


must!
charities.



‘24

IMPACT REPORT



The **Auratone reference monitor** is a simple speaker used by sound engineers to produce audio that sounds as good in the real world as it does in their studios.

Quincy Jones called them “True Speakers,” for their ability to unmask tricks often used during music production.

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.

Collective giving via this model results in impacts that are consistently **amplified** throughout the community.



As we look back on another remarkable year, we celebrate the power of collective giving. Your generosity, combined with that of others, has amplified change in so many ways that no single gift could achieve on its own

Looking ahead, we remain committed to strengthening our community, adapting to our region’s evolving needs, and empowering our non-profit partners who work tirelessly on the front lines. By strategically investing in organizations and the leadership that drives them we will continue to create meaningful, lasting impact.

I am sincerely honored to lead this organization, and I am excited about what lies on the horizon. Thank you for allowing us to put your giving dollars to work in our community.

Becky Gray
CEO Must! Charities




Your Giving.

From its inception, Must! has known that collective philanthropy provides outcomes that go well beyond what we as individuals can do on our own. Over time, we've learned that every life impacted by your generosity can result in measurable benefits to their families, workplaces and the community at large, and looking forward, we see opportunities to build on what we've

Amplified.

manifested together. So let us take a moment to look back on a year of progress, and recognize that the impacts we continue to see go beyond the numbers and represent significant advancements here on the Central Coast. Let's remind ourselves that this growth is something that we can continue to build upon and refine as we move forward together.



With the launch of the **Workforce Development Program**, ECHO residents have started earning their ServSafe Food Handlers certifications, a significant milestone in their journey toward employment in the food service industry. In 2024, the program saw tremendous success, with 100% of its participants completing the certification program and receiving their ServSafe certificate, and more than 75% successful at gaining employment.

Julia was the first resident to seize this opportunity. After completing a four-hour class, 30 hours in the kitchen, and passing the exam, Julia is now officially certified. This achievement was a critical step for her as she pursued employment. Adding this certification to her resume not only boosted her qualifications but also enhanced her chances of securing opportunities in the industry. Since earning her certification, Julia has secured full-time employment and moved into stable housing, an incredible accomplishment that reflects her hard work and determination.



Greg was born and raised in Colorado. After a divorce, he went looking for a fresh start, settling on California as he hoped to live by the ocean. Arriving here as a single dad, Greg found employment, working long hours while raising his son. After becoming homeless 10 years ago, Greg recently sought assistance from ECHO and began working in the Workforce Development Kitchen. He loves preparing meals for the residents (the kids love his famous Sloppy Joes), and has become an ambassador of sorts, spreading his passion for the kitchen amongst the residents, helping them build skills and confidence along the way. Greg recently found employment, and continues to volunteer in the ECHO Shelter Kitchen, giving back to the community that has given him so much.

Julia and Greg's stories are just a few of the many that make Must's investment in ECHO incredibly valuable to northern San Luis Obispo County.

Workforce Development Program with **ECHO**

Seizing the Opportunity

BOYS & GIRLS CLUB

Creston Clubhouse

We ensured 45 children in the rural community of Creston had access to enriched education and mentorship experiences.

Project Timeline: 2021-2024

Total Giving Commitment: \$284,000

Total Cash Invested in 2024: \$63,624

TRANSITIONS MENTAL HEALTH ASSOCIATION

State of the Art Call Center

We created a state-of-the-art crisis call center that served over 13,000 individuals and is becoming a model for other California counties.

Project Timeline: 2022-2024

Total Giving Commitment: \$557,510

Total Cash Invested in 2024: \$88,000

THE VINEYARD TEAM

Juan Nevarez Memorial Scholarship

We supported 24 vineyard and winery workers’ children with multi-year higher education scholarships.

Project Timeline: 2022-2024

Total Giving Commitment: \$1.3M

Total Cash Invested in 2024: \$102,580

EL CAMINO HOMELESS ORGANAZATION (ECHO)

Workforce Development Kitchen Program

We empowered 95 individuals with hands-on training, real-world experience, and a pathway to meaningful employment.

