

# must!

*charities*

annual report

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2014



## Letter from Executive Director

### **Investing Together for Good**

must! charities began as a small group of friends wanting to make a difference in their own community, and evolved into a 200-plus collaborative, partner effort resulting in strategic, sustainable change. 2013, our first full year of action, gave me the opportunity to meet and work with generous givers and doers in our community. These people, *you*, have invested in a Venture Philanthropy model, a philanthropic concept that is dynamic and cutting edge. Your investments created positive social returns in the lives of many, right here in our home towns.

Your generosity is truly creating exponential change. When people are open to give in a collaborative way, the impact seen is larger than one could imagine. We might never know the intricate details of every life which has been affected, but we will highlight what we do know and share it with you. Thank you for your willingness to look at philanthropy in a different light. Thank you for your willingness to partner with us in something not done before in San Luis Obispo County. The results are changing lives, changing the way nonprofits do business, and changing the community in which we live.

Join us as we share the stories and celebrate your friendship, your partnership, and your generosity!



A stylized, handwritten signature in black ink that reads "Becky". The signature is fluid and cursive, with a long, sweeping tail on the letter 'y'.

Becky Gray  
Executive Director



# Annual Report

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Collaboration,  
Relationships,  
and Strategic  
Sustainable Change



Thank you! ♥







# Mission & Values

## Where it all began...

A small group of friends in the North County of San Luis Obispo started must! charities. They were receiving requests from every direction to donate to worthy causes outside of their own region and became compelled to help their own people. They found large economic engines giving money in all different directions within the county, but the efforts were fragmented. They created a focused organization to help nonprofits work together to create sustainable impact in their community.

## Our Mission: The Solution

must! charities is dedicated to improving quality of life in San Luis Obispo's North County by offering hope, compassion, and resources to those in need. Instead of giving charitable "handouts," must! charities walks alongside other local organizations to create long-term, sustainable transformation within the region.

## 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.

## What We Do

- We support local nonprofits with financial resources, expertise and the leverage of other partnerships.
- We unite community organizations and influencers to communicate and work together towards common goals.
- We focus on root problems, not just symptoms.
- We focus on large gifts for sustainable change.

## What Makes Us Different

- We work with existing nonprofits.
- We make a greater, more focused impact through collaboration.
- We foster relationships through expertise, research, and other resources.
- We empower nonprofits to make strategic, sustainable change.

*“ must! charities is legit - they are the Real Deal. An investment in must! is an investment in San Luis Obispo's North County.*

*-Lori Bickel*

# 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 2013 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.

2013 REVENUES <sup>†</sup>	Non-Executive Board Jan - Dec 13	Executive Board Jan - Dec 13	Totals Combined Jan - Dec 13
Exec. Board Contributions*	—	110,435	—
Non-Executive Board Contributions**	387,963	—	—
<b>2013 TOTAL REVENUES</b>	<b>387,963</b>	<b>110,435</b>	<b>498,398</b>
<b>EXPENSES</b>			
Collaborative Giving *** (money gifted through our projects)	190,226	—	—
Business Expenses	—	11,186	—
Contracted Services	—	1,613	—
Facilities & Equipment	—	12,602	—
Operations	—	8,746	—
Insurance	—	3,739	—
Payroll Expenses	—	78,144	—
Travel, Meetings, Meals & Mileage	—	7,007	—
<b>TOTAL EXPENSES</b>	<b>190,226</b>	<b>123,037</b>	<b>313,263</b>
Total Net Assets, January 1, 2013	55,028	92,568	147,596
Total Net Assets, December 31, 2013	252,765	79,966	332,731

\* 100% of Exec. Board Revenue pays for G&A Expenses.

\*\* All Non-Exec. Revenue goes towards Collaborative Giving.

\*\*\* Collaborative Giving shown does not include the total \$ commitment 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.



