



M U S T ! C H A R I T I E S





2023 DIRECT IMPACT REPORT

Reflecting on 2023, we saw challenges that in the most direct of ways,

tested our resilience.

We also saw moments of innovation and growth that paved the way for our continued success. As an organization, we put in the work, adapted, pivoted, succeeded, failed (and learned from those moments), and in more ways than one, we grew.

Our investments in 28 local nonprofits gave us an opportunity to see firsthand, significant progress made in addressing various social issues. Your giving made a *positive* impact on the funding shortages, increased demand for services, and ongoing societal issues that presented obstacles to overcome. Despite these challenges, we also saw a common thread of organizations having a sense of determination and commitment to continue advancing their work. Through this lens we were inspired and encouraged to do more work in our region.

I'm happy to report that your investments have directly impacted thousands of individuals in our communities this past year. Thank you for allowing us to put your giving dollars to work in the most effective ways possible through our model of trust philanthropy.

Becky Gray

Executive Director Must! Charities

DIRECT IMPACT REFERS TO SPECIFIC INDIVIDUALS WHO BENEFITTED FROM MUST! CHARITIES 2023 STRATEGIC INVESTMENTS

29,866

Lives in San Luis Obispo County were
directly impacted by your donations in 2023.

BASED ON MUST! PARTNER ORGANIZATION REPORTING FOR CALENDAR YEAR 2023



BLANCA FLOR

Direct impact

When tragedy struck,

Blanca Flor didn't hesitate to step up and become the caretaker that her family was losing. Her mother was diagnosed with terminal lung cancer when Blanca, the eldest of 6 children, was only fifteen years old. Since they lived in Mexico and her father was working in the United States, Blanca became responsible for caring for her younger siblings and her ailing mother. She knew she had to put her family first, so she dropped out of school and spent her days learning to cook, tackling home duties, running errands, and caring for her family.

JUAN NEVAREZ MEMORIAL SCHOLARSHIP RECIPIENT

The Vineyard Team recognized that access to higher education for first generation children of farm workers is about much more than funding. Their parents typically have no experience with education, and often lack English language skills. Students like Blanca often face real life events that only add to the challenges they face in pursuing their dreams. The Juan Nevarez Memorial Scholarship not only provides necessary funding but also ensures ready access to a dedicated counselor to help these students on their path to success.

Since her mother passed, Blanca has continued to care for her siblings and the home, all while attending school and working. Her day starts at 4:30 am, packing lunch for her father, then getting herself and her siblings ready for school. She plans to complete her general education at Cuesta College before transferring to San Diego State University, where her objective is to study to become a cardiologist.

A look at the impacts of our strategic investments in 2023

Direct Impact Year in Review

We ensured **47 children**
in the rural community of Creston had
access to enriched education and
mentorship experiences.

Boys & Girls Club Creston Clubhouse

Serving more than **13,000 individuals**
we created a state-of-the-art crisis call center that is
becoming a model for other California counties.

Transitions Mental Health Association

We supported
24 vineyard & winery workers' children
with multi-year higher education scholarships.

The Vineyard Team Juan Nevarez Memorial Scholarship

We met the immediate needs of **175 residents**
during the 2023 Winter Storms. These investments helped
prevent further damage to buildings, which, if not addressed,
would have resulted in more significant issues down the line.

ECHO + Lumina Alliance Storm Damage Relief Project

Ensuring arts education for **550 students**
we supported leadership development for the
organization, while looking at plans for
future growth at the Center.

Paso Robles Youth Arts Center Leadership Development

Helping more than
800 community members
our Youth Board was empowered to work
collaboratively: volunteering, researching, and
dedicating themselves through three nonprofits.

Must! Youth Board Giving

ECHO, SLO Food Bank, and Boys & Girls Club: Tom Maas Clubhouse

Over 14,000 lives were directly impacted
by the collective efforts of these non-profit partners.
Our investments expanded access to youth mental health,
food security, senior services, housing, workforce
development, healthcare and arts education.