Project Timeline: 2024-2028

Total Giving Commitment: \$403,841

Total Cash Invested in 2024: \$67,810

PASO YOUTH ARTS CENTER

Building a Future with PRYA

We created opportunities for 275 local youth by investing in organizational leadership development.

Project Timeline: 2024-2029

Total Giving Commitment: \$326,824

Total Cash Invested in 2024: \$69,907

LUMINA ALLIANCE

Affordable Transitional Housing

We revitalized and expanded an aging housing complex, delivering meaningful change and life-transforming opportunities for 32 individuals.

Project Timeline: 2024-2025

Total Giving Commitment: \$465K

Total Cash Invested in 2024: \$465K

BOYS & GIRLS CLUB

Flamson Teen Center

The Must! Youth Board empowered 195 students by transforming an unused computer lab with 25 new Chromebooks and a mobile charging station.

Project Timeline: 2024

Total Giving Commitment: \$7,568

Total Cash Invested in 2024: \$7,568

The Nonprofit Leadership Alliance

We invested in nonprofit leaders, fostering authentic group and one-on-one environments to promote collaboration, idea sharing, and leadership growth.

Project Timeline: 2024-2025

Total Giving Commitment: \$52K

Total Cash Invested in 2024: \$15,000

Project Impacts 2024 Year in Review

13,713 LIVES DIRECTLY IMPACTED \$879,489 TOTAL CASH INVESTED \$2.9M REMAINING PROJECT COMMITMENTS



Announcing our Financials

(unaudited)

2024 Annual Revenue **\$3.1 million**
2024 Annual Consolidated Revenue

2024 Operating Expenses **\$623 thousand**

2024 Fundraising Event Expenses **\$649 thousand**
Purpose, Donor Appreciation BBQ, Vision and Golf Tournament

Net Assets 2024: **\$6.6 million** *(includes endowment with a \$2.1M market value)*

2023: **\$5.4 million** *(includes endowment with a \$1M market value)*

\$4.2 million

Committed To
Community Projects

\$887K cash invested in 2024

(Includes \$7,511 additional community donations beyond our project scopes)

\$2.5M to be paid out over time

\$415K available for a new projects



She lived

Transitional Housing Partnership with ***Lumina Alliance***

in fear for years,

trapped in a cycle of abuse with no place to turn. Each day felt impossible, especially as she struggled to protect both herself and her child without a support network. Through Lumina's childcare services, she received something she hadn't experienced in years....time.

Time to breathe, time to plan, and time to think, knowing her child was safe. With this newfound support, she began counseling, attended group therapy, and embarked on the legal journey to reclaim her freedom and secure custody of her child.

As she faced a long, daunting court battle with her abuser, Lumina stood by her side, accompanying her to court, providing childcare at the courthouse, and supporting her every step of the way.

Her case manager said it best, "I'll never forget the moment she emerged from the courthouse, lifted her child into her arms, and told him they could finally stay together. The joy was overwhelming."

Today, this survivor and her child have completed Lumina's Transitional Housing Program, moved into stable permanent housing, becoming stronger and more self sufficient, and are continuing to rebuild their lives.

Must! Charities Leadership Alliance

Biz Steinberg and **Molly Kern** are part of the first class of the Must! Charities Leadership Alliance (MCLA), a new initiative designed to bring together leaders from across SLO County's nonprofit community. The goal? To create a space where nonprofit leaders can connect, collaborate, and support one another through the challenges that come with leading mission-driven organizations.

One of Must! Charities' long-standing goals has been to go beyond funding—to equip nonprofits with the tools, relationships, and leadership support they need to grow stronger and become more effective. **MCLA** is one more step toward that vision. It gives leaders a place to turn to each other for advice, perspective, and problem-solving.

“Biz is one of the most experienced voices in the nonprofit community, and I'm so thankful to have her here to provide input when our organization needs support,” says Molly Kern, CEO of **SLO County Food Bank**.

Taking the Lead

The admiration goes both ways. Steinberg, **CEO of CAPSLO** shares, “Molly is one of our youngest leaders, and she brings skills and understanding that are truly unique to our conversations. I can't describe how valuable her ideas have been to me personally, and how much she has invigorated the discussion at our meetings.”

