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NEWS

Group behind Sacred Heart of Jesus billboards says they denounce 'sin of LGBTQ pride'

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Cincinnati Enquirer

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A billboard that reads "June is devoted to the Sacred Heart of Jesus" hovers over Interstate 71 on June 25. Frank Bowen IV/The Enquirer

Greater Cincinnati motorists may have noticed billboards that read "June is devoted to the Sacred Heart of Jesus" peppering highways across the metro region this month.

The billboard language has sparked elation in some and frustration in others. Last year, social media users took to Reddit to proclaim, "There's a lot of Jesus on I-71 between Edwards and Reading," with users in the comments crediting the signage to bigots and an "anti-gay" agenda given that June is recognized as Pride Month.

Accounts like CatholicVote and Trad West on X shared photos of similar-looking billboards all reading the same phrase that have popped up in other states, such as Florida and Texas, with some users concluding that the billboards mean the "world is healing."

 CatholicVote
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Billboards honoring the Month of the Sacred Heart of Jesus are popping up EVERYWHERE. ❤️



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But what does the phrase actually mean? Are the billboards rooted in anti-LGBTQ+ sentiment against Pride Month? And which group is responsible for them? Here's what we know.

What does 'June is devoted to the Sacred Heart of Jesus' mean?

The sentiment originates with the Catholic faith belief that a French nun belonging to the Order of the Visitation of Holy Mary saw visions of the Sacred Heart of Jesus.




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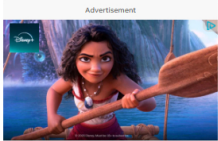


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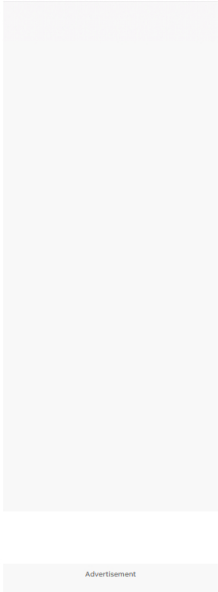
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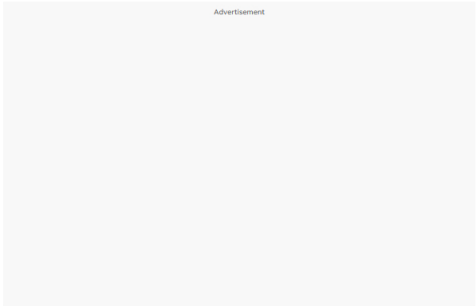
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According to Catholic beliefs, Jesus appeared before the nun, Sister Margaret Mary Alacoque, with his heart on fire, describing his Sacred Heart as a manifestation of his love for humanity. He then told Sister Margaret Mary to host a feast that honored his Sacred Heart.

Its celebration in the month of June was established in 1856 when Pope Pius IX declared the feast of the Sacred Heart a universal observance following the feasts of Pentecost and Corpus Christi, which means it lands in June. As centuries passed, the Sacred Heart remains a Catholic devotion commonly displayed in a statue or image outside Catholic churches around the world.



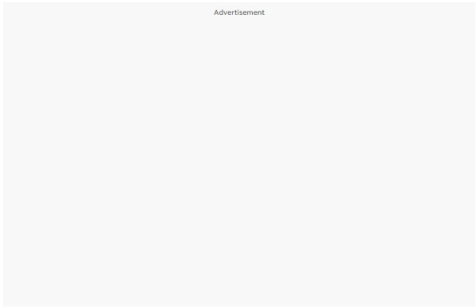
In recent years, discourse has arisen concerning the juxtaposition of the Sacred Heart and Pride Month both occurring during June. Some outlets such as Outreach, an LGBTQ+ Catholic resource, [argue that the two occasions](#) are not contradictory but, rather, complementary.

Other sources, such as LifeSiteNews, a Catholic pro-life news site, declare the Sacred Heart to be the "antidote" to Pride Month.

