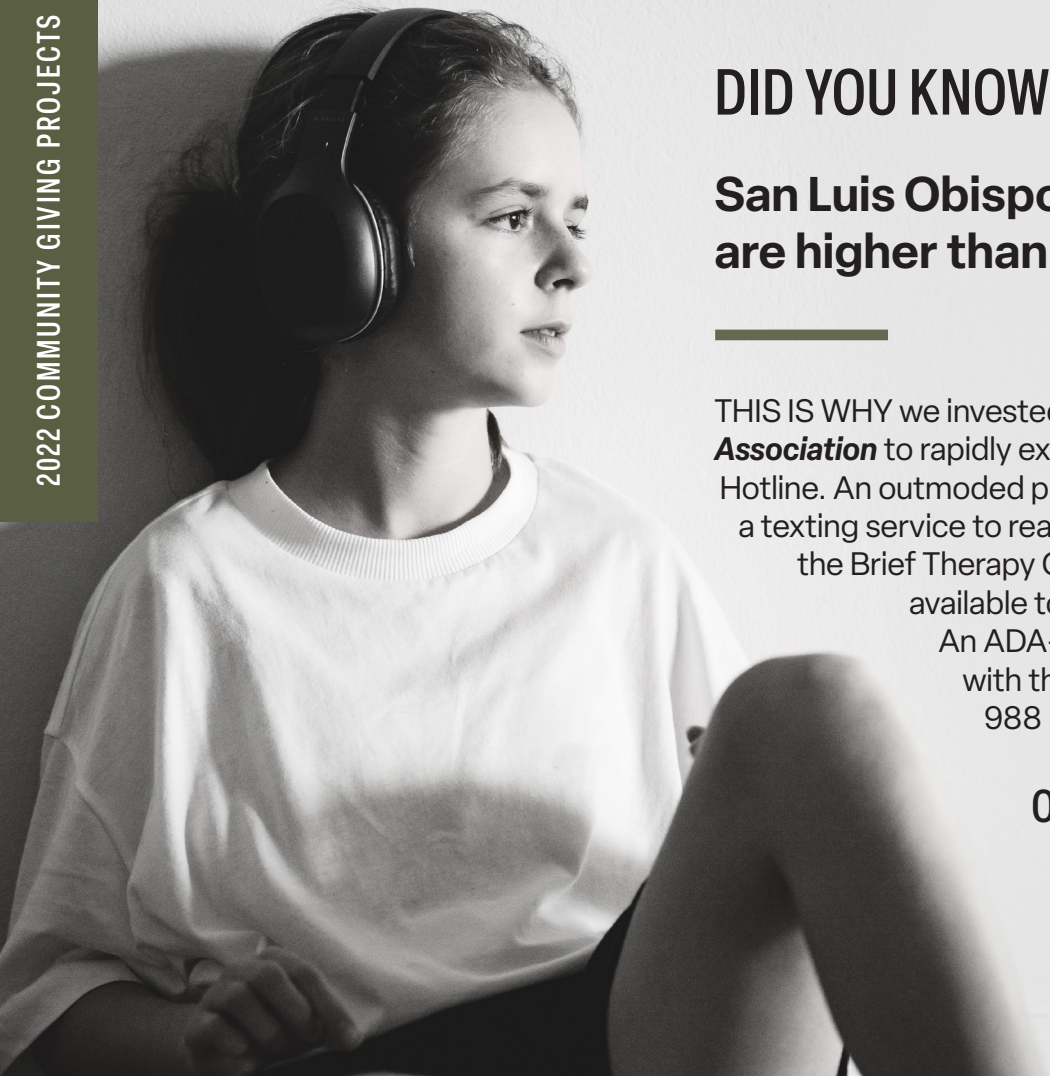
In 2022 we celebrated our tenth anniversary! Over the past ten years, you collectively invested millions of dollars, and we strategically invested those directly back into our community.

We have seen nonprofit organizations on the brink of closing their doors to a complete turn-around transformation. We walked alongside nonprofits struggling with uncertainty and growing pains helping them navigate difficult seasons. We invested in strategic planning and watched nonprofits successfully execute their plan. We helped organizations dream and turn those dreams into reality. These investments are not only helping our nonprofit sector thrive, but they are also investments that foster positive community-minded outcomes, and we are all better off because of it. ***We are all better off because of YOU!***

Thank you for entrusting us with your giving dollars. Cheers to 2022 and what is already transpiring in 2023!