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must! Partners



*We can only imagine what this place would be like if everyone chipped in and gave something, even a little time and money. We wanted to help and be a part of the change.*

*-Sherman & Michelle Thacher, Thacher Winery*

# Our Partners

## What is a must! partner?

Our partners are our investors. Community members who like the must! charities concept of venture philanthropy\* and who want to give back. We call them partners because that's just what they are: part of a collaborative effort as we pool funds and resources together to give bigger and better for our community. must! charities exists because of these partners. We value strength in numbers and take a grassroots, "barn-raising" approach by bringing a community together to make big things happen. This collaboration is rooted in mutual respect for our partners' goals, passions, and efforts.

Thank you partners, for your willingness to join us, hand-in-hand, as we unite the local community and make a sustainable, cooperative impact in the lives of those around us.

*\*Venture Philanthropy - People pooling their resources together to invest in their community; however instead of looking for a positive cash flow return, they are looking for a positive social return in their community.*

## VISIONARY PARTNERS

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

- Allison & Jeff Mount
- And Be Boutique
- Baker Wine & Grape Analysis
- Bella Luna Winery
- Bill Grant\*
- Booker Vineyards
- Brian & Sheri Leveille
- Caliza Winery
- Cass Winery
- Castoro Cellars
- Central Coast Wine Classic
- Chateau Margene
- Clever Concepts
- Compli Beverage Compliance\*
- Dagny Peterson\*
- David & Elizabeth Crabtree
- Derby Wine Estates
- Desparada Wines
- Doug & Sabrina Kruse
- Eberle Winery, Gary & Marcy Eberle
- Firefly
- General Store Paso Robles
- Halter Ranch
- Heritage Oaks Bank
- Il Cortile Ristorante
- J&L Wines\*
- J. Dusi Wines\*
- Jack Creek Cellars
- Joan G. Sargen
- JUSTIN Vineyards
- Koene Graves
- L'Aventure
- La Cosecha Bar & Restaurant
- Leader Enterprises\*\*
- Lisa J. Lewis
- Mike & Lori Bickel
- Norcast Communications\*
- Rabobank
- Re:Find Distillery
- Salon Roux
- Saxum Vineyards
- Sole Tree
- Spinnaker Financial Inc.
- Stephen & Susan McAbee
- Stifel - McAbee Leveille Wealth Management Group\*\*
- Summerwood Winery
- Tablas Creek Vineyard
- Terry Hoage Vineyards
- Thacher Winery
- The Missing Leg
- Tobin James\*\*
- Torrin Vineyards\*
- Treana & Hope Family Wines
- Venteux Vineyards

- ACE Precision Products, Inc.
- Almost Sinful Baking & Catering
- Amcor Flexibles, Inc.
- Amorim Cork America
- Ancient Peaks Winery
- Andre, Morris & Buttery\*
- Arroyo Robles Winery
- Barry Goyette\*
- Bonnie Buccola\*
- Brian Benson Cellars
- Broken Earth Winery
- Burbank Ranch Winery & Bistro
- Carrasco Properties\*
- Circle B Vineyard & Cellars
- Clavo Cellars
- Cork Supply
- Cypher Winery
- DAOU Vineyards & Winery
- Dellavalle Laboratory, Inc.
- Digital Dogma SLO\*
- Epoch Estate Wines
- Grizzly Republic Wines
- Heritage Gallery West
- Herman Story Wines
- Home & Ranch Sotheby's International Realty
- JEM Design
- KVC Ranch
- Leora Cane Interior Designs
- Liberty School Winery
- Linne Calodo Cellars
- Local artist Daniel\*
- Longcrier & Associates\*
- Mace Security Alarms\*
- Meridian Pacific, Inc.\*
- Michael Dusi Trucking\*
- Niche Graphics\*
- Nicora Wines
- Pacific Organics
- Parrish Family Vineyard
- Plateroti Center Holistic Medicine
- Salus Integrative Medicine, Inc.
- Terrace Hill Olive Oil Company

