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The Detroit News

Wednesday, August 12, 2009 Metro Edition

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Detroit — A Detroit busi-

Change in \$100 increments

Group hopes to
foster civic goodwill
with cash giveaway

BY AJA J. JUNIOR
The Detroit News

Would you accept \$100 from a complete stranger, with no strings attached?

If so, keep your eyes open around town for a silver Nissan Altima with "Project 100" on the sides, whose passengers might just hop out and hand you a bill.

For the past month and a half, Project 100, a nonprofit group whose purpose is to help others and ignite change by giving back, has randomly doled out \$100 bills to folks throughout Wayne and Oakland counties. The best part: Recipients can spend the money however they want, and the nonprofit requests only one thing.

"We ask that people start to think about how they can give back to their local communities," said Greg Wohler, Project 100 coordinator. "We get a lot of 'are you serious?' responses."

Denise Buechel, 50, of Walled Lake reacted that way when the Project 100 team surprised her with her \$100 last week.

"Oh, my God! All I did was ride my bike to get a pedicure," said Buechel. "Something will cross my path where I'll know this is the person that I need to give it to."

Buechel became the 44th person to receive \$100 on the 100-day quest of the four-person team.

On Monday, the group found its 50th recipient and gave out not only \$100, but an extra \$50 and balloons. For the last month of this first phase, the team will give the money to people who sign up on its Web site, www.whatisproject100.com, through a lottery process. The project has three phases; the second will be announced in two to three weeks.



Photos by John M. Galloway / Special to The Detroit News

Denise Buechel, 50, of Walled Lake was the 44th person to receive \$100 from Project 100.



Recipients of Project 100 cash are welcome to help themselves, but organizers hope the money will go to good uses in the community.

Learn more

The Project 100 team details all of its adventures on its Web site, www.whatisproject100.com. People can sign up now to win \$100 during the 100 days.

the face of Project 100. "It's turning into something larger than we envisioned," Cybulski said.

Each person receives a Project 100 T-shirt and a stack of business cards to pass on, as well as the cash. Some recipients have chosen to help their families or themselves; others have taken their request and message to heart.

Upon receiving her \$100 and hearing their request, Shemetria Springer of Detroit wrote on the group's Web site that she bought groceries that she donated to Gleaners Community Food Bank.

The idea for the group and the project started in May. Co-op Services Credit Union and Edge Creative Group, an advertising agency that Wohler works for, brainstormed ideas for how to help the community. The answer became Project 100.

With only a few thousand dollars, the Livonia-based credit union decided to try to maximize the impact. It allowed the nonprofit to get up and running and let the youth and community development coordinator for marketing, Jeremy Cybulski, become