Team Must!

Becky, Megan, Erika and Randy



DID YOU KNOW...

San Luis Obispo County suicide rates are higher than the national average?

THIS IS WHY we invested in **Transitions Mental Health Association** to rapidly expand their 24/7 crisis and suicide Hotline. An outmoded phone system was updated to include a texting service to reach young adults, and maintaining the Brief Therapy Clinic program ensures therapists are available to support the needs in our community. An ADA-compliant headquarters was acquired with the goal of becoming a member of the 988 National Lifeline.

**OVERALL PROJECT INVESTMENT:
\$556,300**

DID YOU KNOW...

Up to 80% of first-generation college students do not graduate nor complete their degrees?

THIS IS WHY we invested in the **Vineyard Team's Juan Nevarez Memorial Scholarship** to support first-generation students of vineyard and winery working families. First-generation students face more obstacles and psychological challenges than their peers. Because of this, we created a multi-year financial support opportunity and invested in hiring a scholarship administrator to support and guide their educational pursuits.

**OVERALL PROJECT INVESTMENT:
\$1.3M and growing!**





DID YOU KNOW...

Over 90% of students who attend the Camino Scholars Program improve their reading proficiency by two grade levels during a school year?

THIS IS WHY we invested in **People's Self-Help Housing Organization** to expand & support their Camino Scholars' site-based learning program at the Templeton Rolling Hills Apartment Complex. What we learned along the way is that every housing complex is unique with varying needs. While this site no longer operates, the program continues to flourish at the two Paso Robles housing complexes.

