

# must! charities • 100% MODEL

## From the outset, Must! Charities made a bold promise.

100% of donations from the community would be used exclusively to directly fund the projects that we support. This unique stance has been at the core of our mission since the beginning, and is something we remain fully committed to as Must! continues to grow.

## Here's How We Do It

Our overhead is provided by an umbrella of funding sources we call **Must! Roots**.

These funds are kept completely separate from traditional community donations and are used to pay for our operating costs, programs and growth related spending. Here is a breakdown of those funding sources:

### Executive Board Annual Giving

**Our executive board is committed financially to cover our overhead costs through personal giving. As board members leave their posts, most have continued to support our overhead as private donors through Must! Roots.**

### Brand Partnerships

**Some of our partners sponsor events or programs that we run, lowering our operating costs and providing them opportunities for brand recognition. These donors also support programs like our Youth Board, Leadership Alliance, and even help us throw our annual Donor Appreciation Picnic.**

### Investment Earnings

**We utilize industry best practices in managing investment assets. Operating funds and committed donor funds awaiting deployment are invested safely in capital markets with a goal to grow assets, and a portion of those gains are used to fund Must! Roots.**

### The Must! Endowment

**In 2019, a founder and a board member joined forces to create a Quasi Endowment for Must! Since that time, others have invested to ensure Must!'s work would continue in perpetuity. Our goal is to continue to grow the endowment each year. Consider the Must! Endowment in your planned or annual giving, estate planning, or bequest. All funds will support the Must! mission for generations to come.**

### Private Donors

**Donors supporting Must! Roots provide more than just financial support; they're also some of our biggest champions. Their gifts are often multi-year, allowing us to look forward and plan for the future.**

### Program Earnings

**In 2024 we piloted a Leadership Alliance program that supports local nonprofit leaders through group peer support and individual coaching. These leaders pay a nominal "skin in the game" fee, that supports the overall program costs.**

### Purpose Event

**PURPOSE is our biggest annual fundraising event that more than pays for itself in several important ways. 100% of the paddle raise funds support our community projects and a percentage of net proceeds benefit Must! Roots.**

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*Must! Roots is the backbone that allows this organization to continue delivering on it's mission.*

Doug Kruse, Must! Charities Co-Founder

If you would like to become a Community Donor or discuss investment options that support Must! Roots please contact Becky Gray at 805.226.5788 or [becky@mustcharities.org](mailto:becky@mustcharities.org)