



PRESS ROOM – FOR IMMEDIATE RELEASE





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MUST! Charities Youth Board Invests More Than Just Money in Their Community

MUST! Charities Youth Board is investing more than just money in their community. Through a strategic nine-month program, area high school students are challenged to look beyond their social circles and identify the social needs our community faces, to then volunteer for organizations serving those needs and create a fundraising campaign around those causes.

Paso Robles, California—Aspiring philanthropists and community advocates, the MUST! Charities Youth Board not only researched organizations that are providing services to those in need; but also, sought out volunteer opportunities to see for themselves what the front line is like. Fourteen area high school students, who serve on the Youth Board, volunteered over 150 hours at SLO Food Bank, Camino Scholars by People's Self-Help Housing, and Boys and Girls Club.

"Teens are so easily discounted but man, they are a powerful force! They have huge hearts and genuinely want to help people but maybe don't know how," says Kacie Pechota, Youth Board Coordinator. "It's hard to see the need or make an impact when you're so far removed from the issues, but once you know better, you do better."

MUST! Charities Youth Board is a group of local high school students making a positive difference through collaboration and dedication to learning about social needs, organizations serving those needs, and their responsibility to make a difference for those less fortunate.

"Few programs are as inspiring and engaging as MUST! Charities' Youth Board," says Garret Olson, CEO of SLO Food Bank. "Through this program, MUST! is capturing and developing the hearts and minds of our future generation of compassionate leaders."

Through their own vetting process and drawn from their experience volunteering, the Youth Board is now embarking on a fundraising campaign to bring educational field trips this summer to children who would otherwise not have the opportunity. Thanks to local philanthropist Don Witmer, the first \$2,500 the Youth Board raises will be matched by him, illustrating the power of collective giving. Not only is he matching their donation, but he championed for the Youth Board to be expanded this year and sponsored program.

To find out more about the MUST! Charities fundraising charitable campaigns, visit mustcharities.org or call 805.226.5788. Interviews are available upon request.

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About MUST! Charities:

MUST! Charities identifies the most critical community needs in our community, vet organizations that are serving those needs, then invest in their infrastructure so they are well positioned to create positive, measurable change for years to come. We are people who have an intrinsic desire to build a stronger community through an investment-minded approach. We are small business owners, stay at home parents, middle managers, college students, CEOs of major firms and together, we harness the community's collective giving potential. To learn more or become a partner, please visit www.mustcharities.org or call 805.226.5788.