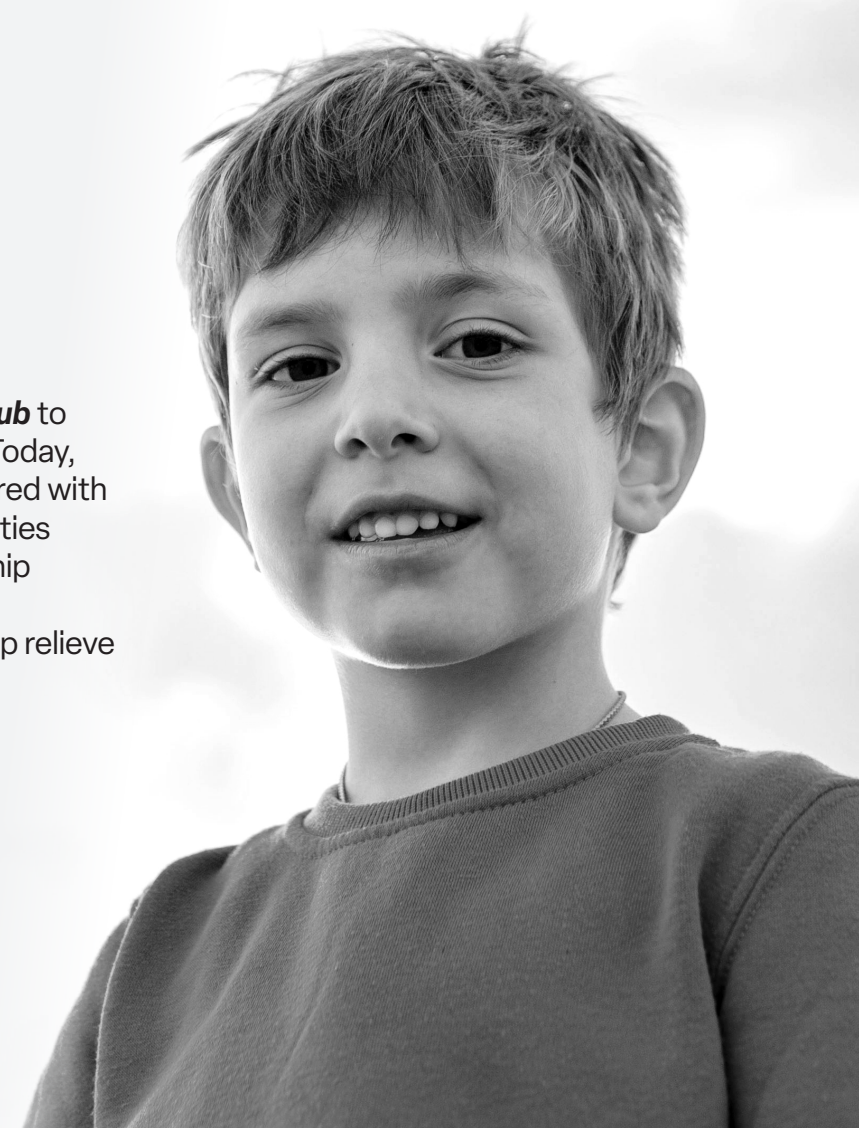
OVERALL PROJECT INVESTMENT:
\$251,947

DID YOU KNOW...

That just two years ago, there was no afterschool programming in Creston?

THIS IS WHY we invested in the **Boys and Girls Club** to launch the first afterschool program in Creston. Today, 78% of Creston Elementary Students are registered with the Club which ensures children in rural communities have access to enriched education and mentorship experiences. This provides families with safe and meaningful after school care opportunities to help relieve stress and hardships that working parents feel.

OVERALL PROJECT INVESTMENT:
\$284,000



2022
FINANCIALS
UN-AUDITED

ANNUAL REVENUE

\$3.1M
2022 Annual Consolidated Revenue

ANNUAL EXPENSES

\$921K

Operating Overhead Expenses: **\$446K**

Fundraising Event Expenses: **\$475K**
(Events includes: PURPOSE, Donor Appreciation BBQ, Vision and Golf Tournament)

