

# BRIDGEPROJECT

## THE BRIDGE PROJECT IN MILWAUKEE

### Partner Toolkit

|                                                            |   |
|------------------------------------------------------------|---|
| Background                                                 | 1 |
| How To Use This Toolkit                                    | 1 |
| Social Media Content                                       | 2 |
| Applicant Flyers                                           | 2 |
| Fact Sheet                                                 | 2 |
| Frequently Asked Questions (FAQs)                          | 2 |
| Sample: Referral Email To Potential Participants (English) | 3 |
| Sample: Referral Email To Potential Participants (Spanish) | 4 |

## BACKGROUND

Launched in New York in 2021, the [Bridge Project](#) is the first multi-state direct cash program for moms and babies in the United States. We give babies a better start in life by investing directly in their moms and cultivating evidence-based research, community networks, and narrative storytelling to empower mothers as changemakers and successfully advocate for policies that strengthen families from the start.

The Bridge Project supports over 4,150+ families across 14 states through direct, unrestricted cash support. By investing directly and flexibly in families, this intervention aims to reduce stress, support early childhood development, and improve long-term economic mobility.

We're excited to be expanding our program in Milwaukee. The Bridge Project will provide 180 eligible low-income, pregnant individuals with unrestricted cash beginning in the third trimester—no strings attached. The money can be used on whatever a mom knows her baby needs most—like food, formula, diapers, rent—truly, whatever the mother decides. The program duration is three years, beginning October 1, 2026.

## HOW TO USE THIS TOOLKIT

**This program will officially open on October 1st.** To help you spread the word about this important program, this partner toolkit includes:

- Social media posts and graphics
- Drafted communications for applicants
- Applicant flyer
- Fact sheet
- FAQs

These materials can be used to refer expectant mothers directly to the application. We are honored to collaborate with so many dedicated partners working to create a better future for moms and families in Milwaukee. Thank you for your support!

## SOCIAL MEDIA CONTENT

See below for social media posts that you can use to celebrate the launch of Bridge Project in Milwaukee and help drive interested applicants to the application link.

We invite you to reshare anything posted on the Bridge Project's channels, or share any of these posts on your own social media channels and within your network beginning October 1st to ensure local families know about this opportunity and how to apply. Please tag the Bridge Project in your posts.

Connect with the Bridge Project on: [Instagram](#) | [LinkedIn](#)

DOWNLOAD SOCIAL MEDIA GRAPHICS [HERE](#).

## APPLICANT FLYERS

We provide flyers in English, Spanish, Russian, Ukrainian, Vietnamese, and Simplified Chinese.

DOWNLOAD FLYERS HERE: [English](#) | [Spanish](#)

## FACT SHEET

Our Fact Sheet provides an overview of the Bridge Project's model, including key programmatic details for partners to reference when making referrals to potential participants.

DOWNLOAD FACT SHEET [HERE](#).

## FREQUENTLY ASKED QUESTIONS (FAQs)

Please refer to the Frequently Asked Questions (FAQ) sheet when answering questions from potential participants. We hope this sheet serves as a resource for you!

DOWNLOAD FAQ SHEET [HERE](#).

## SAMPLE: REFERRAL EMAIL TO POTENTIAL PARTICIPANTS (ENGLISH)

Share this email with those who may be eligible and interested in applying for Bridge Project (English speaking)

Hi,

We're writing to tell you about a program that you may be eligible for. The program, called the Bridge Project, is a groundbreaking initiative offering unrestricted cash to support mothers and their babies in Milwaukee. Aimed at empowering pregnant individuals by providing financial stability, it is part of a broader effort to address child poverty and promote long-term well-being. Launched in 2021 to address high child poverty rates, they are expanding their Milwaukee program to serve additional families, offering financial flexibility to expecting individuals in need.

The program lasts 36 months, beginning during the third trimester of pregnancy. Mothers who are selected to be a part of Bridge Project will receive an upfront stipend of \$1,125 and then a monthly total of \$750 for the first 15 months of the program and \$375 a month for the last 21 months, all on a biweekly basis—no strings attached.

In order to apply for Bridge Project, you must meet all of the eligibility requirements listed below:

- Reside in the City of Milwaukee
- Be 18 years old or older
- Be 23 weeks pregnant or less\*
- Have an annual household income under \$39,000 USD
- No SSN or ITIN required!

If you meet these criteria, please fill out an application [here](#)! Once you have submitted your application, please monitor your email for updates. Only applicants who are selected to move forward will be contacted by the Bridge Project with next steps and information about the onboarding process.

Please note, completion of an application does not guarantee program acceptance; the Bridge Project conducts a randomized selection process to determine program participants. If you are randomly selected to be a part of the program, the cash from the Bridge Project will be unrestricted and come with no requirements, and you will have the option to keep your participation in the program anonymous.

Please reach out to the Bridge Project directly at [info@bridgeproject.org](mailto:info@bridgeproject.org) if you have any additional questions about the program.

Thank You!

## SAMPLE: REFERRAL EMAIL TO POTENTIAL PARTICIPANTS (SPANISH)

Share this email with those who may be eligible and interested in applying for Bridge Project (Spanish speaking)

Hola,

Te escribimos para informarte sobre un programa para el que podrías ser elegible. El programa, llamado Bridge Project, es una iniciativa innovadora que ofrece dinero en efectivo sin condiciones para apoyar a madres y a sus bebés en Milwaukee. Su objetivo es empoderar a personas embarazadas brindándoles estabilidad financiera, como parte de un esfuerzo más amplio para reducir la pobreza infantil y promover el bienestar a largo plazo. Lanzado en 2021 para abordar las altas tasas de pobreza infantil, ahora están ampliando su programa en Milwaukee para atender a más familias, ofreciendo flexibilidad financiera a personas embarazadas que lo necesiten.

El programa tiene una duración de 36 meses, comenzando durante el tercer trimestre del embarazo. Las madres seleccionadas para participar en Bridge Project recibirán un pago inicial de \$1,125, seguido de un total mensual de \$750 durante los primeros 15 meses del programa y \$375 al mes durante los últimos 21 meses, todo distribuido de manera quincenal—sin condiciones.

Para solicitar Bridge Project, debes cumplir con todos los siguientes requisitos de elegibilidad:

- Residir en el ciudad de Milwaukee
- Tener 18 años o más
- Tener 23 semanas de embarazo o menos
- Tener un ingreso anual del hogar menor a \$39,000 USD
- ¡No se requiere número de Seguro Social (SSN) ni ITIN!

Si cumples con estos criterios, por favor completa una solicitud [aquí](#). Una vez que haya enviado su solicitud, por favor, supervise su correo electrónico para actualizaciones. Solo los solicitantes que sean seleccionados para seguir adelante serán contactados por Bridge Project con los siguientes pasos e información sobre el proceso de incorporación.

Ten en cuenta que completar una solicitud no garantiza la aceptación en el programa; Bridge Project utiliza un proceso de selección aleatoria para determinar a las participantes. Si eres seleccionada al azar para formar parte del programa, el dinero recibido será incondicional, no tendrá requisitos, y tendrás la opción de mantener tu participación en el programa de forma anónima. Si tienes alguna pregunta adicional sobre el programa, por favor comunícate directamente con Bridge Project al correo electrónico [info@bridgeproject.org](mailto:info@bridgeproject.org).

¡Gracias!