

Transparency
& the culture
of trust.



the Must! Team

must
charities

We at Must! are filled with gratitude for this remarkable community, as it is not only generous but courageous enough to reimagine what philanthropy can be. Must! is built on relationships rooted in trust and strengthened by transparency, a foundation that continues to guide everything we do.

Our work comes to life in two powerful and connected ways. Through our **Community Giving Funds**, 100% of donations go directly into projects we develop alongside our community partners. Every dollar is invested in nonprofits doing essential, on-the-ground work each day, advancing their missions and building a stronger, more resilient community.

At the same time, our **Roots Fund** sustains and advances the Must! mission itself. It powers our programs, supports our operations, and fuels initiatives that invest in people, developing leaders, building meaningful connections, and creating opportunities for individuals of all ages to step forward and make a difference. Together, these efforts do more than generate impact; they sustain it. Thank you for believing in this mission. It is an honor to do this work alongside you.

Must! Charities believes in maximum transparency and has, since its inception, pursued a primary goal of delivering 100% of our donor contributions directly to the projects we support.

Transparency & the Culture of Trust.

Inside Must!'s vetting process

(and why
it might not
look anything
like what
you think).

Becky Gray,
Must! Charities

Molly Kern,
SLO Food Bank

A candid discussion about the process that led to two unique projects in 2025.

BECKY

Trust is important across our entire organization. We are built on relationships, which are built on trust and honesty and transparency. First is our relationship with our donors. We owe it to them to be 100% honest and transparent in how we do business, because it's their gift that makes our work possible. The same goes for our nonprofit partners. We can't create change if we don't have the basis of trust. It's the foundation for every relationship.

RANDY

If you can be transparent and honest with one another as you sit across the table, it's just something that forms that foundation, and builds towards trust, that then opens doors to more vulnerable conversations. Really, it's about working with nonprofits to be able to identify root causes without fear or shame.

MOLLY

Having that transparent, clear, open relationship allows us to do the best possible work we can. We're not focused on covering for something, making something look shinier than it is.

BECKY

Some of this comes from a more traditional grantmaking model, where funding often goes to organizations that can present themselves as shiny, polished, and fully formed. That's very different from how we go in.

We start from a place of curiosity, asking what's preventing you from furthering your mission. What does the community need from you right now? How can we support that? Oftentimes, it stumps the nonprofit. They have no idea how to respond to that. It's a process that we have to walk them through just by asking more questions.

MOLLY

I think, as someone who loves a roadmap and a timeline and certainty, that this was a series of conversations that were so open it sometimes felt like – hey, are we going through a process to work together on something, or am I just brainstorming with really smart people who care so much about our community? I remember sitting in a meeting that I thought was still part of building the relationship, and then hearing the team say, we don't know the details yet, but we are in. I thought there would be a lot more no's. I thought there would be more constraints or limitations, or things that felt too far, too uncertain, or too big.

BECKY

Nonprofits often operate within very real constraints that include limited funding, urgent needs, and constant pressure to do more with less. Over time, that can naturally narrow the space they have to step back and think about what's possible beyond the immediate demands. One of the most valuable ways we can support them, sometimes even before funding, is by working with the leaders to reconnect to their vision, explore where they want to go, and consider what it would take to get there.

It's about partnering with them to expand what feels possible, in a way that's grounded in their mission and reality.

MOLLY

It really, I think, was such an incredible encouragement and motivator to think bigger, to think about, hey, we have these things in our strategic plan, what if we did them sooner? What if we did them bigger? To be able to have this partnership and those conversations where we were a little bit less sure of exactly where things would lead, really allowed us to be so much more open and, I think, come up with something that ended up being better because of the collaborative input.

RANDY

We start with this for every nonprofit we work with: You are valued in this community. We know you're doing essential work. Now, let's talk about ways to take it to that next level. Let's give you some space to process within your own organization and then work on solutions and strategies to get you there.