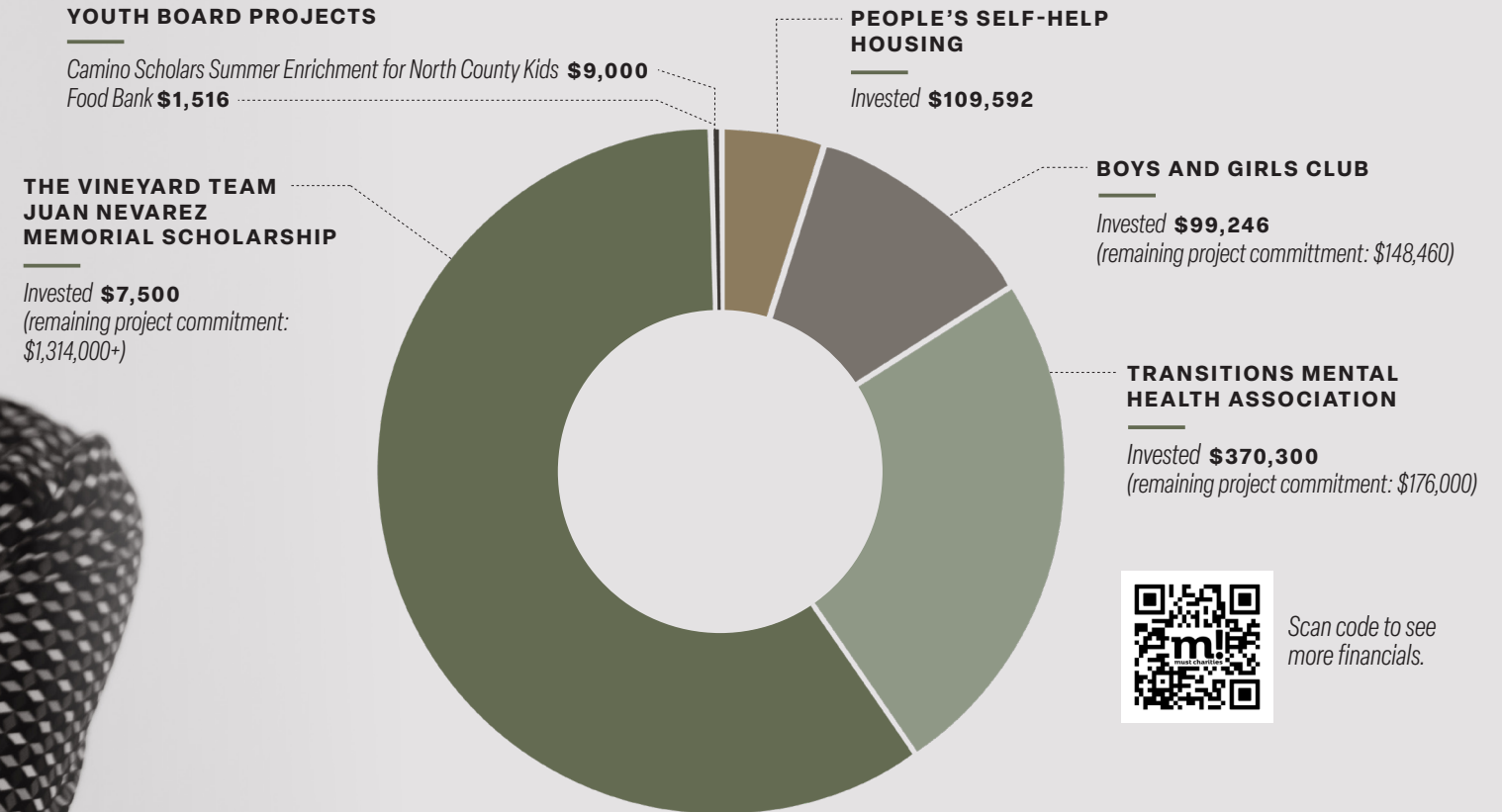
NET ASSETS

2021: **\$2.7M**
2022: **\$4.2M**
(includes endowment with an \$870k market value)



COMMITTED \$2.2M TO COMMUNITY PROJECTS

2022: \$599k cash invested + \$1.6M to be paid out over time



Scan code to see more financials.

2022

EXECUTIVE BOARD OF DIRECTORS



JENNY BARTON
Barton Family Wines



MIKE BICKEL
RPS Holdings



PALOMA BILSON
Dilecta Wines



GREG GREGORY
Silicon Valley Bank



KELLI LAW
Law Estate Wines



ANDY NINER
Niner Wine Estates



ROB OSTERBAUER
Rabo AgriFinance



STEPHEN SILVA
EB Wakeman



JUSTIN SMITH
Saxum Vineyards

2022

PARTNER CIRCLES

COLLABORATIVE CONTRIBUTORS,
CONNECTORS + INVESTMENTS

- Jacob Allred**, SCADA
- Josh Beckett**, Peachy Canyon Wine + Thibido Winery
- Justin Bell**, Premier Valley Bank
- Lori Bickel**, Community Member
- Anthony Bozzano**, Bozzano and Company
- Cara Crye**, Farm Supply Company
- Nancy Fiske**, Community Member
- Billy Grant**, McPrice Myers & J Dusi Wines
- Viquel Hawley**, Torrin Wine
- Katie Hayward**, Uncorked Wine Tours
- Tim Kensinger**, AgWest Farm Credit
- Sabrina Kruse**, Kruse Ventures
- Doug Kruse**, Kruse Ventures
- Courtney McKeever**, Whitney, Thompson + Jeffcoach, LLP
- Tyler Russell**, Community Member
- Cindy Scott**, Retired CPA
- Heather Smith**, Saxum Vineyards
- Morgan Voss**, JB Dewar
- Don Witmer**, Retired CPA

YOUTH BOARD

YOUNG PEOPLE TRANSFORMING LIVES

The Must! Charities Youth Board challenges young philanthropists to leverage their ideas, energy, and enthusiasm for community and raise money for projects researched by them, chosen by them, and like all things teenager - inspired by THEM!

Each school year, the Must! Youth Board volunteers, vets, and invests their time and talents across various nonprofits in SLO County. Then, the board, comprised of high school students, is tasked with identifying needs within the nonprofits they serve. As a group, they collaborate and coordinate their peer-to-peer fundraising campaign and invest funds strategically to impact lives.