This new project offers a glimpse into an exciting new direction for Must! Charities—one that reflects a more holistic approach to philanthropy in San Luis Obispo County.



Administrative Staff

Becky Gray
Chief Executive Officer

Randy Gray
Director of Community Investments

Erika Martin
Community Projects &
PURPOSE Concierge Manager

Megan Leishman
Manager of Company Culture

2024 Executive Board

Jenny Barton Barton Family Wines

Lori Bickel Retired Community Member

Greg Gregory Silicon Valley Bank A Division of First Citizens Bank

Kelli Law Law Estate Wines

Maeve Pesquera O'Neill Vintners & Distillers

Stephen Silva E.B. Wakeman

Justin Smith Saxum Vineyards

2024 Investment & Finance Circle

Mike Bickel RPS Holdings

Doug Kruse Kruse Ventures

Andy Niner Niner Wine Estates

Stephen Silva E.B. Wakeman

2024 Collaborative Circle

Jacob Allred Project Manager Amazon

Brittany Banda Xochitl Wines

Neil Bankston Community Member

Elaine Barrera-Nicholson Flagstar Bank

Gail Baum Baum Consulting

Justin Bell Premiere Valley Bank

Lori Bickel Retired Community Member

Nancy Fiske eXp Realty

Viquel Hawley Torrin Wines

Steven Herring All About Events

Tim Kensinger AgWest Farm Credit

Courtney McKeever Whitney, Thompson, & Jeffcoach LLP

Maeve Pesquera O'Neill Vintners & Distillers

Kelly Pope Community Advocate

Cindy Scott Retired CPA

Heather Smith Saxum Vineyards

Sabreena Urness Stellar & Sun Hat Co.

Morgan Voss JB Dewar

Cara Wright Farm Supply Company

thank
you for
your
support

Providing essential support to Must!’s mission are the
nearly 1,000 individuals, families, and businesses that
have made philanthropy a primary goal in our community.

LEGACY PARTNERS

The following individuals legacy will continue
through Must! Charities project giving.

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 Dr. Howard Hayashi

In Memory of Garrett Sutton

In Memory of Gene Kaula

In Memory of Jack Oliver

In Memory of Jack Peschong

In Memory of James P. Sargen

In Memory of Jerry D. Wells

In Memory of JoAnn Cherry

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 Louise Alice LaHargoue

In Memory of Marilyn Smith

In Memory of Melinda Berg-Roak

In Memory of Mini Jane Wells

In Memory of Richard Klemm

In Memory of Shirley Baccaro

In Memory of Stan Trom

In Memory of Ted Burgess

In Memory of Tommy Thompson

In Memory of Vermelle Sporleder

In Memory of Warren Shelton

Aaron Wines

Abramson, Andrew

Acacia Productions

ACJ Paso Group, Inc.