ALISSA

Must! goes about things a little differently than a lot of the other funders we've worked with. They spend a lot of time getting to know your organization in a way that's very intimate and personal. And I think they saw things about us that we didn't know about ourselves, weak spots we didn't even realize we had. They have the perspective from working with so many other organizations that they can see those things really easily and identify them and help you fix those problems, which are inherently going to make your organization much stronger in the end. It's not an iron fist. It's very gentle nudging.

RANDY

In working with Meals That Connect, we recognized a common challenge. When leadership isn't fully aligned, it can make it harder to move the mission forward. Our

“Having that transparent, clear, open relationship allows us to do the best possible work we can. We're not focused on covering for something, making something look shinier than it is.”

approach was to encourage honesty and reflection, and to guide them to a process of leadership development. That willingness for the organization to take a look at themselves and grow as leaders created space for the board and the executive director, so that they could navigate all the work that lay ahead.

And in this case, it was a matter of bringing in a consultant and saying, hey, let's bring in somebody that is completely outside and let's have them sit with your leadership and do an assessment of where you're at. Let's get that outside perspective. Let's start from that basis and then build something moving forward.

ALISSA

Yeah, at first it was a little uncomfortable, not going to lie, but in the end, you know, as we've been working with Must!, we're really seeing the benefit of having them help us move in the right direction. Nobody likes to be put in a position where you have to change, but in the end, if it strengthens your organization and it makes you a healthier organization for the long term, that's to your benefit.

WITH BECKY GRAY & RANDY GRAY OF MUST! CHARITIES, MOLLY KERN OF SLO FOOD BANK AND ALISSA MADDREN OF MEALS THAT CONNECT



Project Impacts

Our work alongside nonprofit partners reveals that lasting change comes from more than resources alone. It is enabled by strong leaders, connected communities, and a new generation ready to step forward. By investing in people through programs that promote leadership development, we help to ensure that the work happening today continues for years to come.

SLO Food Bank

A SOLUTION TO LOCAL HUNGER

We addressed hunger for 45,000 residents each month, providing economic support for local farmers and pantries, and delivering bilingual outreach that cultivates trust across the county.

Project Timeline: 2025-2030

Total Giving Commitment: \$2.23M

Total Cash Invested in 2025: \$236,396

Vineyard Team

JUAN NEVAREZ MEMORIAL SCHOLARSHIP

We supported 28 vineyard and winery workers' children with multi-year higher education scholarships.

Project Timeline: 2022-2027

Total Giving Commitment: \$1.3M

Total Cash Invested in 2025: \$122,196

ECHO

WORKFORCE DEVELOPMENT KITCHEN PROGRAM

We empowered hundreds of individuals with hands-on life skills, training, real-world experience, and a pathway to meaningful employment.

Project Timeline: 2024-2028

Total Giving Commitment: \$403,841

Total Cash Invested in 2025: \$125,288

Paso Youth Arts Center

BUILDING A FUTURE WITH PRYA

We enhanced student safety for 290 local youth through technology upgrades and building improvements, while also investing in staff to support organizational growth.

Project Timeline: 2024-2029

Total Giving Commitment: \$326,824

Total Cash Invested in 2025: \$75,819

Lumina Alliance

AN INVESTMENT IN ORGANIZATIONAL INFRASTRUCTURE

Upon completion of the affordable transitional housing units, we launched a second project with the organization to enhance client services and optimize housing facilities to meet the growing needs of survivors in the community.

Project Timeline: 2024-2028

Total Giving Commitment: \$963,000

Total Cash Invested in 2025: \$417,500

Meals That Connect

BUILDING STRENGTH AND STABILITY

We invested in a business coach to help strengthen leaders, define strategy, and build sustainability in the organization to ensure our growing senior population receives the nutritious support they need.