2022 PARTNERS

805 Photo Booth
Adelaida Cellars
Adinolfi, Lee
AgWest Farm Credit
Alexander, Patricia
All About Events
Allred, Jacob
Allrich, Ted and Darcel Phillips
Alta Colina
Amale Oak Importers
American General Media
Amplify Marketing Inc
Amy and Jaime's Place
Ancient Peaks Winery
Anzaldo, Andy and Rochelle
Apex Technical Sales
Arine, Damian and Sara
Armstrong, Jennifer
Armstrong, Jenn
Ashkin, Debbie and Peter
Asplund, Debbie
Asseo, Chloe
Asseo, Beatrice
Austin, Greta
BairesDev LLC
Baker, Russell and Amy
Baker Wine & Grape Analysis
Ballo, Robert
Banda, Brittany
Bank of Marin
Bank of the Sierra
Barrett, James and Jill
Barton Family Wines
Baum, Gail
Beck, Travis
Beck, Kim
Becker, Chris and Jennifer
Beckett, Gibsey and Josh
Bennett, Christina
Benom
Biaggini, Jonni
Biagi, Tony
Bickel, Michael and Lori
Bilson, Paloma
Birmingham, Sophie
Blake, Carol
Bloch, Debbie
Blueprinter
Boneso, John and Jocelyn

Booker Vineyards
Borger, Erin
Boss Bonelli's
Boulanger, Dawn and Scott
Bozzano and Company
Braico, Claire and Kevin
Bray, Janene
Breakaway Tours Wine and Events
Breton, Patrice
Broken Earth Winery
Brynilsdon, Matt and Alison
Buys, William and Erin
Cadus
Calabrese, Christina
Caliza Winery
Cantrell, Amy
Carey, Jane
Carolyn Kruse Foundation
Carpenter, Ellen
Carroll, Vicki and Howard
Carscaden, Pegggi and Jeff
Castoro Cellars
Chalekson, Rocco
Chavez, Melissa
Chavez, Jaime
Cheda, Luanne
Chisholm, Mary Alice
Chouinard, Joseph and Denise
Christensen, Soren and Sierra
Christensen, Chuck
Christian, Jan
Ciento Cellars
Cipco Inc Vineyard Operations
Clos Solene
Cocco, Elizabeth
Cohen, Steven and Jayne
Conklin, Mike and Natasha
Constellation Brands
Conway, Janet
Cooperages 1912
Corbett, Brian and Melinda
Corcoran, Crystal
Cormany, Kyle
Il Cortile
Corvese, Rebecca
Corvus Wealth - Templeton
La Cosecha
Cowan, Judith
Crazy Woman Cellars
Cunningham Law Group
Davis, Lynn
Daylight Home and Garden
De Lima E Silva, Caroline
Deegan, Matt
Dellegana, Teresa

Denner Vineyards
Derby Wine Estates
Derbyshire Farms
DeRosso, Tonia
Desparada Wines
Diamond West Farming
DiBiasi, Jim and Kathy
Dicker, Jeremy
Diehl & Rodewald
Diel, Doris
Dilecta Wine
Dilley, Kerith
DiMurro, Helen and Rob
Dobberpuhl, Amanda
Doherty, Jennifer
Donahoe, Dana
Donati Family Vineyard
Dougherty, John
Dudley, Corey
Dunn, Mark
Dunn, Sally
Dunn, Meghan and Jason Haas
Dusi, Delaney
Dusi, Janell
DWS Vineyard
E.B. Wakeman Company
Eden House at Carriage Vineyards
Edney, Amy
Edwards, Jean and Lawrence
Edwards, James
Edwards, Susan
Elfrink, Terry
Elliott, Nick
Ellis, Diane and James
Enartis
Encor Glass
English, Angela
Enoch, Stacy
Epoch Wine Estates
Herman Story Wines
Hermann, Pamela
Herrera, Jimmy and Anna Beth
Herzog, Carolyn
Hewitt, Stephen and Martha
Hildenbrand, Heather
Hill, Robert and Joan
Holley, Ann and Theodore
Hope, Chuck and Marlyn
Hope Family Wines
Hornbuckle, Christy
Hotaling, V.C.
Hubba Wines
Hunt, Jacqueline
Hutton, Stacy
In Bloom

