

PRESS ROOM – FOR IMMEDIATE RELEASE



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Youth-Led Fundraiser Brings Field Trips to Our Region

*The Must! Charities Youth Board challenged themselves this year to leverage **their** ideas, **their** energy and **their** enthusiasm for community and raise money for a project researched by them, chosen by them and like all things teenager - inspired by **THEM!***

Paso Robles, California—Grass roots fundraising by the Must! Charities Youth Board raised over \$9,000 to support summer field trips at three North County locations of People's Self-Help Housing with their Camino Scholars program. Field trips to museums, the beach, the parks...but the Youth Board did not stop there.

Originally challenged to raise \$2,500 with a generous match from local philanthropists, Don + Elaine Witmer, they took a mere minute to vote to increase the funding goal so they could provide Ravine Water Park passes for all kids at these locations.

"Teens haven't had an easy go of it the last several years which makes it all the more significant to witness their selflessness to help others so readily," says Kyle Flaherty, Must! Charities Brand Warrior. "These teens are our community's future: the philanthropists, the business people, the families that make up our community's future fabric."

The Youth Board's efforts totaled \$9,000 and it was all JOY as the teens delivered summer fun and good news to the kids at People's Self-Help Housing. Add that \$9,000 with the \$2,500 match and we not only funded field trips and water park passes; but also, were able to donate to the SLO Food Bank! At the SLO Food Bank, every \$1 donated provides seven meals to those in need.

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.

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.