



PRESS ROOM – FOR IMMEDIATE RELEASE



Pictured above are two participants from cohort #1, Biz Steinberg from CAPSLO, and Molly Kern from The SLO Food Bank (photo credits: Barry Goyette).

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Investing in Leadership, Building Stronger Communities — Apply Now for Must! Charities Leadership Alliance Cohort #2

Paso Robles, CA – September 24, 2025 – Must! Charities announced today that applications are now open for the second cohort of its Leadership Alliance Program, a bold initiative equipping nonprofit leaders with the tools, connections, and vision to strengthen both their organizations and the community.

The **application window runs from September 25 through October 16, 2025**, and selected participants will gather for the first time on **Thursday, December 4, 2025**.

Now in its second year, the Leadership Alliance brings together CEOs and Executive Directors for a transformative peer-learning experience. Through curated discussions, shared problem-solving, and guided growth, the program provides a space for leaders to step away from the day-to-day and invest in their own development to strengthen their organizations while fostering collaboration across the nonprofit sector.

“Strong leaders build strong communities,” said Becky Gray, CEO of Must! Charities. “The Leadership Alliance isn’t just about organizational success; it’s about equipping leaders with the tools for professional excellence and personal growth. We’re creating a space

where leaders feel supported, connected, and challenged to grow. Cohort #2 represents an extraordinary opportunity to come together with fellow changemakers who are shaping the future of our nonprofit sector.”

The selection process will take up to four weeks and may include follow-up interviews to ensure a thoughtful balance of voices and experiences. This intentional curation is central to the program’s success, creating an environment where every participant contributes meaningfully while drawing significant value from the group’s collective wisdom.

Looking ahead, Must! Charities plans to expand its Leadership Alliance with more cohorts focused on up-and-coming nonprofit executives. This expansion underscores Must! Charities’ long-term commitment to investing in leadership capacity and strengthening the impact of the Central Coast nonprofit community.

Nonprofit leaders ready to grow, collaborate, and lead at the next level are encouraged to apply online at mustcharities.org/what-we-do/leadership-alliance/. Applicants are also invited to share this opportunity with peers who may benefit from the program.

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About Must! Charities:

Must! Charities is a nonprofit organization dedicated to changing the model of philanthropy by uniting donors, pooling resources, and investing strategically in our region while empowering nonprofits and educating our community. From day one, we’ve stood by a bold promise: every dollar donated by the community goes directly to the causes we champion. This commitment is made possible through Must! Roots, a dedicated funding source that covers all operational expenses, ensuring community giving fuels nothing but impact.

Learn more at mustcharities.org