Francois Freres
French, Amber
Fulldraw Winery
Fuller, Susi
Garcia, Rob
Gatley, Steven
General Store Paso Robles
Gianna Gallo Merkel
Gibbs, Bill and Debbie
Glensk, Mark and Jennifer
Glenn Burdette
Goode, Rona
Goree, Emily
Gorham, Katherine
Goyette, Barry
Grant, Bill
Grapevine Capital Partners
Graves, Elizabeth and Anthony
Graves, Koene
Gray, Rebecca and Randy
Gray, Lynn and O'Neal
Great-Grandma O
Gregory, Greg
Griffiths, Susi
Grossman, Tari, Cody and Bob
Haas, Barbara
Hahn, Ronald
Haliotide
Hall Winery
Halter Ranch
Hanchett, Kelly and Michael
Hansen, Alysa
Hanson, Robert
Haute Sugar Co.
Hawks Hill Ranch Winery
Hawley, Viquel and Scott
Heart to Heart Real Estate, Inc
Heffron, Bill
Henson, Kaylyn and Robert
Herman Story Wines
Hermann, Pamela
Herrera, Jimmy and Anna Beth
Herzog, Carolyn
Hewitt, Stephen and Martha
Hildenbrand, Heather
Hill, Robert and Joan
Holley, Ann and Theodore
Hope, Chuck and Marlyn
Hope Family Wines
Hornbuckle, Christy
Hotaling, V.C.
Hubba Wines
Hunt, Jacqueline
Hutton, Stacy
In Bloom

Conviva Inc
ITEK WINE
J Dusi Wines
J. Lohr Vineyard & Wines
Jack Creek Cellars
Jacob Toft
JaM Cellars, Inc
JB Dewar
JD2 Enterprises LLC
Jenks, Alexandra
Jensen, Lisa and Eric
Jensen, Christopher
Jensen, Kathy
Jensen, Clarence
Jensen, Jake
Johnston, Lori
Just Us Event Consulting
Justin Winery
Kaiser, Mary
Kandarian, Jeff
Kee, Lisa
Kepplinger Wines
Khan, Zarmeena
Kirk, David and Caroline
Klasen, Terri
Kline, Shayne and Beth
Klippenstein, Tom and Selina
Knowlton, Terri
Koscheka, Trish
Kramer Events
Kraus, Lisa and Peter
Kritzer, Cydney
Kritzer, Svetlana
Kritzer, Alex, Armie and Matt
Krueger, Max
Kruse, Doug and Sabrina
Kuyper, Kit and Jennifer
La Perdignus Wines
LaDuque, Scarlett
Lady of the Sunshine
Lanes, Jill and Dennis
Lapp, Robert
Larrabee, Lauren
L'Aventure Winery
Law, Don and Susie
Law Wine Estates
Le Petites Canailles
Lebber's Pizza
Ledge Vineyards
Leduc, Rebecca and Bastien
Lee, Gary and Lois
Left Coast Wine Packaging
Lepp, Amy
Lersey Consulting
Levin, Murray

Levo Wine
Lewis, Lisa J
Lewis, Scott and Paula
Linne Calodo
LISA MIA, Inc
Liu, Charles
Loeb, Lynn
Lonberg, Nils and Nila
Lone Madrone
Lowe, Jean
Lumina Wine
LXV Wine
M. A. Silva
Macon, David
Maggelet, Sarah
Malloy, Heather
Martin, Gloria
Martin, Noreen
Martin, Erika
Marzullo, Tony
Mascall, Bob and Susan
Matthew, Crystal
Maxwell, Jeff
Maxwell, Genevieve
McCoy, Sheehan
McKiernan, Kristen and Chris
McPartland, Vicki
McPrice Myers
MCV
Melton, Susanne
Mercado, Juan
Meyer, Kurt
Michael and Cindy Burch Trust
Miller, Bill
Miller, Ashlee
Miller, Mary
Minshull, Terry
Mittal, Neeta
Moore, Amanda
Moroney, Jim and Barbara
Morris & Garritano Insurance
Morrow, Courtney
Mount, Allison and Jeff
Mueller, Caitlin
Nenow Family Wine
Nicholson, Cynthia
Niner Wine Estates
Nixt, Jeanne
Northrop Grumman Charity
Custodial Account
O'Connor, Carson
ONX Wines
Orradre, Laura
Ortiz, Cece
O'Sullivan, James