Project Timeline: 2025-2026

Total Giving Commitment: \$22,950

Total Cash Invested in 2025: \$22,950

The Nonprofit Leadership Alliance

We launched a second cohort in 2025, investing in 14 nonprofit leaders, fostering authentic group and one-on-one environments to promote collaboration, idea sharing, and leadership growth. The nonprofits represented across our first two cohorts are: People's Self Help Housing, SLO Food Bank, CAPSLO, Lumina Alliance, ECHO, Family Care Network, Transitions Mental Health Association, Cuesta College Foundation, San Luis Obispo Legal Assistance Foundation, Tolosa Children's Dental Center, Paso Robles Youth Arts Center, Boys & Girls Clubs of Mid Central Coast, 5 Cities Homeless Coalition, and SLO CASA. *(sponsored by an Anonymous Donor)*

The Pitch

INVESTING IN 9 NONPROFITS THROUGHOUT SLO COUNTY

In the inaugural year of our new and exciting initiative, we helped nonprofit leaders amplify impact, and connect with key supporters while educating our community: Cancer Support Community, CASA of San Luis Obispo, Center for Child & Adolescent Mental Health, El Camino Homeless Organization (ECHO), Estero Bay Kindness Coalition, Habitat for Humanity San Luis Obispo County, Paso Robles Youth Arts Center, Restorative Partners, San Luis Obispo Legal Assistance Foundation

Project Timeline: 2024-25

Total Giving Commitment: \$183,143

Total Cash Invested in 2025: \$183,143

The Must! Youth Board

TODAY'S YOUTH. TOMORROW'S CHANGE

In 2025, the Must! Youth Board selected three nonprofit partners: the Boys & Girls Club, Paso Youth Arts, and Big Brothers Big Sisters, and raised the funds themselves to invest back into each organization.

Project Timeline: 2025

Total Giving Commitment: \$9,340

Total Cash Invested in 2025: \$9,340

49,637 Lives
Directly Impacted
in
2025

(18% OF SLO COUNTY POPULATION)



The Must! Youth Board Sponsored by JB Dewar
The program empowers students to work collaboratively throughout the school year by volunteering, researching, and dedicating themselves to making an impact.

Financially Speaking

A BY THE NUMBERS LOOK AT MUST! CHARITIES IN 2025*

**(unaudited)*

2025 Annual Revenue **\$3.9** MILLION

2025 Operating Expenses **\$826** THOUSAND

2025 Fundraising Event Expenses **\$783** THOUSAND
PURPOSE, Donor Appreciation BBQ, and Golf Tournament

Net Assets 2025: **\$8.3** MILLION *(includes endowment with a \$2.5M market value)*
2024: **\$6.6** MILLION *(includes endowment with a \$2.1M market value)*

\$5.2 MILLION

Committed To
Community Projects

\$1.2M cash invested in 2025

\$4M to be paid out over time

Local Harvest

This project with the **SLO Food Bank** offered a unique opportunity. What if we could make a foundational change to how we feed those in need by bringing vastly more locally grown and harvested food directly into the food pantries that support families and seniors in our county, AND create a system that supports local small farmers at the very same time? *Our largest project to date*, this 5-year commitment impacts over 45,000 (and growing) county residents every month, bringing them access to farm-fresh produce, and other locally grown products, year-round.

This project provides funding to support the procurement of local farm goods and improve communication with community members, ensuring the Food Bank and its partners deliver the food that is needed, where it is needed, and when it is needed. It also allows small, locally owned farms to adapt and diversify to provide a greater variety of produce to the community and provide stable employment for their workers.

Food Security with **SLO Food Bank**



Donna & Miriam Olivera of Hijas de la Fresa
2nd generation farmers in the Santa Maria Valley, this minority woman-owned business provides farm fresh produce to the SLO Food Bank's Neighborhood Food Distributions and Food Pantries as part of the Local Harvest Fund in partnership with Must! Charities

A great example

of a type of project that is unique to Must! Charities is the collaboration we had with **Meals That Connect** in 2025. We had already identified MTC as a non-profit that was doing essential work meeting one of the most important needs here in our county, that being Senior Nutrition. What impressed us was the *that connect* part of their mission, providing daily meals at 10 convenient meal sites that allow seniors to connect with each other, and with other resource partners. These moments provide important check-ins for one of our most vulnerable populations.

