

FINtastic 5K at Gerald Adams Elementary

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In February 2015, Gerald Adams held their first FINtastic 5K to support PBS. The fundraiser was wildly successful and a huge morale booster to the staff. The school paired with Theme Runs, a local agency, to coordinate and run the logistics of timing and registration for the event. The event was advertised through the local paper, radio station, and around town with flyers and banners. Gerald Adams staff approached community members and local businesses to help with fundraising for the run. The community support was amazing and far exceeded the PBS team's expectations. Platinum donors (\$500+) were Dade Lodge #14, Comcast, Local artist Kimberly Lyn Williams, Hurricane Hole, and Peace Covenant Presbyterian Church. The inaugural run boasted over 100 runners and was followed by a family fun day to bring in additional community members and celebrate the runners.



The family fun day was done carnival style and incorporated food, music, games and a silent auction. The school's steel band played music while participants enjoyed making Home Depot crafts, playing games, and eating carnival food. First State Bank and the local high school provided volunteers to add to the school staff that came out to run the event and enjoy in the merriment. The run and fun day totaled over \$5,000 in profit to support the PBS program. However, the real profit was made in engaging the community at large and joining them with the school and their families.



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