Adams, Vicki

Adelaida Wines

Adika, Amber

AgWest Farm Credit

Alexander, Carol

Allred, Jacob

Allrich, Ted & Darcel Phillips

Alta Collina

Amale Oak Importers, LLC

Ambriz, Jorge

American General Media

Andaz Maui at Wailea Resort

Anderson, Doug & Judy

Andre, Morris & Buttery

Anzaldo, Andy & Rochelle

Arine, Damian & Sara

Aron, Judy

Aron, Morris

Asseo, Chloe

Asseo, Stephan & Beatrice

Atascadero Police Foundation

AVA Capital Advisors

Avila Beach Golf Resort

Ayres, Michelle & Doug

Bacigalupo, David & Linda

Baker Wine & Grape Analysis

Ballo, Robert

Banda, Brittany

Barrel Builders

Barry Goyette, Photographer

Barton Family Wines

Baum Family Fund

Baum, Dan & Gail

Beavers, Scott

Beckett, Gibsey & Josh

Bell, Justin

Benom

Berei, Sandra

Berg, Jim & Beth

Biaggini, Jonni

Bickel, Mike & Lori

Bickett, Mara & Duane

Blacklake Golf Resort

Boffman, June & Tom

Boffman, Natasha

Bolivar, David & Marisa

Booker Wines

Boucher, Deborah

Boulanger, Dawn & Scott

Bowker, Carl & Pam

Bozzano & Company

Bragalone, Mickie & Jeff

Breton, Samantha & Patrice

Breytenbach Family

Broadrick Family Foundation of Florida

Brown, Phillip & Gina

Brynildson, Matt & Alison

Buckley, Alexandria & Nicholas

Buffngton, Amanda

Bulfer, David & Kelly Pope

Burkhart, Diane

Burns, Kevin

Burton, Sam

Buys, William

Buzzard, Amber

Cadus

Caliza Winery

Cam Lem Investors

Cameron, Stewart

Canada, Ralph & Tanja

Cannon, Kevin

Cantrell, Amy

Carolyn S. Kruse Foundation

Carpenter, David & Antonia

Carpenter, Ellen

Carpenter, Suzanne

Carroll, Vicki & Howard

Cass Winery

Castro, Myrna

CCOF

Central Coast Jeep Tour Adventures

Chalk Mountain Golf Course

Charities Aid Foundation America

Chavez, Melissa

Cheda, Luanne

Children’s House Montessori School

Chouinard, Joseph & Denise

Christensen, Warren

Ciento Cellars

Cipco Inc Vineyard Operations

Clever Concepts

Clever Ducks

Clos Solene

Constellation Brands

Contreras, Pamela

Coomer, Robert & Paula

Cooperages 1912

Copia Vineyards & Winery

Cork Supply

Corvus Wealth Advisors

Couture, Chris

Criquet Shirts

CRUSH Vineyard

CT Signs and Lighting

Cushman, John & Jackie

Dakin, Pete

Damewood, Kelly

Danican

DAOU Vineyards & Winery

Dart, Kyle

Dart, Marc

Davidson, Ollie & Bridgette

Decemil Estate Wines

Denissen, Megan

Denissen, Terri & Bill

Denner Vineyards

DeQuattro, Jim

Derby Wine Estates

Derbyshire Farms

Devine, Penelope

Devine, Susan

Diamond West Farming

DiBiasi, Jim & Kathy

Diefenderfer, Nicole & JC

Diel, Doris

Doherty, Patricia

Dowell, Michelle

Doyle, Megan

Dufau Landscape

Dungan, Jasmin

Dunn, Jamie

Dunn, Mark

Dunn, Meghan & Jason Haas

Dunn, Sally

Dusi, Janell

DWS Vineyard

Dwyer, Thomas

E. & J. Gallo Winery

E.B. Wakeman Company

Edney, Amy

El Lugar

Ella’s Vineyard

Emercy Wines

Enartis

Encore Glass

Epoch Estate Wines

ETS Laboratories

Fabre, Arnaud

Fabre, Solene & Guillaume

Far Niente Ventures, INC.

Farley, Patrick

Farm Supply

Ferrell, Justin

Finca

Fiorentini, Jordan & Emanuele

Firestone Walker Brewing Company

Fischer, Justin & Julie

Flannery Beef

Fleck, Elisabeth & Erich

Floberg, David

Floberg, Emmy

Floberg, Richard & Maria

Fortessa Glass

Francois Freres

From, Russell & Vailia

Fulldraw Vineyard

Fullick, Daniel

Fulton, Henry & Siobhan

G3 Enterprises

Garcia, Rob

General Store Paso Robles

Gentry, Tommy

Giannini, Santina & Neil

Gillingham, Liz

Glenesk, Mark & Jennifer

Glenn Burdette

Goldberg, Marc & Maggie

Goldman, Diane

Gonzales, Eric & Jennifer

Graves, Anthony & Elizabeth

Graves, Koene

Gray, Emma

Gray, Katy

Gray, Lynn & O’Neal

Gray, Randy & Becky

Gregory, Greg

Griffith, Diane

Grossman, Robert & Tari Cody

Cuffey, Virginia

Gunn, Mark

Haas, Barbara

Haisma, Chris & Nicole

Haliotide

Hammel, Patty

Hanson, Rochelle

Harvey Plumbing

Harvey’s Honey Huts

Hawkins, Dawn & Nick

Hawks Hill Ranch Winery

Hawley, Scott & Viquel

Hayseed and Housdon

Hazy Haus

Heffron, Bill & Nancy

Hepler, John

Herkimer, Michele

Herzog, Carolyn

Hewitt, Stephen & Martha

Hibbits, Stephanie & Greg

Hill, Bobby & Joanie

Hoats, Tom & Kaye

Hoeffel, Susan

Hom, Debbie

Hook, Christopher

Hope Family Wines

Hope, Austin & Celeste

Hope, Chuck & Marlyn

Hornbaker, Lisa

Hotaling, V.C.