As we began discussions to determine how the organization might best benefit from Must!'s help, it became clear that, like so many grassroots nonprofits, Meals That Connect had internal needs that were pressing for them.

Must! supported the organization through a search for a new Executive Director and invested in board development to strengthen its leadership and governance. These efforts were designed to build a more resilient foundation for long-term success. This kind of foundational investment is often where we begin. By strengthening leadership and governance early, organizations are better positioned to grow, sustain their impact, and engage in deeper partnerships.

Jennifer & Jill meet for lunch at a Meals that Connect dining site in Paso Robles
MTC offers congregate dining and home delivery of meals for seniors living in San Luis Obispo County.



Meals that Connect

Senior Nutrition in **San Luis Obispo County**

thank you for your support

2025 Executive Board

Lori Bickel Retired, Community Member

Oliver Esparham Law Estate Wines

Lynn Gray Moonsprings Vineyard

Doug Kruse Kruse Ventures

Andy Niner Niner Wine Estates

Maeve Pesquera O'Neill Vintners and Distillers

Stephen Silva EB Wakeman

Justin Smith Saxum Vineyards

2025 Collaborative Circle

Jacob Allred SCADA

Brittany Banda Xochitl Wines

Neil Bankston Community Member

Elaine Barrera-Nicholson Flagstar Bank

Gail Baum Baum Consulting

Justin Bell UMB Bank

Lori Bickel Community Member

Rachel Coons Templeton Financial

Aaron Dean WineDirect Fulfillment

Nancy Fiske Community Member

Lynn Gray Moonsprings Vineyard

Viquel Hawley Torrin Wine

Tim Kensinger AgWest Farm Credit

Courtney McKeever Whitney, Thompson & Jeffcoach, LLP

Maeve Pesquera O'Neill Vitners & Distillers

Kelly Pope Community Advocate

Stephen Silva EB Wakeman

Heather Smith Saxum Vineyards

Sabrina Urness Stellar + Sun Hat Co.

Morgan Voss JB Dewar

2025 Investment & Finance Circle

Mike Bickel RPS Holdings

Doug Kruse Kruse Ventures

Andy Niner Niner Wine Estates

Stephen Silva EB Wakeman

Administrative Staff

Becky Gray

Chief Executive Officer

Cara Wright

Director of Development & Community Engagement

Randy Gray

Director of Community Investments

Erika Martin

Brand Manager & PURPOSE Concierge

Megan Leishman

Manager of Company Culture

Providing essential support
More than 1,000 individuals, families,
and businesses support Must!'s mission,
helping make philanthropy a shared
priority in our community.

7th Green Executive Solutions

Acacia Productions

ACJ Paso Group

Adams, Vicki

Adventist Health

AgWest Farm Credit

Alba Provisions

All Wall Systems, Inc.

