



THE BRIDGE PROJECT

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**THE ZILBER FAMILY FOUNDATION ANNOUNCES
A THIRD YEAR OF FUNDING FOR THE BRIDGE PROJECT**

Through a \$350,000 funding allocation from the City of Milwaukee, the Zilber Family Foundation will support a third year of cash transfers for The Bridge Project participants

MILWAUKEE – The [Zilber Family Foundation](#) is thrilled to announce [The Bridge Project](#) is fully funded for a third year. This extension is made possible through the allocation of \$350,000 in American Rescue Plan Act (ARPA) funds by the City of Milwaukee to the The Bridge Project to support Milwaukee mothers and babies.

“We are immensely grateful for the leadership shown by Alderwoman Marina Dimitrijevic and Council President José G. Pérez, and for the support of the Common Council and City of Milwaukee, to benefit mothers over a longer period,” said Gina Stilp, Executive Director of the Zilber Family Foundation. “Public-private partnerships help accelerate the impact of social programs so we can make an even greater impact, empowering more families and addressing the root causes of poverty in our community.”

The additional funding enables The Bridge Project to support the 100 current participants for an extra year. This expansion marks a significant step in the program's ongoing efforts to provide financial stability and uplift Milwaukee families out of poverty. By offering unconditional cash payments, The Bridge Project empowers participants to make autonomous decisions in raising their children, free from the constraints of traditional assistance programs.

“The continued support of The Bridge Project is vital to fulfilling our goal of eradicating childhood poverty,” said Laura Clancy, The Bridge Project executive director. “We’re excited to keep supporting Milwaukee mothers and creating brighter futures for babies all across the country.”

Milwaukee contends with the second-highest poverty rate among the top 50 most populated cities in the United States. In the Zilber Neighborhood Initiative (ZNI) neighborhoods of Lindsay Heights, Clarke Square, and Layton Boulevard West, 44 percent of children are living in poverty. All current participants of The Bridge Project reside in a ZNI neighborhood.

“The City of Milwaukee is proud to support The Bridge Project, which has already made a significant difference in the lives of so many mothers and their children,” said Marina Dimitrijevic, District 14 Alderwoman. “This additional funding represents our commitment to the people of Milwaukee and

to innovative solutions that provide families with the resources they need to thrive, meanwhile addressing the root causes of poverty in our communities. I can't wait to hear the many stories of success of mothers benefiting from this program."

The Bridge Project, [launched in Milwaukee in April 2024](#), has been funded by \$1.6 million from the Zilber Family Foundation and \$250,000 over two years from the New York-based Monarch Foundation. With the third year of funding now secured, the program will continue providing support through 2027. Over the course of three years, each mother will receive \$20,250 to support their baby and family during the crucial first 1,000 days of their baby's life.

For more information, please visit: <https://www.zilberfamilyfoundation.org/thebridgeproject.html>.

About the Zilber Family Foundation:

Formed in 1961 by Joseph J. Zilber, a philanthropist and businessman, the Zilber Family Foundation is a private independent grantmaking institution dedicated to enhancing the well-being of individuals, families, and neighborhoods by supporting nonprofits to address basic needs and personal safety, increase access to social and economic opportunity, and improve the quality of life in neighborhoods. For more information, please visit: www.zilberfamilyfoundation.org.

About The Bridge Project:

Launched in New York in 2021 by The Monarch Foundation, The Bridge Project invests directly and flexibly in early childhood with an aim to break the cycle of stress and poverty passed down generationally and to enhance socioeconomic mobility of families. Through trust, cash and community, The Bridge Project now supports over 1,200 mothers across New York in tackling child poverty.

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