County Activities of Excellence
2012 Winners

Project: liberty 5K Run/Walk

Program Area: Public Relations/Information

County Farm Bureau, State: Grundy County Farm Bureau, Illinois

Membership Category: 3,001-5,000 members

Program Description: In an act to honor service men and women, the Grundy County Farm Bureau organized the Liberty 5K. Held during the local Independence Day celebrations, the county Farm Bureau partnered with local organizations to raise awareness for Operation MOMs Cookies, an organization offering assistance to families of service men and women. At the completion of the 5K, a post-race party was held for all participants and volunteers that included music, awards, food and fireworks. $6,000 was generated for the county Farm Bureau Foundation, and Operation MOMs Cookies gained recognition for their programs. 10% of the total proceeds went to assist in preparing boxes for men/women serving overseas. Due to the increase in sponsorships for the Liberty 5K, the committee was able to contribute small donations of $100 to eight local organizations that assisted with the event. Since the race, Operation MOMs Cookies has been gained greater recognition in the community, and has now partnered with Girl Scouts to send cookies to troops serving overseas. The effort has also helped Operation MOMs Cookies in recruiting new volunteers and additional financial support. Plans are to continue the race with a growing list of partnering organizations including the Honor Flight program.

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