Allegretto Vineyard Resort

Allred, Jacob

Allrich, Ted & Darcel Phillips

Alpha-Lit Central Coast

Amale Oak Importers &

Left Coast Wine Packaging

Ambiance

Ambriz, Jorge

American General Media

Anderson, Carilyn

Andre, Morris & Buttery

Anzaldo, Andy & Rochelle

Anzaldo, Jackie

APS Packaging and Automation

Aron, Kathryn

Asseo, Courtney & Julien

Asseo, Stephan & Beatrice

Atascadero Police Foundation

Atkinson, Ali & Thane

AVA Capital Advisors

Avila Beach Golf Resort

Bachmann, Rudolph

Bailey, Georgina

Bailey, Linda

Baker Wine & Grape Analysis

Bancroft, Lennon

Banda, Brittany

Bank of the Sierra

Bankston, Neil & Lisa Patson

Barber, Amy

Barclay, Judy

Barclay, Stephanie

Barion, Daniela

Barrel Builders

Barrett, James & Jill

Barry Goyette, Photographer

Barton Family Wines

Barton, Shirlene

Bates, Darlene

Baum, Gail & Daniel

Bean, Kelly

Beckett, Gibsey & Josh

Behrens, Rosie

Bell, Justin

BelleJAR

Bendikson, Aaron & Kristin

Benom Wines

Berg, Jim & Beth

Berg, Josh & Grace

Berk, Judy

Bernheimer, Cindy

Bernheimer, Marina

Bettencourt, Mary

Biaggini, Jonni

Bickel, Lori & Mike

Black Market Spirits

Blacklake Golf Resort

Blake, Carol

Boffman, June & Tom

Boffman, Natasha

Bolivar, Marisa & David

Bolster-White, Jill

Boo Boo Records

Booker Wines

Borjon Auto Center

Boucher, Deborah

Bowker, Carl & Pam

Bozzano & Company

Brad's Overhead Doors

Bragalone, Mickie & Jeff

Broadrick Family

Foundation of Florida

Brown Butter Cookie Company

Brown-Puett, Brandee

Brown, Phillip & Gina

Buhl, Carrie

Bulfer, David & Kelly Pope

Burkhart, Diane

Burns, Kevin

Butterworth, Lori

Butts, Loretta

Calcareous Winery

Caliza Winery

CalSun Electric & Solar Systems

Canada, Ralph & Tanja

Cantrell, Amy

Carolyn S. Kruse Foundation

Carpenter, David & Antonia

Carpenter, Ellen

Carpenter, Suzanne

Carroll, Kristina

Caruso, Nora

Casey, Glen & Nancy

Castillo, Michael

Cathcart, Katrina

Central Coast Mechanical

Chalk Mountain Golf Course

Chamberlain, Alexandra

Chang, Lily & Jeffrey Konsmo

Chavez, Andrea & Randy

Chavez, Melissa

Cheda, Luanne

Chisholm, Mary Alice

Chol, Daryl & Jacqui

Chouinard, Joseph & Denise

Christensen, Warren & Rhonda

Christian, Jan

Ciento Cellars

Claassen, Kathy

Clevenger, Jeni & Dennis

Clever Concepts

Clever Ducks

Coastal Tree Expert

Cody, Tari & Robert Grossman

Consoli, Ian

Constellation Brands

Context America Inc.

Coons, Rachel

Cooperages 1912

Coots, Samadhy

Corvus Wealth Advisors

Couch, Morgan

Crawford, Erica

Crawford, Gail

Crout, Paul & Giselle

Crush Vineyard

CVA Asphalt

Dakin, Pete

Danican

Darnell, Craig & Kristen

Davis, Jerry

Davis, Mark & Michelle

Dawson, Mike

Deadwood Revival

Dean, Aaron

Decker, Brianna

Diefenderfer, J.C. & Nicole

Dellagana, Teresa

Denner Vineyards

Denzel, Bill

Denzel, Sandra

Derby Wine Estates

Desparada Wines

Devine, Susan

Devlin, Cat

DiBiasi, Jim & Kathy

Diel, Doris

Dolphin, Cinde

Domingos, Georgeanna

Dowell Family

Draping by Kim

Dunn, Mark

Dunn, Sally

Edney, Nick

E.B. Wakeman

Ella's Vineyard

Emercy Wines

Encore Glass

Engle-Allen, Jayne

Epoch Estate Wines

Equality Wines

Ernst, Grenda

Esparham, Oliver

ETs Laboratories

Etto Pasta Bar

Fabre, Arnaud & Chloe

Far Niente Ventures, INC.

