5K Milk Run/Walk

Program Area: Public Relations & Information (PR/I)
County Farm Bureau: New Castle County Farm Bureau
State: DE
Membership Category: 3,001-5,000
Year: 2014
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Program Description:
The members of the New Castle County Farm Bureau added a social awareness initiative as a part of its program of work this past year. The initiative was added after learning about a funding gap that jeopardized a program that worked to provide food to those in need in their community. The Ministry of Caring is a local nonprofit organization that provides a network of social, health and support services for the poor and homeless. With each meal they provide, a glass of milk is also provided at no cost to those who are served. In 2012, 24,000 meals were served to children that included a full glass of milk. Unfortunately, a local sponsor who had been providing financial support to supply the milk was unable to continue their sponsorship. Upon hearing of the loss of funding for the milk program, the county Farm Bureau sprang into action.

The New Castle County Farm Bureau along with a dedicated group of ten volunteers worked to put together a 5K run/walk to support the Ministry of Caring’s, "Milk for Children Fund." Designed to take place during National Dairy Month, volunteers began work on the race logistics and promotion which included the Delaware state legislature passing a resolution to officially declare June 2013 Dairy Month.

With over one hundred runners participating in the run/walk, the county surpassed its $10,000 goal and raised $18,803 to replenish the Milk for Children Fund.