Otsuji, Marvin
Ozmina, Joe and Tracey
Pacific Computer Supply
Pacific Premier Bank - Paso Robles
Branch
Padilla, Roxanne
Pair With
Paix Sur Terre
Paso Robles Wine Country Alliance
Paso Robles Wine Merchant
Patson, Lisa and Neil Bankston
Patterson, Kyra
Patterson, Brian and Petra
Payne, Christopher and Jeannette Potts
Peachtree Hotel Group and Stonehill
Strategic Capital
Pease, Matt and Leslie
Pechota, Kacie and Joe
Peck, Steve
Peocot, Jared and Brooks
Peschong, Anna
Peterson, Barry
Peterson, Luke
Peterson, Joel
Pier 46 Seafood Company
Pollack, Stephen and Judi
Polynice, Alain
Pontius, Chris and Steve
Pritt, Brian and Christine
Pugh, Beverly and Bob
Rangeland
Rangela
Redd, Cinnamon
Region
Remax
Remax Parkside Real Estate
Repetto, Joe and Rebecca
Republic National Distributing Company
Shelton, Paige
Richard, Henri and Gay
Ridenour-Meinert, Jim and Linda
Rischitelli, Henry
Robert Vaz Trucking
Roberts, Halle
Robertson, Trey and Tina
Robins, Raymond and Jennifer
Rogue Wine Co
Rotta Winery
Rowan, Michael and Barbara
Kinero Cellars & Royal Nonesuch Farms
Ruiz, Mark
Ruiz, Matthew
Rusco, Jennifer
Ryan, Jacqueline
SAAMBAA LLC

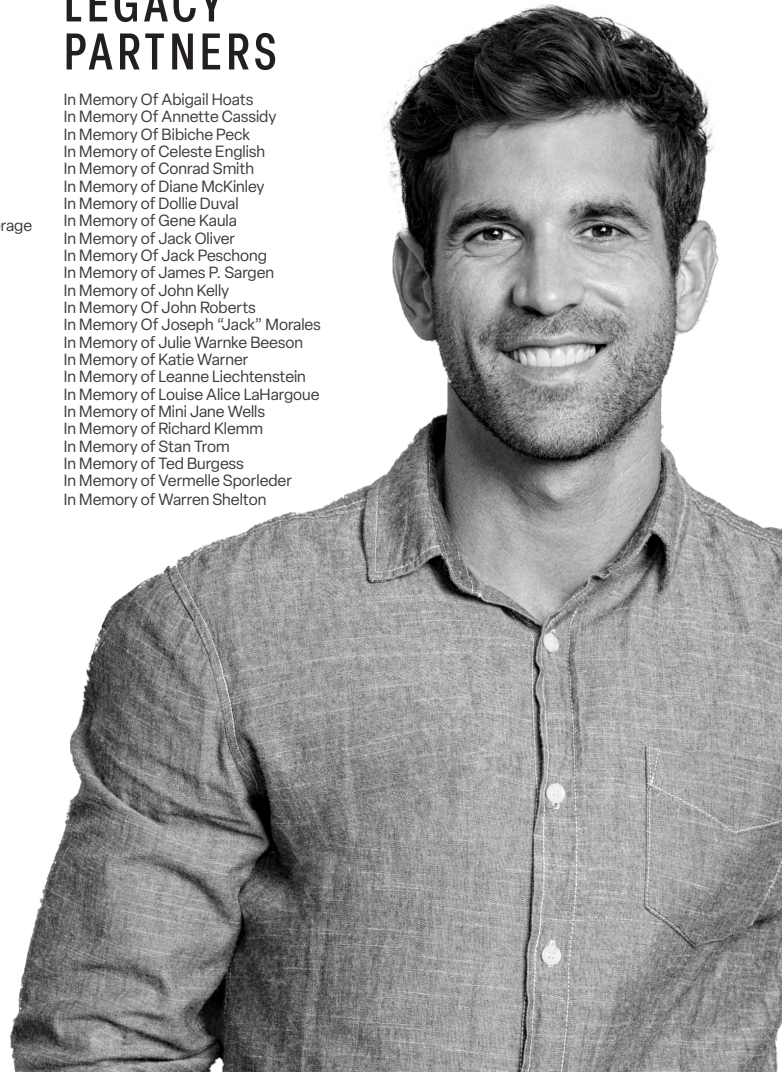
Saberhagen, Bret and Kandace
Salon Roux
Sampson, Joy
Sanders, Kelly
Santa Rita Creek Vineyard
Savant, Daniel and Betsy
Savoldelli, Joan
Saxum Vineyards
Scale Wine
Scar of the Sea
Scott, Zack
Scott, Chris and Margee
Scott, Doug and Cindy
Scott, Nicola
Scout Rental Co.
Seguin Moreau Napa Cooperage
Seven Oxen Estate Wines
Shale Oak Winery
Shannon, Sue
Shaw, Marla and Van
Shelton, Dave and Ellen
Shelton, Kimberlee
Sherwin, Stan and Mary
Siegel, Elliot and Ellie
Silveira, Jaime and Jared
Singleton, Carol
Sixmilebridge Vineyards
Sky River RV
Smith, Chuck and Beth
Smith, Terry and Pebble
Sorrentino, Justin and Brooke
Southern Glazer's Wine & Spirits
Spice of Life
Spiker, Marcy
Spry, Barbara
Squires, Greg
St. Andre, Julia
Starr, Judith
StavIn, Inc.
Steele, Alicia
Stewart, James
Stover, Alyssa
Strong, John and Gina
Stuck, Erin and Skylar
Sugar + Spoon a Handmade Caramel Co.
Sullivan, Amy
Tablas Creek Vineyard
Tackitt, Leon
TAG Ranch
Taylor, Victoria
Taylor, Crystahl and Nick
Teague, Alecia
Templeton Vacation Rentals
TH Wine Estates
Thacher, Michelle and Sherman

