PRESS ROOM – FOR IMMEDIATE RELEASE



Nine Nonprofits. Three Minutes. One Big Night for SLO County.

The Pitch returns November 10 with $80,000 in cash prizes and an opportunity for the community to invest directly in local nonprofits.

SAN LUIS OBISPO, Calif. — Nine local nonprofits. Three minutes each. One chance to show San Luis Obispo County why their work matters.

The Pitch 2026, presented by Must! Charities, returns Tuesday, November 10, at the Performing Arts Center San Luis Obispo. Nine local nonprofits will take the stage to compete for cash prizes, while audience members have the opportunity to support the organizations that inspire them.

The concept is simple: Each nonprofit has just three minutes to tell its story, highlight the impact of its work, and inspire community support. No lengthy presentations. Just nine organizations, their stories, and a room full of people who can help move their missions forward.

Meet the Nine Nonprofits

- **Creative Alternative for Learning & Living**: Empowering individuals with developmental disabilities to build independence and thrive through personalized support.
- **Community Action Partnership of San Luis Obispo**: Helping individuals and families overcome poverty and build more stable, self-sufficient futures.
- **City Farm SLO**: Supporting local farmers, protecting agricultural land, and connecting the community to where its food comes from.
- **Friends of Camp Natoma**: Cultivating resilience, creativity, and personal growth through immersive outdoor wilderness experiences.
- **One Cool Earth**: Growing happy, healthy, and knowledgeable youth through hands-on, garden-based education and discovery.

- **Paso Robles Children's Museum**: Sparking curiosity and joy-filled learning through hands-on, interactive play and discovery.
- **Paso Robles Youth Arts Center**: Giving young people opportunities to explore their creativity and build confidence through affordable arts education.
- **Positive Ride**: Helping people with mobility challenges experience the outdoors through adaptive equipment.
- **SLO Noor Foundation**: Providing free medical, dental, and vision care to uninsured adults.

For the past three months, these nonprofit leaders have worked alongside coaches to refine their messages, strengthen their storytelling, and communicate the impact of their work. Now, they're ready to put that work to the test.

But The Pitch is about more than what happens on stage. The audience plays a role, too. Throughout the evening, guests can donate directly to the nonprofits whose stories move them, with 100% of audience contributions going to the organizations they choose.

Last year's inaugural event raised more than $185,000 for participating nonprofits, demonstrating what can happen when the community gets behind local organizations. This year, Must! Charities will award $80,000 in cash prizes, while audience contributions will provide additional support to participating nonprofits.

"What an incredible journey! These nonprofits and their coaches have poured their hearts into refining stories that deserve to be heard. The energy, dedication, and talent behind this year's cohort are remarkable. November 10 can't come soon enough!" said Randy Gray, Director of Community Investments, Must! Charities

Whether you're a longtime supporter or discovering these organizations for the first time, The Pitch offers an opportunity to hear their stories, learn about their work, and be part of what they accomplish next.

The Pitch 2026 takes place Tuesday, November 10, at the Performing Arts Center San Luis Obispo.

For tickets and event information, visit mustcharities.org/thepitch.

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About Must! Charities

Must! Charities strengthens San Luis Obispo County by investing in innovative programs, collaborative partnerships, and local nonprofit organizations that improve the quality of life throughout the community. Through initiatives like *The Pitch*, Must! Charities equips nonprofit leaders with the tools, visibility, and financial support they need to create lasting impact.

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