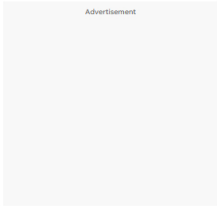
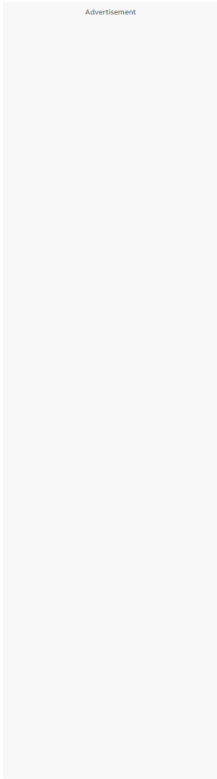
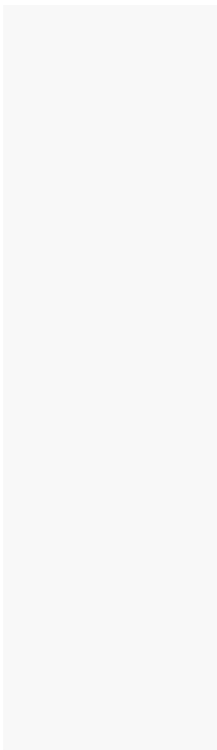
"The Heart of Christ, pure, meek, and humble, is indeed the enemy of the sexually perverse 'pride' that now shamelessly flies on public display every June," the site [stated in a 2024 article](#).

Who is responsible for the images on billboards?

Various Sacred Heart campaigns have popped up across the country in recent years, with many billboards displaying the URL "anf.org/fatima," the website for America Needs Fatima, a conservative group housed under the Catholic nonprofit Defense of Tradition Family and Property, known as the TFP.



The group, which has over 120,000 active members, [describes itself as an organization](#) of Catholic Americans on the "front lines of the Culture Wars" combating today's "moral crisis" by defending values of tradition, family and private ownership of property. TFP created the America Needs Fatima campaign, which promotes the teachings of the Virgin Mary, or Lady of Fátima as she's also known in the Catholic faith.



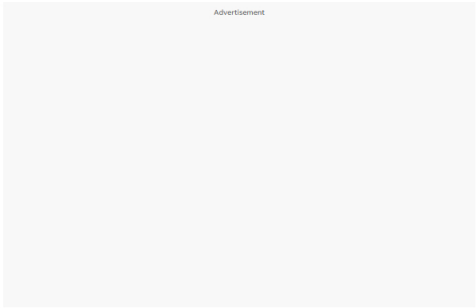


A billboard that reads "June is devoted to the Sacred Heart of Jesus" sits on the side of Interstate 71. Frank Bowen IV/The Enquirer

Robert Ritchie, director of America Needs Fatima, told The Enquirer in a written statement that the mission of the Sacred Heart billboard campaign is to assert that "the month of June belongs to the Sacred Heart of Jesus, not to the sin of LGBTQ pride."

"Given the intense nature of the spiritual battle between the promotion of LGBTQ ideology and the truth of Christ, the Sacred Heart billboard campaign is a peaceful and prayerful participation in the Church's unchanging mission of loving God, obeying His Holy Law and saving souls," Ritchie added.

[Cincinnati Pride](#) told The Enquirer they are unaware of the billboards and have no comment at this time.



Where are the billboards located in Cincinnati?

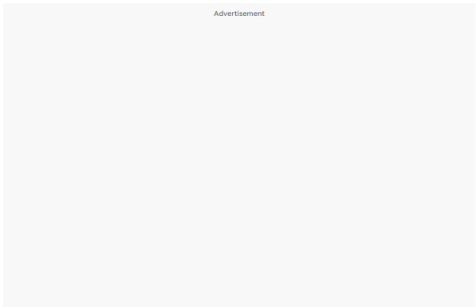
While the Sacred Heart billboard campaign was created in Ocala, Florida, in June 2022 by two America Needs Fatima supporters, numerous nonprofits promoting similar themes under the TFP umbrella have come about across the country.

In Cincinnati, two TFP members, Patrick and Mary Ashcraft, created their own nonprofit in 2024 called Traditional Christian Values, or TCV, in order to solicit tax-deductible donations from family, friends and supporters through a personal email database. With these funds, the Ashcrafts sponsored three Sacred Heart billboards in both 2024 and 2025.