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

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

## BUSINESS PATRONS

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

- The Sign Place\*
- The Wine Wrangler
- Thompson Trading Company
- Tobin James Cellars
- Tom Madden\*
- Tonnellerie CADUS
- Tricor Braun
- Umpqua Bank
- Vineyard Industry Products
- Vineyard Professional Service
- Wausau Coated Products, Inc\*
- We Olive
- Windward Vineyard

## PATRONS

*Individuals who support must! charities through their personal means.*

- Aaron & Vickie Adams
- Adam Stahnke & Michelle Preston-Stahnke
- Andrew & Angela Walde
- Anthony & Anne Wilson
- Bob Davis
- Bobby Fox
- Bryan & Sarah Vogt
- Caleb Sponholtz
- Carl & Josephine Stahnke
- Carol Preston
- Carrie & Leonard Asuncion
- Chris Crescioli
- Christopher & Rebecca Pasqual
- Cindi Small
- Cory Black
- Daniel Fahy
- David Thornby
- Diana and Jim Roberson
- Diane & Morley Golden
- Diane Babcock
- Don & Leeda Johnson
- Donald Law
- Doug & Nancy Beckett
- Emanuele & Jordan Fiorentini

- Eric & Nancy Vinson
- Eric & Nicole Anderson
- Eric Pierce
- Eugene Champagne II
- James Black & Elizabeth Vogler
- James Dunn & Sally Skeeahan Dunn
- James P. Sargen
- Janet Michels
- Jared & Nicole Lee
- Jason & Cinnamon Redd
- Jason & Renee Vinson
- Jason Haas & Meghan Dunn
- Jeanette & Tracy Mayfield
- Jeannie Wolfsen
- Jennifer & Allen Scott
- Joanna Snyder
- John Silva, DVM
- Josh & Gibsey Beckett
- Joshua Miller
- Karen Angona-Robb & Gerry Robb
- Karen Crawfis
- Karl & Sue Luft
- Kevin Teague
- Kyle Beal Wommack\*
- Leahandah Soundy Bohner\*
- Marcia Dickstein
- Marcia Reiley
- Mark & Leslie Schneiderman
- Mark & Michele Cotta
- Matt & Annie Browne\*\*
- Michael & Virginia Orcutt-Clenard
- Michelle Rose Bell
- Mike & Kristen Borland
- Nancy Webber
- Patricia Anne Schechter
- Patricia Watters
- Paul & Katie Winkler
- Paul & Pam Tackabury
- Paul Brylewski & Laurie Fergusonson
- Paul Leveille
- Paula Lampert
- Peggy Fader
- Randy & Becky Gray
- Retal Burkes
- Rick & Karen Ramos
- Riyce Lapp
- Robert & Karen Shirey
- Robert & Lisa Urciuoli
- Robles Family, Dave & Michelle
- Roger Vogler
- Ronald & Ruth Martin
- Sally Crescioli
- Signe Zoller
- Simon & Hilary Graves
- Stephen & Sarah Burkey
- Stephen McColley
- Steven & Clara Baker
- Sue Lewis
- Thomas Griffith
- Tim & Frances Pilg
- Truitt & Heidi Vance
- Tyson & Elizabeth McDermott
- Tyson & Katie Hayward
- William Buys
- Zachary Schat

