

Bethesda Project



> **Inventory:** Metro Lights

> **Market:** Philadelphia

> **Results:** “We recently received a \$1,000 donation from a brand new donor and, upon looking into their inspiration, found that she had seen one of our metro light posters and felt moved to make such a large donation: *“I saw an advertisement in a parking garage on 15th Street very recently and it moved me. The tag line ‘more caring, less apathy’ is so brilliant and necessary, especially when thinking about our homeless population.”* These Metro Lights have virtually paid for themselves!” —Emmalee Eckstein, Manager of Communications & Events, Bethesda Project