

REAL RESULTS FOR MILWAUKEE MOMS AND BABIES



In 2024, the Bridge Project launched Milwaukee's first unconditional cash program for pregnant moms and their babies, providing cash from the third trimester of pregnancy through the first three years of the child's life – no strings attached – to 122 moms all across the city.

Now, with a full year of data from 97 Milwaukee moms who volunteered in the study survey, the results are in: **unconditional cash is measurably improving housing stability, food security and family well-being.**

This program is made possible through generous funding from the Zilber Family Foundation, the Monarch Foundation, the City of Milwaukee and an anonymous private donor.

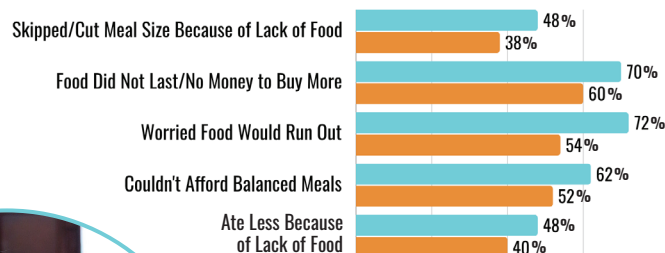
MORE FOOD ON THE TABLE

With more predictable cash on hand, fewer moms had to choose between paying a bill and putting food on the table.

- ▶ Food insecurity scores **fell 14%**
- ▶ Moms unable to afford balanced meals **dropped 10%**
- ▶ Moms who skipped meals or cut meal size due to lack of food **dropped from 48% to 38%**

FOOD INSECURITY MEASURES

BEFORE & AFTER ENROLLMENT



A STABLE PLACE TO LIVE

Housing was the single biggest area of change for Bridge Project moms. Cash gave families room to stop just scraping by on housing costs and start building toward something steadier.

Program participants reported:

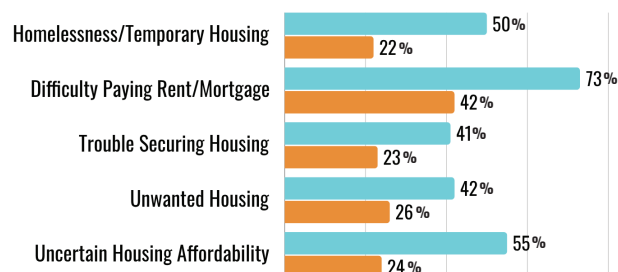
- ▶ **67% decrease** in housing instability after one year
- ▶ **28% decrease** in homelessness or reliance on family/friend(s) for housing

35% of surveyed moms now report zero housing instability – up from just 10% at enrollment



HOUSING INSTABILITY MEASURES

BEFORE & AFTER ENROLLMENT



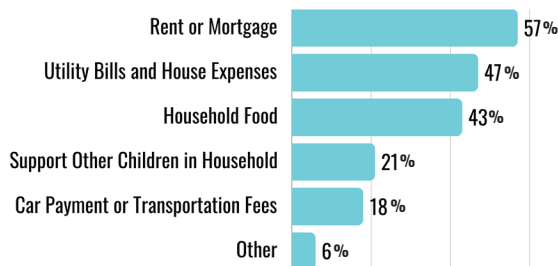
MOTHER KNOWS BEST

Given full control over their funds, moms consistently directed cash toward the essentials that keep a household running.

- ▶ **57% of moms** said cash helped most with rent or mortgage
- ▶ **47% of moms** said it helped with utility bills and household expenses
- ▶ **43% of moms** said it helped with household food

EXPENSES BRIDGE FUNDING HELPED THE MOST WITH

PARTICIPANTS COULD SELECT MULTIPLE OPTIONS; PERCENTAGES WILL BE GREATER THAN 100%



INVESTING IN THEIR FUTURE

Beyond covering today's needs, cash gave some moms the breathing room to start planning for a better job and a stronger future.

- ▶ **23% of surveyed moms** started a new job training or education program
- ▶ **64% of moms** pursuing further education and job training are specializing in healthcare fields, including medical coding, phlebotomy, and nursing
- ▶ **58% of moms** want to pursue additional training but are navigating competing priorities

WHAT PROJECT PARTICIPANTS ARE SAYING



"[Cash from The Bridge Project] has been helpful to keep me afloat until I can go back to work."

SARAH P. (Milwaukee Journal Sentinel)

"The program is good for resources. You're able to talk to people when you need it."

ASHLEY C. (Carvd N Stone)

"Finances are still going to be an issue, no matter what...But when you are given an extra \$750 a month, that is a huge, huge blessing. The biggest blessing has been having this time with my newborn. This time around, I get to take everything in."

YEANNA B. (Milwaukee Journal Sentinel)

"This program has been a true lifeline for our family. As a Milwaukee mom, having consistent support whether it's resources, guidance, or just someone to listen has made a huge difference in our lives. I feel more confident and supported in raising my kids."

ANONYMOUS

"Before the Bridge Project, it was hard to keep up with the education just because of the [unpredictable] circumstances or financial strains. Just having that peace of mind is big."

NATASHA H.
(Milwaukee Journal Sentinel)