## HONORARY PATRONS

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

- Alician DiGrazia
- Azcona Ranch
- Ben & Nichole Harris
- Bernie Hiser
- Brooke & Larry Jensen
- Caleb Saavedra
- Cynthia Fisher
- Daniel Bombardieri
- David Foss
- Dean & Patty Anderson
- Dennis Nickell
- Dustin Yancey
- George Duck
- Greg & Breinn Smith
- Hammond Vineyards
- Hawk's Hill Ranch
- Helen Collins
- Jack Schmidt
- Janet Murrieta
- Jean Ponek
- Jill Ponti
- John Crossland Vineyard
- John Martinez
- Johnnie & Jeri Via
- Jolene Horn
- Juan Chavarria
- Kacy & Carrie Elisarraras
- Kathe Hustace
- Kathy Taverner
- Kim Bankston
- Law Family Vineyard
- Leila Harrington
- Lydia Kumskow
- Messina Vineyards
- Metta Stiletto
- Michael & Michelle Enos
- Michael Blackburn
- Michele Smith
- Mitch Culver
- Nanci Bell
- Norman and Jamie Buchman
- Parrish Vineyards
- Paso de Record Vineyard
- Patricia Diane Vineyard & Wellsona
- Plummer Vineyard
- Premier Vista Vineyards
- Richard & Kathleen Boyd
- Richard & Rebecca Reif
- Robert Fox
- Robin Hawk
- Rodger Mohme & Jayne Bower
- Scott Ehrke
- Sean & Cynthia McConville
- Sereno Vista Vineyard
- Serving California
- Stacey George
- Susie Anderson
- Susie Anderson
- Tillman Vineyard
- Tim Townley
- Torgy's Vineyard
- Villa San Juliette
- William & Sharron Capps
- Wine Horizons, LLC
- X-Line Farms

- Anonymous Teen Donor
- Bryce Fischer
- Children's House Montessori School - Atascadero
- Templeton High School Students

## YOUTH PHILANTHROPISTS

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

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

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

- In Memory of Jeff
- In Memory of Linda Hamilton
- In Memory of Ray "Remo" Mariucci
- In Memory of Sarah Louise Pack
- Jim & Judy Wells
- Linda Gray

## LEGACY PARTNERS

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



*How exciting to know that after years of disarray, our local Boys and Girls Club is not only thriving, but earning national recognition for its programs! must! charities brings an incredible amount of commitment to improving the lives of local families in need, and we are proud to partner with them in their efforts.*

*-Lisa Urciuoli, Heritage Gallery West*

*We got involved with must! charities because we loved the concept of giving good structure to struggling organizations that have a great cause.*

*-Michele Angel,  
Broken Earth Winery*

*must! is important because the focus ensures results. I can't stress enough the importance and effectiveness of dollars donated and distributed close to home.*

*-Bill Grant*

*Being able to attack problems and see positive changes in our own backyard is a must for a healthy community. If not us... then who? With must! you know your investment in the community is not only going directly to work but it's making it a healthier, safer place to live. What would have happened to those kids that need the Boys and Girls Club if it closed or if they couldn't be serviced? Are they on the street making bad decisions? Are they doing their homework and being mentored? The answer is no.*

*-Eric Jensen, Booker Vineyard*

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*charities*

*We are involved with many local charities and must! charities is one that really has good direction and sees where help is needed.*

*-Niels Udsen, Castoro Cellars*

*We are very fortunate to live on the Central Coast and work in an industry we love. Sometimes it is easy to forget, or worse, look the other way when there are children here in our community without the daily living necessities of food, shelter and love. Being involved with must! has allowed me to share my good fortune with others by trusting the monies to a team of professionals that can really make a difference.*

*-Lorraine Alban, President J&L Wines Inc.*



*There is so much need in our community and trying to pick one charity where my donation could do the most good seemed impossible to me. The must! concept of pooling resources to concentrate on one charity at a time until they reach sustainability was a no brainer for me.*

*-Dr. Brenda Baker*

*Being a part of community means whenever I have the ability to serve, and the God-given resources to help, I engage for the greater benefit of those we touch and serve.*

*-Bradford D. Steele,  
President & Chief Operating Officer  
Leader Enterprises, Inc.*

*I got involved with must! charities because it's a results-oriented organization that leverages resources through existing organizations to improve quality of life for lower income North County children and families.*

*-Koene Graves*

*My 2 cents would be "when I was in crisis and needed to find resources for a homeless family you just 'got it' and acted almost immediately to put things into place and hook me up with assistance right away. You accepted the urgency of the need and acted accordingly. Thank you for not only caring but also making their needs a priority when they needed that help the most!"*

