



UNCONDITIONAL CASH FOR PREGNANT INDIVIDUALS

The Bridge Project Comes to Milwaukee

In an innovative collaboration, the Zilber Family Foundation joins forces with The Bridge Project to introduce Milwaukee's first unconditional cash program. This transformative program is dedicated to empowering the community through financial assistance, focusing on providing unconditional cash transfers to pregnant individuals in the city.

Launched in [New York in 2021](#), The Bridge Project provides mothers and their babies with regular, unconditional cash assistance. By investing directly and flexibly in early childhood, the program aims to break the cycle of stress and poverty passed down through generations, and enhance socioeconomic mobility of families. Our goal is to build a foundation for prosperity that transcends generations. Through trust, cash and community, the Bridge Project now supports over 1,200 mothers across New York in tackling child poverty. Milwaukee is the first location beyond New York State introducing The Bridge Project to its residents.



THE BRIDGE PROJECT IN ACTION

The Bridge Project will provide 100 eligible low-income, pregnant individuals with unconditional cash. No strings attached. The cash can be spent on anything - food, formula, rent, childcare, diapers - truly, whatever the mother decides. The program duration is two years, beginning June 2024.

Program participants will receive:

\$1,125 one-time, upfront prenatal stipend

\$750 per month for the first 15 months of program participation

\$375 per month for the remaining 9 months of program participation

WHY CASH?

Cash offers simplicity and versatility, allowing mothers the freedom to spend it on anything - food and formula, rent or car repairs, childcare or diapers - recognizing their right to make their own financial decisions. This approach challenges the stigma that low-income families can't manage their finances, promoting autonomy and dignity by trusting them to know what's best for their families.



In Wisconsin, about 14% of children, or roughly **1 in 7**, [live below the poverty line](#).



Wisconsin's minimum wage remains at the federal minimum of **\$7.25 per hour**.

Among the 20 states sticking to this minimum wage, 16 see over 12% of their child population living in poverty, highlighting a correlation between low wages and child poverty rates.



Milwaukee contends with the **second-highest poverty rate among the top 50 most populated cities in the United States**.

In Zilber Neighborhood Initiative (ZNI) neighborhoods of Lindsay Heights, Clarke Square and Layton Boulevard West, 44% of children are living in poverty.

HOW DO MOTHERS APPLY?

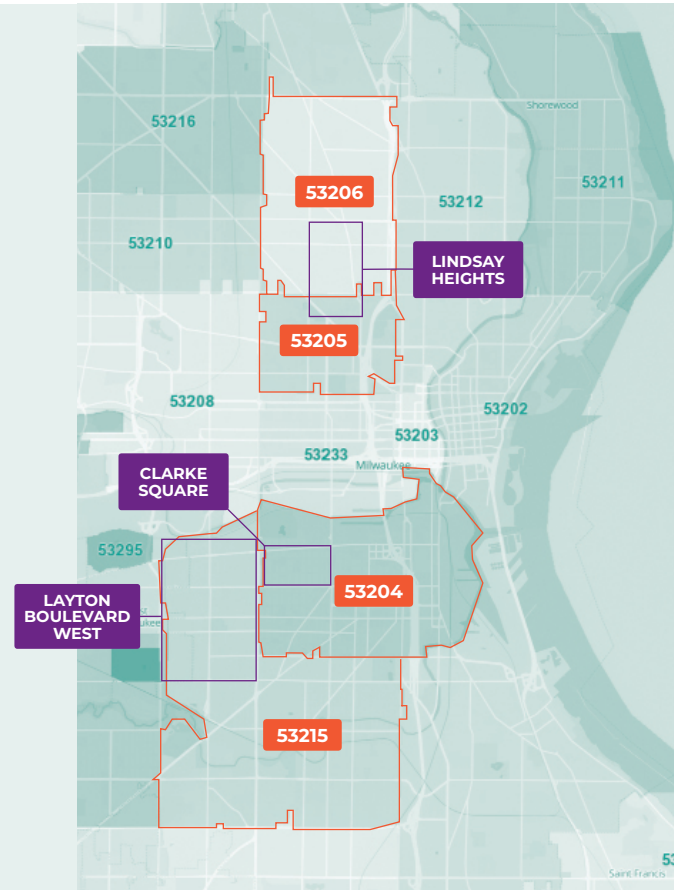
Applications will be available online beginning **APRIL 10, 2024**. Applications are reviewed on a rolling basis for eligibility and eligible program participants will be selected by lottery. Applications will remain open until all program slots have been filled. Eligibility criteria includes:

- ▶ **18 years or older**

- ▶ **23 weeks pregnant or less**

- ▶ **Live in 53204, 53205, 53206 or 53215 with priority in Lindsay Heights, Clarke Square or Layton Boulevard West neighborhoods in Milwaukee, WI**

- ▶ **Have an annual household income of less than \$39,000 USD**



IMPORTANT DATES

APRIL 3 Community Partner Webinar	APRIL 10 Online Program Applications Open	JUNE 1 First Payment Disbursements
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JOIN US & SUPPORT THE BRIDGE PROJECT IN MILWAUKEE

Discover The Bridge Project’s impact in Milwaukee during our upcoming webinar on **WEDNESDAY, APRIL 3 AT 1:30 P.M. CST**. Learn how your involvement in this groundbreaking initiative can drive significant community transformation and support local mothers. Promotional and informational materials will be provided and we encourage you to share the good news.

➔ [RSVP for the webinar here!](#)