



THE BRIDGE PROJECT

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**THE BRIDGE PROJECT RECEIVES MAJOR PRIVATE DONATION,
OPENS APPLICATIONS FOR 22 EXPECTANT MOTHERS**

Along with recent City of Milwaukee program funding, The Bridge Project will now support a total of 122 mothers with cash transfers for three years

MILWAUKEE – Today, [The Bridge Project](#) opens applications for 22 expectant Milwaukee mothers following a \$450,000 donation from an anonymous private donor. The donation will allow an additional 22 expectant mothers to join the existing 100 program participants. Last month, the Zilber Family Foundation announced the extension of the program to support moms for a third year with the City of Milwaukee's allocation of \$350,000 in American Rescue Plan Act (ARPA) funds to the The Bridge Project, and additional funds allocated by the Zilber Family Foundation.

"Our mission has always been to strengthen Milwaukee's neighborhoods by addressing basic needs and opening doors to economic opportunities," said Gina Stilp, executive director of the Zilber Family Foundation. "This generous donation further empowers expectant mothers in our community to meet their children's essential needs, such as reliable nutrition and stable housing during one of the most important developmental times in their children's lives. It's an investment in moms, their babies, and the wellbeing of our community."

The Bridge Project will [reopen the application](#) process immediately for 22 additional program participants, inviting eligible expectant mothers in the Milwaukee area to apply. Applications will only be open for one week – starting on November 26 and will close on December 4 at 8:00 a.m. Mothers who already applied during the program's inauguration in April 2024 do not have to re-apply. Eligible participants must be 18 years or older; 23 weeks pregnant or less at time of application; live in 53204, 53205, 53206 or 53215 with priority in Lindsay Heights, Clarke Square or Layton Boulevard West neighborhoods; and have an annual household income of less than \$39,000 USD.

"When Milwaukee applications first opened in April 2024 for The Bridge Project, we received over 800 application submissions," said Laura Clancy, executive director of The Bridge Project. "It is a dream to provide support for all mothers who need financial help bringing their babies into the world. We are thankful for this donation, which makes it possible for an additional 22 mothers to receive critical support during the earliest days of their baby's life."

With the private donation, The Bridge Project will now support a total of 122 Milwaukee mothers over the first three years of their babies' lives, enhancing early childhood well-being and helping foster stronger families across the community. Through this expansion, the Zilber Family Foundation and The Bridge Project aim to set a precedent for comprehensive support that leads to improved economic security and child wellbeing.

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 1,400 mothers across New York in tackling child poverty.

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