*-Simon Lowrie, Community Volunteer*





Project Recaps



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# boys & girls club

## Why we got involved

Over 1,000 children in the North County have been identified as not having a safe, licensed afterschool care program to attend. There simply aren't enough affordable opportunities. We evaluated the model that Boys & Girls Club had; however, our local Club was in disarray and needed help. In less than 2 years we helped turn the Paso Robles Club that was on the brink of closing its doors, to be recognized as #2 in the nation for small rural clubs running under a \$500K annual budget. Our initial investment generated over 5 times what we contributed. The good news is, this Club is expanding into other pockets of the North County and will service more kids.

## What's been done

### commitments & results:

Commit a must! charities board member to serve on the Club's board of directors.

- Becky is currently active on the board and has brought insight, a new perspective and leadership to the table.

Provide resources/expertise for board recruitment.

- Recruitment of board seats continues. We have 9 current board members; 3 have been added in the past year and a half.

Contribute financially to develop the new board.

- As a result, the board finalized its 12 month goals and 5 year strategic plan.
- In 2014, a new board president was named who rolled out Direction, Focus, and Goals for the 2014 board.

Commit to help hire a new president & chief executive officer and contribute toward his salary for 2 years.

- We assisted in the hiring of Allen Reese. He officially joined the team in September 2012. His leadership skills and business experience has contributed to the receipt of outstanding grant funds that would have otherwise been lost, other large gifts ranging from \$15K to \$30K, a connection with PG&E who replaced and upgraded all the windows & lighting in the Club making things brighter, cleaner while cutting the utility bill by 1/3, and a year-end mailing generating over \$20K in additional unbudgeted funds.
- Allen collaborated with Kiwanis Club and their Key Club Program to provide incentives for student volunteers providing mentorship at the club.

Commit to review the business model of the Club's thrift store, with a consultant, investing in a new business plan if necessary.

- We determined closing of the thrift store would help the bottom line and open up opportunities for grant funding.

### recent accomplishments (as of June 2014):

- The club is a 2014 Merit Award Winner from Boys & Girls Clubs of America Nationals.
- The Club is recognized as one of the top performing clubs from the National Boys and Girls Club.
- New applications and procedures developed, implementing a new mandatory Power Hour homework/educational enrichment program in addition to report card tracking.
- Brain Gain program implemented in the Summer 2014 program.



“

*When I see that our local Boys & Girls Club has turned a complete 180 degrees (from the brink of closing its doors, to a healthy sustaining club expanding to service more kids in need), it warms my heart and makes me feel proud to be a part of this important and necessary change.*

*-Lorraine Alban, President  
J&L Wines Inc.*

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# Maria's Story

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***Hello, my name is Maria Gutierrez. I am an incoming freshman in college, a fourth-grade Power Hour leader at Boys & Girls Club, a former High School Key Club member, and most importantly a former Boys & Girls Club member.***

My journey towards the Boys & Girls Club (the Club) began back when I was in fifth grade. I took the bus home every day and noticed the bus stopped to let kids off at the Club. Many peers always talked very highly of the Club and said it was fun, so I was determined to go to this “cool” Club as well! I told my Dad and he signed me up to be an official member. Well, the Club was more than I could have imagined. Everyone was so welcoming and enthusiastic, so that I went there every day they were open.

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By this time my father had been diagnosed with colon cancer and staying at home wasn't an option for me. Seeing my father suffering through this terrible illness wasn't how I expected my 7th grade summer to be. He was the first one I told about the Club and what it had to offer. From the beginning my dad always encouraged me to do all my homework at the Club because my homework was in English and my parents spoke Spanish & couldn't help me much. My dad also encouraged me to participate in classes like ceramics, Smart Girls and etiquette class. My parents were thrilled at the experiences and knowledge the Club was giving me! All these great experiences allowed me to discover new hobbies and guided me through my teen years. My father passed away on July 18, 2009, and the Club was the last place he ever drove me.