Farm Collective Wine

Farm Supply

Ferrell, Joey

Ferrell, Justin

Ferrells Building Solutions

Feuchuk, Edward

Filippini, Sylvia

Finca

Firestone Walker Brewing Company

Fiske, Nancy

Flannery Beef

Flexjet

Francois Freres

Frangie, Tobe

Frank, Nicole

Fraser Silva, Hillary

Freeman, Debra

Friedman, Ramona

Fulldraw Vineyard

Fuller, Emily

FV Construction

G3 Enterprises

Gaffney, Robin & Steve

Garcia, Rob

General Store Paso Robles

George, Amy

Getten, Amanda

Gibbs, Mike & Sue

Gilmore, John

Giornata Wines

Girardi, Katie

Glavin, Marie

Glenn Burdette

Glenn Norris CPA

Golding Concrete Sawing

Goldstein, Summer

Gonzalez, Paul

Good Electrons

Grace & Rose

Grant, Bill

Graves, Koene

Gray, Becky & Randy

Gray, Lynn & O'Neal

Greco, Joshua

Green, Kevin

Griffith, Diane & Tom

Guisse, Stacy

Guy, Lisa

Ha, Heather

Haas, Barbara

Haas, J.T.

Haas, Jason & Meghan Dunn

Haas, Sue

Haisma, Chris & Nicole

Harvey Plumbing Co

Harvey's Honey Huts

Hatley, Joey

Hawkins, Nick & Dawn

Hawks Hill Ranch Winery

Hawley, Viquel & Scott

Hayes, Drew

Head, William

Heart to Heart Real Estate

Heffernan, Paul

Heffron, Bill & Nancy
 Helton, Marcia
 Herman Story Wines
 Herzog, Carolyn
 Hevert, Jeff & Dina
 Hightower, Don & Helen
 Hilligoss, Christopher
 HLP Family Ltd Partnership
 Hoats, Kaye & Tom
 Hoffman, Erin
 Holder, Steve & Stacy
 Holland Family
 Hook, Christopher
 Hoover, Rick & Nancy
 Hope Family Wines
 Hope, Austin & Celeste
 Hope, Chuck & Marlyn
 Horton, Kari & Randy
 Horwath, Mr. & Mrs Michael
 Hosick-Evers, Tawnee
 Hrdlicka, John
 Hummel, Steve & Carla
 Hummel, Tony & Pat
 Hunter Ranch Golf Course
 & Restaurant
 Hurdle, Lisa & Paul
 Hutton, Stacy &
 Simone Huls
 iiwii wines
 Ikeda, Terri
 Il Cortile Ristorante
 Imes, Marci
 In Bloom
 Inman, Kristin
 Inman, Stacy
 ITEK WINE
 J Dusi Wines
 J. Lohr Vineyard & Wines
 Jack Creek Cellars
 Jacob, Stacie
 JaM Cellars, Inc
 Janette, Adam & Amy
 JB Dewar
 Jean, Cindy & Henri
 Jeanine Madson Photography
 Jensen, Eric & Lisa
 Jiganti, John & Suzanne
 Jim Cesario Painting
 Jimenez, Jaime
 Joebella Coffee
 Johns, Lacie
 Johnson, Gail
 Jolley, Melissa
 Jones, Donna
 Jones, Ryan
 Juarez, Patricia
 JUSTIN Vineyards & Winery
 JW Design & Construction
 Kalpakoff, Kathleen
 Kaufman, Deborah
 Kelleco

