



EMPOWERING FAMILIES WITH UNCONDITIONAL CASH

The Zilber Family Foundation and The Bridge Project have joined forces in an innovative collaboration to introduce **Milwaukee's first unconditional cash program**. 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.

This program will provide unconditional cash to 100 eligible low-income, pregnant individuals in Milwaukee for two years as a way to empower families and the community through financial assistance. Made possible through generous funding from the Zilber Family Foundation and The Monarch Foundation, The Bridge Project helps Milwaukee become a model for communities and governments nationwide, demonstrating the positive impacts of direct financial support on family stability and community health.



Explore the impactful stories from those who have been directly supported by unconditional cash across the country, including by The Bridge Project in New York and by the Madison Forward Fund in Wisconsin.

These personal accounts illuminate the tangible difference unconditional cash can have on improving lives and fostering positive change within our communities as The Bridge Project comes to Milwaukee.



DANIELA'S JOURNEY: A PATH TO STABILITY

Daniela, a resilient single mother, juggled three jobs to support her young son, Jeremiah. The pandemic exacerbated their precarious situation, cutting her income sources drastically. The Bridge Project's unconditional cash became a lifeline, enabling her to prioritize Jeremiah's future, invest in his education, and ensure their basic needs were met. Her story illuminates the project's power to alleviate financial stress and foster long-term security for families.



"If I didn't have it, I would have had to have gone straight back to work, like, as soon as I give birth...But since I had that financial security, I was able to take a couple of weeks off so I could heal and learn how to mother..." - Daniela



SUSAN'S JOURNEY: EMPOWERMENT THROUGH SUPPORT

Susan, a 35-year-old mother from Nigeria, found a new beginning in the United States with her two young children. Despite having a master's degree and a career in banking back home, Susan adjusted to a part-time job at a beauty supply store to make ends meet. The Bridge Project's assistance of \$500 monthly has eased her financial burden, allowing her to focus on her children's needs and her aspirations in the advertising industry. This support has not only alleviated her financial stress but has also given her the confidence to plan for a brighter future for her family.

"[Because of support from The Bridge Project] I'm more confident. You know how you are just relaxed knowing that there's something somewhere compared to how you feel when you know you don't have anything...So for me, this is not going to make me stop working. If anything it is just going to help me save the money that I cannot save from my work." - Susan



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LADI'S PATH: A NEW FOUNDATION FOR GROWTH

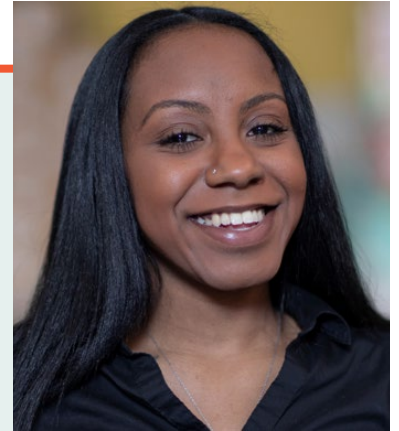
Ladi, a 29-year-old mother, has found a new lease on life thanks to The Bridge Project. With a son and daughter at home, Ladi stepped away from her job at a laundromat during her pregnancy to focus on her children. The Bridge Project's unconditional cash program has been instrumental, allowing Ladi to cover essentials and afford meaningful experiences for her family. This additional support has alleviated financial stress, enabling Ladi to spend precious time with her family and dream of further personal development. Ladi cherishes the project for the stability and joy it has brought to her life, highlighting its significance in her journey towards self-improvement and a better future for her children.

“I just think that every mother is wise to manage and really knows what she would do and needs and I think that it would be a relief for them...I have felt happy. I have felt calm, I have felt happy because this year I don't feel very financially stressed, mainly I haven't been stressed.” - Ladi

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NICOLE'S NEW BEGINNINGS: EMBRACING MOTHERHOOD AND AMBITION

At 24, Nicole, mother to a lively nine-month-old girl, navigates life's transitions with determination. Living with her parents while saving for her own space, she dreams of a career in television production post-graduation from Lehman College, CUNY. The Bridge Project's \$1,000 monthly support has been a cornerstone, easing the transition into motherhood and helping Nicole set a foundation for her and her daughter's future. Nicole's experience highlights the project's role in empowering young mothers with the resources to pursue their goals and provide for their children's needs.



“The money...doesn't really shape you to be a great parent. It's just really about the emotion and connection that you decide to have with your child, but the money does help. I don't have any more formula from my WIC, I can take that money [The Bridge Project money] to get formula and stuff for my baby, because it's pretty expensive. It's like \$45, \$30 for a can of formula.” - Nicole

“This is humanizing. I don't feel stuck. That is a huge, huge mental break. I feel like I am alive. I am proud to be a mom, and I am proud to be American.” - Mai

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MAI'S RESOLVE: OVERCOMING ADVERSITY

Mai's narrative underscores the critical role of financial support in navigating life's challenges. After a hit-and-run accident left her unable to work, she had to rely on her partner's modest income to support their family. The Madison Forward Fund, part of the broader initiative advocating for national implementation of guaranteed income, provided her family with \$500 monthly. This assistance was pivotal in covering essential expenses, from food to childcare, highlighting the transformative impact of guaranteed income on health, well-being, and economic stability.

“We are gonna have differences, gonna have different cultural norms, but at the end, financial stability is a foundation.” - Mai