I didn't attend the Club for two weeks, as I helped my mother take care of everything for my father's funeral. When I returned to the Club the staff welcomed me with open arms. They truly made me feel like I was a part of their family and treated me no differently. The Boys & Girls Club not only was a place where I could get homework help or learn how to shoot a basketball, it was my second home. The Club gave me the chance to get away from the sad environment at home, and to live my young life to its full potential.

As I went into high school, I had lost sight of the Club since I didn't have a way of transporting myself there. During my sophomore year I found the Key Club, a community service-based club supported by the Kiwanis. This club quickly enthralled me when two Boys & Girls Club staff came in to speak at one of the Key Club meetings about possibly volunteering at the Boys & Girls Club to fulfill community service hours.

I decided to volunteer at the Boys & Girls Club and I found myself addicted to it once again. The enthusiastic atmosphere was nostalgic as I stepped in to my old home.

I began going to the Club once a week, but that quickly escalated to everyday. I would help tutor with homework, teach art class, and interact with the kids on a daily basis. Through all the activities and projects that I've participated in, it had accumulated to be over 100 hours of service! When school and Key Club were out for the summer, I wasn't ready to say good-bye to the Boys & Girls Club again, nor any of the kids. I applied to work at the Club for a summer job and now I have been working there ever since!

I graduated high school this year and after the summer I will be attending Cuesta College. I still work at the Club and the part-time hours are perfect for my school schedule. It still feels like a second home here and the Staff and the kids, well, we're like family.

I sometimes think about where I might be if the Club did not become a part of my life at such an uneasy time. I almost feel indebted to this place. I am personally invested at this point. I know how much of a positive role the Club, the staff, the classes and programs had on me and now I only hope I can return the favor and make a difference in the life of one of our kids.

I realize that my story is going out to everyone who has made a donation to the Club, so this is my chance to thank you for being a part of something bigger than yourselves, something that changes lives! Your help helped me survive and thrive and become the person I am today. And I know I will go on to do even greater things!

“ ***The Club gave me the chance to get away from the sad environment at home, and to live my young life to its full potential.*** ”





# real food for real children

## Why we got involved

1 in 5 children in the North County live in poverty (2,500 children total). School programs address only part of their needs, and meet the bare minimum USDA nutrition requirements. We are committed to assist the Food Bank Coalition to expand on a pilot program to make sure these kids have access to healthy, nutrition-dense food options when not in school. The Food Bank needed a jump start, but this program is projected to be self-sustaining within 2 years. Founded by must! charities and the Food Bank, and in close collaboration with the USDA, the CA Dept. of Education, SLO County Public Health, UC David Cooperative Extension, the Culinary Academy (part of PRJUSD), Farm to Family, Glean SLO, and the SLO County Food System Coalition.

## What's been done

### commitments & results (as of June 2014):

Expand on existing program to reach 2,500 children within 2 years.

- The Summer Food Service Program includes sites that serve breakfast, lunch or snack. This program operates for 9 weeks at 20 different locations. In 2013, the Food Bank provided lunch, breakfast, and/or snack at 11 different locations. Additionally, new sites include outreach into communities, like Shandon and Creston, that were not served by this program last year.

All meals (breakfast, lunch, or snack) will have an increased nutritional density.

- We were able to negotiate significantly lower food prices with Paso Robles School District's Nutrition Services Director without compromising our high nutrition standards, which will aid in our sustainability plan.
- After the initial 2 year program period, the program will be completely self-sustainable, capable of expanding even further beyond the 2,500 children.

Additional collaborative partners will be added as the program expands to bring in other resources such as nutritional education and literacy programs.

- We have partnered with Lisa Ray's Mobile Clothing Closet and The Bike Coalition to kick off our Summer Series.
- We have added Nutrition Education, CalFresh outreach, and food distributions provided at sites throughout the summer.

