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Lucky 100 Metro Detroiters have it coming: \$100

For a second year, project is distributing cash at random

Wesley Lowery / The Detroit News

For a second consecutive year, volunteers have hit the streets of Metro Detroit aiming to make your wallet a little fatter.

Over 100 days, starting last Saturday, a campaign to improve community morale amid challenging economic times will present \$100 bills to 100 residents at random.

Project 100 dispatches teams at events to distribute the cash. Recipients are free to use the money however they would like, though they are asked to consider how they can better their community.

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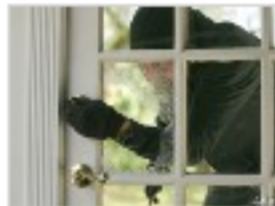
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"We wanted to do something to give back to our communities and really spark a change," said Lisa Fawcett, marketing director of the Co-op Services Credit Union, which organized the campaign.

The project kicked off its second year at the Woodward Dream Cruise, where five people got cash.

Most of last year's recipients were found individually throughout Wayne and Oakland counties, but Project 100 team members plan to distribute more of the cash at large gatherings this year.

"This year is a little bit different, because we are actually going to events," said Stephanie Walker, the campaign's media representative.

"The point is to reach as many people as possible. The Dream Cruise was a great event for that."

Another enhancement to this year's effort is the "Suggest Someone" section of the Project 100 website, www.whatisproject100.com, which allows residents to nominate someone to receive \$100.

Some of the final 50 recipients will be chosen from among the nominees.

Although recipients are chosen randomly, in many cases they are in dire need of the money.

"We have a lot of tears during our giveaways," Fawcett said. "People are just really excited, and some of them just really need the money."

Some of last year's 100 lucky Metro Detroiters said the cash came at just the right time.

"I almost felt guilty taking it, to be honest," Fred Haas of Wyandotte wrote in a message posted on the Project 100 website. "And then I remembered my situation."

Haas had recently been laid off from his job with U.S. Steel. He had denied his daughter's request for new shoes for a school dance.

The \$100 bill meant Haas, who describes Project 100 as an "organization of miracles," could buy his daughter the shoes.

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