Thacher Winery
The Backyard Beer Garden
The Bob and Marie Gallo Foundation
The Niner Foundation
The Sign Place
Wonderful Giving
Thibido Wines
Thompson Trading Co.
Three Speckled Hens
Tibbles, Maria
Toma, Leslie and Yvonne
Tonnellerie
Tonnellerie Leroi and Charlois Cooperage
Tonnellerie Radouz USA, Inc.
Top Winery
Torrin Wines
Tournie, Becky
Turtle Rock Vineyards
Ultima Tulie
Upscale Resale
Valenzuela, Kaylee
Valley Pacific Petroleum Services
Vansteenwyk, Brett and Debbie
Venteux Vineyards
Ventura, Michelle
Veritiv - All American Containers
Villa Creek
Vineyard Professional Real Estate
Vineyard Professional Service
Vinomotion Mobile Bottling
Vogel, Brenda and Rod
Vogler, Elizabeth
Walker, John and Kathy
Warner, DJ
WarRoom Cellars
Wells, Jim and Judy
Werdeger, Maurice and Helen
Western Square Industries
White, Adam and Katie
WineDirect
Winkler, Katie and Paul
Witmer, Don and Elaine
Witt-Gilbride, Tricia
Yamanishi, Alan and Karen
Z Villages
Zappas, Mike and Peggy
Zirion, Myra

LEGACY PARTNERS

In Memory Of Abigail Hoats
In Memory Of Annette Cassidy
In Memory Of Bibiche Peck
In Memory Of Celeste English
In Memory Of Conrad Smith
In Memory Of Diane McKinley
In Memory Of Dollie Duval
In Memory Of Gene Kaula
In Memory Of Jack Oliver
In Memory Of Jack Peschong
In Memory Of James P. Sargen
In Memory Of John Kelly
In Memory Of John Roberts
In Memory Of Joseph "Jack" Morales
In Memory Of Julie Warnke Beeson
In Memory Of Katie Warner
In Memory Of Leanne Liechtenstein
In Memory Of Mini Jane Wells
In Memory Of Richard Klemm
In Memory Of Stan Trom
In Memory Of Ted Burgess
In Memory Of Vermelle Sporleder
In Memory Of Warren Shelton

Scan code to see our 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

mustcharities.org

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