### other results:

- Other programs have been created because of our collaboration.
- There are now 18 sites serving after school snacks (15 of those are in the North County). These snacks are a mini-meal, consisting of 2 to 3 food groups. **We have served over 100,000 snacks – with a daily average of close to 600 snacks.**
- The Food Bank is also test piloting an “in the classroom” breakfast program as well in the 2014/2015 school year.



“  
*The issue of kids and food in this country is sad and I'm glad to see so much effort put toward helping/solving this issue locally.*  
 -Matt Browne







## Marisela's Words

*Marisela is a volunteer with the Food Bank, who happens to be a volunteer at one of our summer feeding sites. I had a few moments to chat with Marisela, and below is a bit of our conversation when I asked her why she is involved and what she thinks of our new programs.*

The Food Bank has always been one of those agencies that I have always wanted to support and one that I believe in because they do what they say. The majority of the money that comes into the food bank goes for food and the families in need.

I've been on backs of trucks delivering food into Oak Park, way back in 2000. We would go and pick up groceries, buy the food at a good price, and then deliver it. When we had the family resource center we would bag it, pack it... it was a lot of work. The organization has definitely evolved overtime.

You know, when the turn in the economy hit, I would see families kind of coming by reluctant a little bit. I would go over and ask them are you here for food and they would hesitantly say they weren't sure if they would qualify. These were newer families, middle class families. They started losing their jobs or their hours were cut way back. And I would always say to them, you know what, if you can get your groceries here, that leaves you money to pay your utility bills, don't feel uncomfortable about it at all, I mean that would be the smart thing to do right? So the Food Bank has evolved over the years since I have been involved. It has progressed and become more efficient in the way it is servicing our community.

The school programs (Real Food for Real Children - Summer Lovin' Lunchboxes &

Afterschool Snack Programs) have been very good. Sometimes people looking from the outside in, they focus on what they shouldn't be focusing on, and will look at the food in the trash and think of the waste and say, gosh they didn't even finish their food. But, kids will be kids and they either like something or they don't, but most of the stuff they do like and they eat it.

A parent said to me this summer, as I was explaining to her what the rules are for the summer lunch program. I was explaining to the mom that they need to eat the food on the premise and I was sort of apologizing to her and she said, oh no. It's fine. Whatever you tell us, I can't tell you how helpful this program is to me. A lot of the times it is hard for me to come up with 2 meals - lunch and dinner. So when I come here and they have their lunch here, then I know I can have enough to feed them dinner. And I was like, wow! This is exactly what this program is all about.

Since volunteering at this site this summer, it's been pretty much the same families coming, and it's been nice since they have developed relationships. We have 2 families, one English speaking and one Spanish speaking... they have become friends. It's more than just feeding kids, it's about relationships. And now we have enrichment activities here too, so that is nice. And families come and go based on their needs.

*“A lot of the times it is hard for me to come up with 2 meals – lunch and dinner. So when I come here and they have their lunch here, then I know I can have enough to feed them dinner.”*





Join the Mission



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# Getting Involved

**Make transformational change in our community. Share the must! story.**

We are working on our next project as this piece is being produced. We have big plans for the upcoming years, as we continue to tackle some of the biggest social issues that our communities face. We are always looking to increase the number of partners who are involved and invested in must! charities.

## Giving Made Easy

- Make monthly giving a part of your life. Sign up to give regularly online.
- Become a Visionary Partner (a way businesses include giving in their day-to-day business).
- Look into an Employee Match option with your company.
- Donate Low-Basis Stock (we have an account established at Stifel in Paso Robles to handle this).
- Celebrate special occasions and milestones with a donation to must! charities in their honor. (We'll send a special card your way so you can share the must! story & good wishes too!)
- Share the Story - challenge your friends to match your donation... invite others to make a donation and let them know you'll match it!
- Make your gift wishlist a must! donation - so friends and family know to make a donation on your behalf.
- Buy our wines - Our Common Ground Wine is sold throughout the county.
- Holiday Cards - 2014 kicks off our inaugural holiday card program. Contact [kyle@mustcharities.org](mailto:kyle@mustcharities.org) for more information.
- Get your family involved - Your kids are the next generation of must!.
- Leave a legacy - Give a gift in memory of a loved one, or include must! charities in your estate planning.

