



PRESS ROOM – FOR IMMEDIATE RELEASE



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Applications Open for Must! Charities’ “The Pitch” After Inaugural Year Generated \$185K for Local Nonprofits

Paso Robles, CA - After a powerful inaugural year for local nonprofits, Must! Charities is bringing back The Pitch in Fall 2026—an innovative program designed to elevate nonprofit leaders, strengthen their storytelling, and inspire community giving.

Applications are now open for nonprofits and coaches interested in participating in The Pitch 2026. This three-month coaching experience helps selected nonprofit leaders craft and refine a compelling three-minute message that communicates their mission, impact, and vision.

The program culminates in a live public event where finalists take the stage to deliver their pitches before a community audience. Must! Charities awards cash prizes to all finalists, while audience members are invited to participate through giving during the event, creating an evening that celebrates nonprofit leadership and collective generosity.

“Last year’s inaugural Pitch proved what’s possible when you give nonprofit leaders a platform to share their story, expert coaching to help craft that story, and a community that believes in their story,” said Randy Gray, Director of Community Investments at Must! Charities. “The result was more than monetary funding. It was momentum, visibility, and stronger connections across the nonprofit sector.”

Participating organizations gain far more than financial support. They receive expert coaching that sharpens their story, strengthens their fundraising strategy, and equips them with a powerful message they can leverage long after the event ends.

As one participant from last year shared, “It’s been such an honor to be part of this journey. Getting to know each participant and the incredible nonprofits represented has been truly inspiring. The Central Coast community really is something special, and I feel so grateful to be part of it”, said Stephanie Potter, Development Manager at ECHO.

Opportunities to Get Involved

Nonprofit Applications

Local nonprofits are invited to apply for The Pitch 2026 and develop a compelling three-minute message designed to inspire donors and supporters.

Pitch Coaches

Community members with expertise in communications, fundraising, leadership, or nonprofit strategy are encouraged to apply as volunteer coaches. Coaches work alongside nonprofit leaders to help them refine their message and build confidence ahead of the live event.

Sponsorship Opportunities

Businesses and community partners can sponsor The Pitch and help bring the transformative program to life, supporting nonprofit growth while aligning their brand with meaningful community impact.

“The Pitch grows stronger every time our community shares it,” Gray added. “Whether you’re a nonprofit ready to grow, a coach ready to lead, or a sponsor ready to invest, this is your opportunity to help shape lasting impact in our region.”

Applications for nonprofits and coaches close **April 16, 2026**.

To apply and learn more about The Pitch visit mustcharities.org

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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 fund funding source that covers all operational expenses, ensuring community giving fuels nothing but impact.