This year's displays are all located on I-71: one just after exit 2, one in between exits 3A-B and 5 and the last just after exit 8B.

Patrick Ashcraft said he and his wife designed their own Sacred Heart image for the three billboards. They opted for a purple background to symbolize kingship, the "June is dedicated to the Sacred Heart of Jesus" wording and the Bible verse John 8:11 "go and sin no more."

While the billboards are not directly funded by the America Needs Fatima group nor TFP, Ashcraft said they ultimately wish to promote the TFP mission.



"The TFP in a way serves as a magnet drawing such talented and dedicated people into their efforts to defend traditional Christian values," he said. "All of this has but one ultimate goal, the salvation of souls, which is the underlying thrust of the entire billboard campaign."

How many 'June is devoted to the Sacred Heart of Jesus' billboards are there in Cincinnati?

Billboards are there in Cincinnati

Ashcraft sponsored three Sacred Heart billboards this year, and Ritchie told The Enquirer in a written response he is unaware of any other Sacred Heart billboards currently in the Cincinnati metro area. He adds that he knows of eight Sacred Heart billboards located in Columbus and four in Cleveland this year.

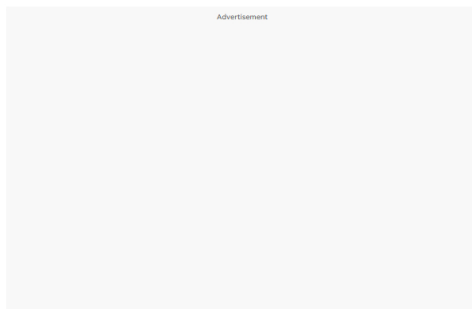
The Cincinnati's efforts join a network of some 200 Sacred Heart billboards posted nationwide as residents in Florida, Wisconsin, Minnesota, Indiana, Nebraska, Massachusetts, Pennsylvania, New Jersey, New York and more fundraise in their cities, as confirmed by the campaign's founders [Domenick and Ruby Galatolo](#).



A billboard that reads "June is devoted to the Sacred Heart of Jesus" sits on the side of Interstate 71 during Pride month. Frank Bowen IV/The Enquirer

How many views do the Cincinnati billboards attract?

Ashcraft worked with two Cincinnati-based advertising agencies to make this year's billboards happen. Norton Outdoor Advertising handled the display near the Norwood Lateral, which amasses over 460,000 weekly impressions. And Lamar Advertising executed the other two displays, which together garner over 932,000 weekly impressions, the company reports.



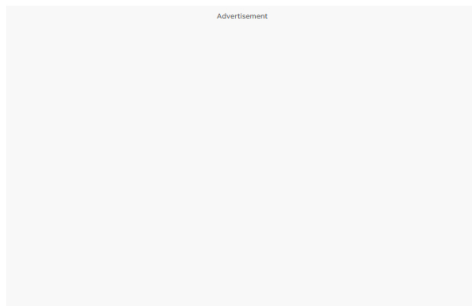
That means, by the end of June, the three billboards will have attracted over 5.6 million potential views from the many drivers who use I-71 on a regular basis.

Billboard campaign extends to NKY and around the world

"This is not just a 'Cincinnati' initiative or an initiative focused solely to billboards, but one that entails many communities throughout the country, along with several other nations as well," Ashcraft said.

[Organizations around the world](#), such as Young South Africans for a Christian Civilisation, Australia Needs Fatima and Irish Society for Christian Civilisation are all affiliated with Tradition, Family and Property, the organization under which the America Needs Fatima campaign exists.

And closer to home, Sacred Heart messaging is visible in Northern Kentucky, as well. What's dubbed the [largest Sacred Heart flag in the world](#) is currently being displayed along a stretch of I-71 between exits 72-77 by the [Brueggemann family, who raise a Catholic flag](#) each month outside Bavarian Waste, a business they own and operate in Walton.



"By continuously flying Catholic devotional flags and publicly promoting the Rosary along one of the busiest interstate highways outside of Cincinnati, we hope to inspire Americans to turn to Our Lord Jesus Christ," the family-owned company [states on its website](#).