## Give Your Time & Expertise

- Join our volunteer database.
- Provide pro bono services to must! charities so our overhead remains low and our Executive Board can continue covering the G&A, keeping all other funds going right back into our community.
- Are you passionate about one of our projects? Look into serving on one of our nonprofit boards and bringing key skills and resources to one of our collaborative projects.

We challenge businesses to keep giving where they give, but to come up with new creative ways to generate more giving dollars. If every business came up with a simple plan to create new monies coming into our area, think of what our communities could look like... \$\$\$\$\$\$ = a huge movement in positive social change!

**What does collaborative giving look like with a population of just over 80,000?**



If half the population (40,000) gave \$10, that equates to 2 new collaborative projects, affecting hundreds of lives.



If a quarter of the population (20,000) gave \$100, that equates to an increase of services in our community affecting thousands of lives! And possibly some of the largest giving dollars to organizations in the North County.



If 500 people gave \$500 each, that investment could cover another collaborative project.



If 100 people gave \$1,000, that could easily put us in the position to move forward and begin another project.

1 ■ icon = 10,000 people

1 ■ icon = 100 people

*I wanted to make a difference, but as a single mom with limited resources, I wanted every dollar to count in the community in which I live. I wanted to help affect changes that would positively impact lives not only today, but in future generations.*

-Kyle Beal Wommack

## Rest Assured

- Donations go directly to the cause.
- Overhead expenses are paid for by the Executive Board and other business partners.
- We give finances and expertise only to organizations that have proven alignment with our mission and values.
- We pool the funds that we receive from our generous donors so that we can give bigger and better in our community.

## Benefits to You

- Streamline your giving efforts and be part of the bigger picture as you collaborate across the community.
- Impact the entire community by donating to one organization (proceeds create change across multiple nonprofits).
- Rest assured that you are giving to a cause that provides accountability and sustainable impact.
- Be known as a charitable, contributing member of the community.
- Include must! charities as a tax write-off.

*I believe must! charities is more important than ever in these financially difficult times. There are more people in need and fewer places for them to turn. I wanted to help any way I could when I was given the opportunity. The people involved in this organization are such hardworking, generous, good people who live to help others, and I feel honored to have helped.*

- Bonnie Martel-Buccola,  
Owner/Designer Martel Interiors and Home Furnishings Inc.



# Planning for the Future

Since our inception 2 years ago, over

# 5,000

## INDIVIDUAL LIVES

have been affected.



# 175

children are currently enrolled in the Boys & Girls Club Summer Programs now serving 2 locations in Paso Robles and Atascadero.



Organizations collaborate on multiple levels.



# 1,000 LUNCHES

were served on day 1 of the Summer Feeding Program.

New full-time jobs were generated within organizations because of your investment, and many part-time jobs were created as well.



# 100,000+

healthy after-school snacks were served this year!



Countless volunteer hours have been completed, truly a sign of a community coming together to take care of its own people.

This, however, is just a drop in the bucket of our future potential. As we move forward we will continue the quest to find, fund and help create or change solutions to the biggest social issues our community faces.

- We are currently conducting research on our next project; we are vetting multiple organizations. We should launch another project in late Fall 2014.
- Our goal for the end of 2014 is to have over 300 partners on board with must! charities.
- By the end of 2017 we would like to duplicate the must! model into other parts of our county.

## HOW CAN WE REACH OUR GOALS?

Share your story with others.

I HAD THE OPPORTUNITY TO ...

WOW! THAT'S GREAT!





## Keep in Touch

### Contact Information

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### Stay Connected

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Sign up for our E-newsletter on our website  
(request more information)



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