HTLF Bank

Hubba Wine

Hutton, Stacey & Simone Huls

iiwii wines

Il Cortile Ristorante

In Bloom

ITEK Wine

J Dusi Wines

J. Lohr Vineyard & Wines

Jack Creek Cellars

Jacob, Stacie

JaM Cellars, Inc

JB Dewar

Jean, Cindy & Henri

Jensen, Eric & Lisa

Joebella Coffee

John Anthony Family of Wines

JUSTIN Winery

JW Design & Construction

Kelleco

Kinero Cellars & Royal Nonesuch Farm

Kirschenstein, Kathleen

Kline, Brent

Kline, Shayne & Beth

Klippenstein, Tom & Selina

Koligian, Phil

Kruse, Doug & Sabrina

Kumi Kookoon


Kuyper, Kit

L’Aventure

La Chata Authentic Mexican Food	Morias, Di & Ed	SÉDUIRE Wine
Lacey, Katie	Morris & Garritano	See, Tom & Melissa
Ladendorf, Tabitha	Morris, Dale	Seguin Moreau Napa Cooperage
Lahargou Enterprises, Inc.	Morro Bay Golf Course	Seven Oxen Estate Wines
Landry, Caroline & David Kirk	Mount, Allison & Jeff	Shaffer, Diane
Lapis Luna	Muller, Brandon & Gregory Roberts	Shannon, Antoinette
Law Estate Wines	My Favorite Neighbor	Shannon, Patrick & Lauren
Law Office of Brian F. Simas	Nate's on Marsh	Sheehan-Broadrick, Tami & Ron Broadrick
Law, Donald & Susie	Neuhs, Jon & Sue	Shelton, Kim
Law, Kelli	Nguyen, Brandon	Sherman, Gail
Le Cuvier Winery	Nicholson, Dave & Elaine	Sherwin, Stan & Mary
Leal, Teresa	Nicol, Karrin	Shriver, Deborah
Lebber's Pizza	Nicora Wines	Siegel, Eliot & Ellie
Leduc, Bastien & Rebecca	Nightingale, James	Silicon Valley Bank
Leishman, Megan	Niller, Darren	Silva, Stephen
Leishman, Nancy & Jeff	Niner Wine Estates	Silveira, Debbie & Larry
Lepp, Amy	Northrop Grumman	SLO Co Tasting Tours
Lepp, Carly	ONX Wines & Vineyards	SLO Drywall Inc.
Lersey Consulting LLC	Oshorn, Eric & Kristin	Smith, Dawn
Les Petites Canailles	Oxford Suites Paso Robles	Smith, Dominique
Leveille Private Wealth	Pacific Hair	Smith, Justin & Heather
Levo Wine	Paix Sur Terre	Smith, Michael
Lewis, Lisa J	Paradise, Joe & Lavonna	Smith, Pebble & Terry
Lewis, Scott & Paula	Parreira, Kelli	Solterra Strategies, LLC
Libretto	Paso Bamboo	Southern Glazer's Wine & Spirits
Limoneira	Paso Robles Wine Country Alliance	Souza, Daniele
Linne Calodo	Paso Robles Wine Merchant	Spry, Barbara
Liu, Charles & Julia Fuller	Patria Wines	Squires, Greg
Lock, Pamela	Patson, Lisa & Neil Bankston	Sran, Megan
Lone Madrone	Patterson, Don	Starr, Judith
Lowe, Jean	Payne, Christopher & Jeannette Potts	StaVin, Inc.
Lum, Bryant & Linda	Peach, Lisa & Rob	Stepladder Farmstead Creamery
LXV	Peachy Canyon Winery	Stevens, Anita
M.A. Silva	Peschong, Anna	Stifel Paso Robles
Mace Security Alarms, Inc.	Philips, Pat & Debbie	Stockon, Chase & Jen
Machado, Marissa	Pollack, Stephen & Judi	Stuart, Sarah
MacLeod, Cynthia	Pope, Nicole & Lucas	Swan, Rex & KC
Maggelet, Sarah	PROS Well Testing	Sweetanos, Chris
MAHA & Villa Creek	Pugh, Beverly	Tablas Creek Vineyard
Maison Mason Vineyards	Rava Wines	Tarzian, Donna
Majestic Realty Co.	Re:Find Distillery	TCR Industries
Martin, Erika	RE/MAX Parkside Real Estate	Telljohann, Eric & Annette
Martin, Noreen	Redd, Jason & Cinnamon	Templeton Vacation Rentals
Mascall, Bob & Susan	Republic National Distributing Company	Templeton Women's Charitable Club
Mazzocco, Mike	Resnick Family Foundation	Terrace Hill Olive Oil Company
McColley, Stephen	Ricci, Mark & Norma	Tesoriero, Jennifer
McKeever, Courtney	RIISE	TH Estate Wines
McKeon, John	Robert Vaz Trucking	Thacher Winery
McPartland, Vicki	Robins, Raymond & Jennifer	The Alchemists' Garden
McPrice Myers	Robinson, Vance	The Blueprinter & Graphics
MCV Wines	Roux Collective	The Bottle Meister
Merkel, Gianna & Zackary	Sanders, Kelly	The Bovine Classic
Metcalf, David	Sanders, Spencer	The Groves on 41
Michaud, Leo	Santa Rita Creek Vineyard, LLC	The Hatch
Michaud, Rebecca	Savant Productions	The Lofts at the Market
Mid-Point Winery	Savant, Daniel & Betsy	The River Terrace Inn
Mikelonis, Heather	Saxco Glass	The Sign Place
Miller, Bill	Saxum Vineyards	The Wonderful Company
Modak, Rajiv	Schacht, Vicki & Martin	Thibido Winery
Monochrome Wines	Schneider, Lizanne & Michael	Thomas, Betty
Mooney, Heidi & Mark	Scott Laboratories	Thompson Trading Co.
MoonSprings Vineyard	Scott, Doug & Cindy	Tin City Distillery
Moore, Amanda	Scout Rental Co.	Tonnellerie Radoux USA, Inc.