Kemp, Stephanie
 Kensinger, Tim & Meghan
 Kindred Oak Farm
 Kinero Cellars &
 Royal Nonesuch Farms
 Kline, Brent
 Klippenstein, Tom & Selina
 Knox, Rachael
 Knutson, Stephen
 Koligian, Phil
 Kovol, Andrea
 Krall, Ron & Peggy
 Kramer Events
 Kruse, Doug & Sabrina
 Kuhn, Lynn
 Kuyper, Katie
 Kuyper, Kit
 Kylix Vineyards California
 L'Aventure Winery
 Laird, Sharon
 Lambooy, Mark & Lisa
 Landry, Caroline & David Kirk
 Langlely, Janice
 Lares, Annette
 Law Estate Wines
 Law, Don & Susie
 Law, Kelli
 Le Brane Schemel, Rhonda
 Le Cuvier Winery
 Le Grand Oak
 Lebens, Tom
 Lee, Gary & Lois
 Legacy Built
 Leidinger, Lori
 Leishman, Megan
 Leishman, Nancy & Jeff
 Lepp, Amy
 Lersey Consulting LLC
 Les Petites Canailles
 Leveille Private Wealth
 Levo Wine
 Lewis, Lisa J
 Lewis, Paula & Scott
 Lewis, Wendy
 Liu, Charles & Julia Fuller
 Lohr, Cynthia
 Lone Madrone
 Long, Amber
 Lopai Wines
 Lopez, Brian & Nicole Stromsoe
 Lubock, Bonnie
 Ludwig, Sue
 Luft, Sue & Karl
 Lush Limousine Services
 Lyle, Katherine
 M.A. Silva Corks
 Mace Security Alarms, Inc.
 Macias, Michael
 MAHA & Villa Creek
 Mahoney, Kerri
 Main, Jacob

Maison Chabot
 Maison Mason Vineyards
 Majestic Realty Co.
 Malone Thompson, Brittany
 Martin, Erika
 Martin, Noreen
 Matherly Fire Protection, Inc
 Mathiesen, Taylor & Emma
 MCC Premium Label Solutions
 McConnell, Shelley
 McKeever, Courtney
 McMahon, Connor & Rebecca
 McPartland, Vicki
 MCV Wines
 Medina Light Show Designs
 Mercado, Juan
 Merkel, Gianna & Zackary
 Metcalf, David
 Meyer, Dirk
 Meznarich, Chris & Russ
 Michaud, Leo
 Mikelonis, Heather
 Miller, Bill & Betsy
 Miller, Will & Hanna Schlager
 Mission Bank
 Modern Electric
 Moffatt, Jennifer
 Monochrome Wines
 Moon, Nikki
 MoonSprings Vineyard
 Moore, Amanda
 Morris & Garritano
 Morro Bay Golf Course
 Mount, Allison & Jeff
 Mulvey, Linda
 Munoz, Guillermo
 Murphy, Ann
 My Favorite Neighbor
 Naccasha, Ziyad
 Nate's on Marsh
 Neuhs, Sue & Jon
 Neville, Cambria
 Nicholson, Elaine & Dave
 Niller, Darren
 Niner Wine Estates
 Nix Cellars
 Noe Wine Company
 Noel, Kandy
 Ochoa, Laura
 Olmstead, Rebecca
 ONX Wines
 Orlando, Dorothy
 Ortiz, Mary
 Ortiz, Michael
 Osborn, Kristin & Eric
 Osman, Katie

O'Sullivan, Ana
 Oxford Suites
 Pacific Growers
 Paix Sur Terre
 Paradise, Joe & LaVonna
 Paso Robles Safe & Lock
 Patterson, Don
 Paul, Randy
 Paul, Ric & Stephanie
 Paul, Richard
 Payne, Christopher & Jeannette Potts
 Peachy Canyon Winery
 Pedigo, Jean & Jeff
 Pera, Casey & Lindsay
 Pera, Holly & Michael
 Pera, Sage
 Perlmutter, Kathleen
 Peschong, Anna
 Pesquera, Maeve & Luis
 Peterson, Arlene
 Peterson, Barry & Christine
 Petty, Austin
 Phresh Foods
 Pickett, Janet
 Pier 46 Seafood Company
 Pontius, Chris & Steve
 Prince, Monika
 Procure Wines
 Pugh, Beverly & Bob
 Pults & Associates
 Raines, Bob
 Rainscape A Landscape Services Co.
 Ramirez, Cele
 Rasmussen, Robert
 Morris & Garritano
 Rava Wines
 RE/MAX Parkside Real Estate
 Re:Find Distillery
 Reiley, Marcia
 Reinert, John & Stacy
 Render, Ryan
 Republic National Distributing Company
 Resnick Family Foundation
 Rey, Rachel
 Reynoso Framing LLC
 Richenberg, Denise
 Riggie, Alexandra
 Niller, Darren
 Riise Wine
 Robert Vaz Trucking
 Robertson, Tina & Trey
 Robinson, Vance
 Rocksteady Plumbing
 Rococo Wines
 Rodarte, Irene
 Rogers, Brian & Valerie
 Rolling Oaks Charcuterie & Catering
 Roux Collective
 Rozenberg, Lawrence & Gina

