County Activities of Excellence
2015 Winners

Project: Million Meal Challenge

Program Area: Public Relations & Information

County Farm Bureau, State: Kane, IL

Membership Category: 5001 + members

Program Description: Our Board set an aggressive goal for our Centennial Year of achieving the cumulative target of 1,000,000 meals provided to local food pantries and our Million Meal Challenge was born. A progress thermometer sign was erected, Centennial sponsorship program (with earmarked and matching funds for hunger relief) was developed and custom farm field signs, window clings and Million Meal Challenge "Donor" bumper magnets were developed to recognize donors and promote the program. Our goal was achieved with 1,051,990 meals provided. As a direct result of this activity, our CFB received a 'Service Club Philanthropic Award' for our Million Meal Challenge hunger relief efforts from a regional philanthropic network, upon nomination by our Regional Food Bank.
7,000,000 meals to local Food F