*\$100K Out-of-the-Box Project: Center for Child and Adolescent Mental Health • City Farm SLO
Family Care Network Inc • Habitat for Humanity SLO County • Infinite Music • One Cool Earth
Paso Robles Youth Arts Center • Restorative Partners' Bridge Cafe • SLO Botanical Garden
SLO Noor Foundation • Smart Share Housing Solutions • Tolosa Children's Dental Center*

Out-of-the Box Project
12 nonprofits
Invested \$119,975

Transitions Mental Health Association
Invested \$109,209
(remaining project commitment: \$88,000)

Boys and Girls Club Creston Clubhouse
Invested \$95,836 (remaining project commitment: \$63,624)

The Vineyard Team Juan Nevarez Memorial Scholarship
Invested \$94,000
(remaining project commitment: \$1.3M)

Storm Damage Relief Fund ECHO + Lumina Alliance
Invested \$37,491

Paso Robles Youth Arts Center
Invested \$14,800

Navigating Challenging Dialogue Training
13 nonprofits
Invested \$5,000

Youth Board Projects ECHO, SLO Food Bank, Boys and Girls Club
Invested \$10,530

FINANCIALS

(unaudited)

2023 Annual Revenue **\$2.9M**
2023 Annual Consolidated Revenue

2023 Operating Expenses **\$552K**

2023 Fundraising Event Expenses **\$521K**
Purpose, Donor Appreciation BBQ, Vision and Golf Tournament

Net Assets 2022: **\$3.9M**
2023: **\$5.4M** (includes endowment with a \$1M market value)

\$2.7M
Committed To Community Projects
\$487K cash invested in 2023
\$1.5M to be paid out over time
\$771K available for a new projects



JAMIE DIETZE

Direct impact

“The goal is to make sure our teachers have what they need to provide the best arts education possible for our students” Jamie Dietze, PRYAC Program Director

The breakdown in trust

between the teaching staff and the Paso Robles Youth Arts Center Board of Directors, was obvious to Jamie Dietze from the moment she began teaching art classes at the 25-year-old North County institution. During the pandemic, PRYAC had lost its Executive Director and the board stepped in to fill the void. However, the lack of a leader “on the ground” led to increasing disorganization and an atmosphere of uncertainty at the Center. Eager to meet the challenge but without adequate resources or expertise in reorganization, the board’s leadership team reached out to Must! Charities for guidance, which led to the hiring of a consultant and eventually a new executive director.

A year later, PRYAC has seen a remarkable turnaround. The teaching staff now gets the support they need, and the staff’s relationship with the board has blossomed in ways that seemed impossible just a short time ago. Alongside Executive Director Barby Wunch, Dietze has stepped into a new role as Program Director. “The goal is to make sure our teachers have what they need to provide the best arts education possible for our students, and Must!’s involvement has helped us along that path — positively impacting the children we serve.”

PASO ROBLES YOUTH ARTS CENTER

DONORS

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.

Without their help, Must! would not have the reach or the impact it has today.

2023 Executive Board

Jenny Barton *Barton Family Wines*

Mike Bickel *RPS Holdings*

Paloma Bilson *Dilecta Wines*

Greg Gregory *Silicon Valley Bank
A Division of First Citizens Bank*

Kelli Law *Law Estate Wines*

Andy Niner *Niner Wine Estates*

Rob Osterbauer *Rabo AgriFinance*

Stephen Silva *EB Wakeman*

Justin Smith *Saxum Vineyards*

Administrative Staff

Becky Gray *Executive Director*

Randy Gray *Community Projects Manager*

Megan Leishman *Executive Assistant*

Erika Martin *Donor Relations Manager*

2023 Investment & Finance Circle

Mike Bickel *RPS Holdings*

Doug Kruse *Kruse Ventures*

Andy Niner *Niner Wine Estates*

Don Witmer *Retired CPA*

2023 Collaborative Circle

Jacob Allred *SCADA*

Gail Baum *Baum Consulting*

Josh Beckett *Peachy Canyon Wine + Thibido Winery*

Justin Bell *Premier Valley Bank*

Lori Bickel *Community Member*

Nancy Fiske *Community Member*

Viquel Hawley *Torrin Wine*

Katie Hayward *Uncorked Wine Tours*

Steven Herring *All About Events Inc.*

Tim Kensinger *AgWest Farm Credit*

Courtney McKeever *Whitney, Thompson & Jeffcoach, LLP*

Tyler Russell *Community Member*

Cindy Scott *Retired CPA*

Heather Smith *Saxum Vineyards*

Sabreena Urness *Steller + Sun Hat Co.*

Morgan Voss *JB Dewar*

Cara Wright *Farm Supply Company*

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AdashAmerica INC

Adelaida Vineyard & Winery

AgWest Farm Credit

Al Pie Del Cielo Farms

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Allrich, Ted & Darcel Phillips

Alsup, Brendy & AJ

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Anzaldo, Andy & Rochelle

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Asseo-Fabre, Chloe & Arnaud Fabre

Asseo, Stephan & Beatrice

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Avila Beach Palmera

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Ballo, Robert

Bank of Marin

Barrel Bottlers

Barry Goyette Photography

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Baum Family Fund

Baum, Dan & Gail

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Benom Wines

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Bickel, Mike & Lori

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The Blueprinter & Graphics

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