RPM Restaurants
 RS Paul Company
 Runkle, Gene
 Rutter, Emily
 Sanders, Jason
 Sanders, Spencer
 Santa Rita Creek Vineyard
 Saucedo, Bonnie
 Savant, Dan & Betsy
 Saxco
 Saxum Vineyards
 Scher, Eddie
 Schiesl, Diane
 Schneider, Josie
 Schneider, Michael & Lizanne
 Schorr, Diane & Brian
 Schuetze, Erika
 Scott, Doug & Cindy
 Scott, Molly & Ryan
 Scott, Tamara
 Scout Rental Co.
 Séduire Wine
 See, Tom & Melissa
 Selverston-Scher, Melina
 Selverston, Mark
 Selverston, Sue
 Semmes & Co. Builders, Inc.
 Sensations Apparel, Inc.
 Setting, Judy Lynn
 Seven Oxen Estate Wines
 Shannon, Patrick & Lauren
 Sharpe, Arlyn
 Sheehan-Broadrick, Tami &
 Ron Broadrick
 Shelton, Kimberlee
 Sherwin, Stan & Mary
 Siegel, Bill & Mary
 Sieloff, Charles
 Silicon Valley Bank
 Silva, Caila
 Silva, Stephen
 Sinton Helicopters
 Six Test Kitchen
 Skinner, Katie
 Smile&Wave Music
 Smith, Candy
 Smith, Dan
 Smith, Dawn
 Smith, Heather & Justin
 Smith, Jessica
 Smith, Michael
 Smith, Olivia
 Smith, Pebble & Terry
 Smiths Alarms & Electronics Inc.
 Southern Glazers Wine & Spirits
 Souza, Kevin
 Sowerby, Hadley
 Speizer, Brynne
 Spry, Barbara

Squires, Brad
 Squires, Greg & Carrie
 Stahl, Mary
 Starnes, Chuck & Michelle
 Starr, Judith
 StaVin, Inc.
 Steely, Jessica
 Steinberg, Elizabeth
 Stellar & Sun
 Stevens, Anita
 Steward, Linda
 Stewart's Window Cleaning
 Swift Heating & Air
 Stifel Paso Robles
 Stoffel, Barbara
 StoryLabs
 Stovall, Mark & Arlene
 Strickland, Scott
 Strohman, Trevor & Anne-Marie
 Sudbrink, Michael
 Sunridge Nurseries
 Swan, Rex & KC
 Swanson, Jennifer
 Sychowski, Ray
 Symens, Sadie
 Tablas Creek Vineyard
 Templeton Vacation Rentals
 Tenhaeff, Ross
 Terrizzi, Brian & Stephy
 The Alchemists' Garden
 The Blueprinter & Graphics
 The Olde Alehouse
 The Sign Place
 The Wonderful Company Foundation
 Thibido Wines
 Thomas, Nancy
 Tillman, Maggie
 TN Coopers
 Tolley, Brett
 Tonnellerie Cadus & AnA Selection
 Tonnellerie Radoux USA, Inc.
 Top Winery
 Torgerson, Erin
 Torrin Wines
 Trevor Moriarty Insurance Agency
 Truchard, John & Michele
 Tsar Nicoulai Caviar
 Tuchen, Mike & Sarasina
 Tucker Family Farms
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