Top Winery
Torrin Wines
Treasury Wine Estates
Truchard, John & Michele
Tuchen, Mike & Sarasina
Tucker Family Farms
Tum Tum Tree Foundation
Turrone, Pete & Chelsea
Turtle Rock Vineyards
Ultima Tulie Wines
Union Sacre Winery
Urness, Sabreena & Bret
Valley Pacific Petroleum Services, Inc
Vamos, Richard
Verhage, Sasha
Veritiv - All American Containers
Villicana, Alex & Monica
Vineyard Professional Real Estate, LLC
Vineyard Professional Services
Vivant Fine Cheese
Vogl, Sally
Wagner, Courtney & William Ziegler
Wall, Marina
Wanamaker, Larry
Wangard, Kelly & Gregg
Webb, Bonnie
Webster, John
Weil, David
Wells, Jim & Judy
Werdeger, Maurice & Helen
West, Dave
Western Janitor Supply
Whipkey, Larry
White, Matthew
Wilkins, Erik
Wilkins, Staci
Willow Creek Wine Co
WineDirect
Winkler, Katie & Paul
Witmer, Donald & Elaine
Wonderful Giving
Wonson, Beth
Yount, Anthony & Hillary
Yraceburu, Rob
Z Villages
Zannotti, Diane
Zappas, Mike
Zemella, Katarina
Zio Brand

must
charities



Must! Charities
P.O. Box 1540
Templeton, CA 93465

Presorted
First Class Mail
US Postage Paid
Oxnard, CA
Permit 1215

mustcharities.org