

THE BRIDGE PROJECT



A SCALABLE SOLUTION TO
CHILD POVERTY



**THE BRIDGE PROJECT IS THE
LARGEST CONSISTENT,
UNCONDITIONAL CASH
ALLOWANCE PROGRAM FOR
MOTHERS & INFANTS IN THE US.**

We provide low-income mothers with cash on a biweekly basis during pregnancy, birth, and the earliest days of their babies' lives to support healthy development, avoid adverse childhood experiences, and break intergenerational cycles of poverty.



WE DO THIS WORK BECAUSE THE FIRST 1,000 DAYS OF LIFE ARE CRITICALLY IMPORTANT

THE BRIDGE PROJECT



25% OF ADULT BRAIN SIZE AT BIRTH



50% BY AGE ONE



80% BY AGE THREE

“[Early experiences] have a disproportionately important impact on your long-term health and development....The child who has only two months of really bad experiences does worse than the child with almost twelve years of bad experiences, all because of the timing of the experiences.”

- Dr Bruce Perry, co-author with Oprah Winfrey of “What Happened to You?”



• Education

- Within 2 years of living below the poverty line, children had 8-10% less grey matter and scored 4-7 points less on standardized tests¹



• Employment

- Those who were persistently poor in childhood were 30% less likely to be consistently employed in young adulthood²



• Health

- Increased adverse childhood events have been shown to increase the risk of chronic conditions (e.g., asthma, autoimmune diseases) and shorten lifespans by up to 20 years³

THE BRIDGE PROJECT » BY THE NUMBERS



1,700

Babies served and counting



6

States by the end of January
2025



\$60M

Committed to date



26

Average age of a Bridge
mom



\$16,800

Average household income
of a Bridge mom



96%

Funds going into the hands
of moms

OUR EARLY IMPACT

1,700 Families enrolled in the program and counting

242% Savings increase after 6 months in the program

63% Moved into permanent housing after 9 months if started in transitional housing

80% Working in a full or part time capacity after 18 months in the program

90% Reported improved mental health and stress levels after receiving just one payment

“This program allowed me to stay home during the week to study, take care of my baby, and go to nursing school during the weekend. I am almost done and hope to make better money in the future. It was a massive blessing.”

- First-time mom, unemployed

HOUSING INSECURITY HAS LONG-LASTING, NEGATIVE IMPACTS ON MOTHER AND BABY

- 1** Pregnant people experiencing housing insecurity are more likely to experience adverse health conditions
- 2** Infants born into homelessness are more likely to have respiratory diseases, asthma, and be hospitalized
- 3** Children born into shelter are less likely to meet developmental milestones at 18 months
- 4** Children born into shelter have poorer nutrition, go to fewer preventative medical appointments, and are less likely to be vaccinated



Pregnancy often pushes women on the economic brink into the shelter system



Every year, over 1400 babies are born into the NYC shelter system



The age at which a person is most likely to be homeless in NYC is one

INTRODUCING: UNCONDITIONAL CASH FOR PREGNANT, HOUSING INSECURE NEW YORKERS

For the first time ever, the New York City Council allocated \$1.5m to a cash transfer program and elected to work with The Bridge Project. With mixed public and private funding, The Bridge Project will support 161 housing insecure pregnant women and babies for three years.

Applications opened on October 18, 2024 and first payments were received by participants on December 1, 2024.

Criteria included:

- Live in New York City
- Be 18 years or older
- Be currently pregnant at at least the 23rd week
- Identify as homeless, at risk of homelessness, or attempting to flee a DV situation

PROGRAM PARTICIPANTS RECEIVE:

\$2,500

one-time, upfront prenatal stipend

\$1,000

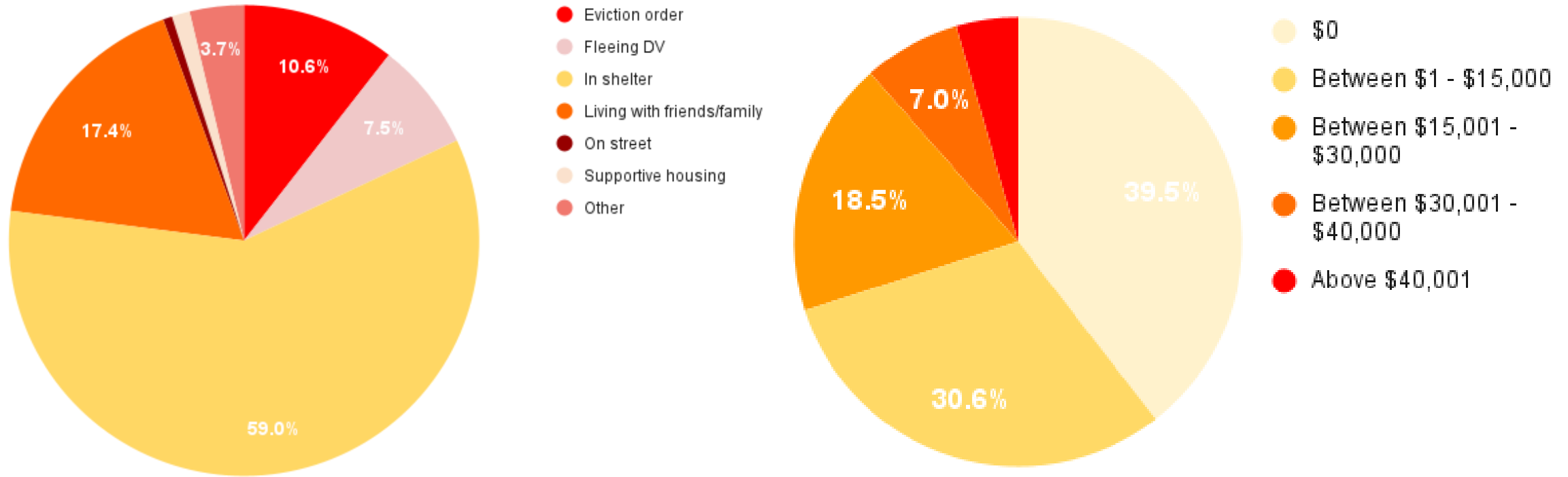
per month for the first 15 months of the program

\$500

per month for the final 21 months of the program

PARTICIPANT DATA

1042 TOTAL APPLICATIONS RECEIVED, 161 PARTICIPANTS ONBOARDED

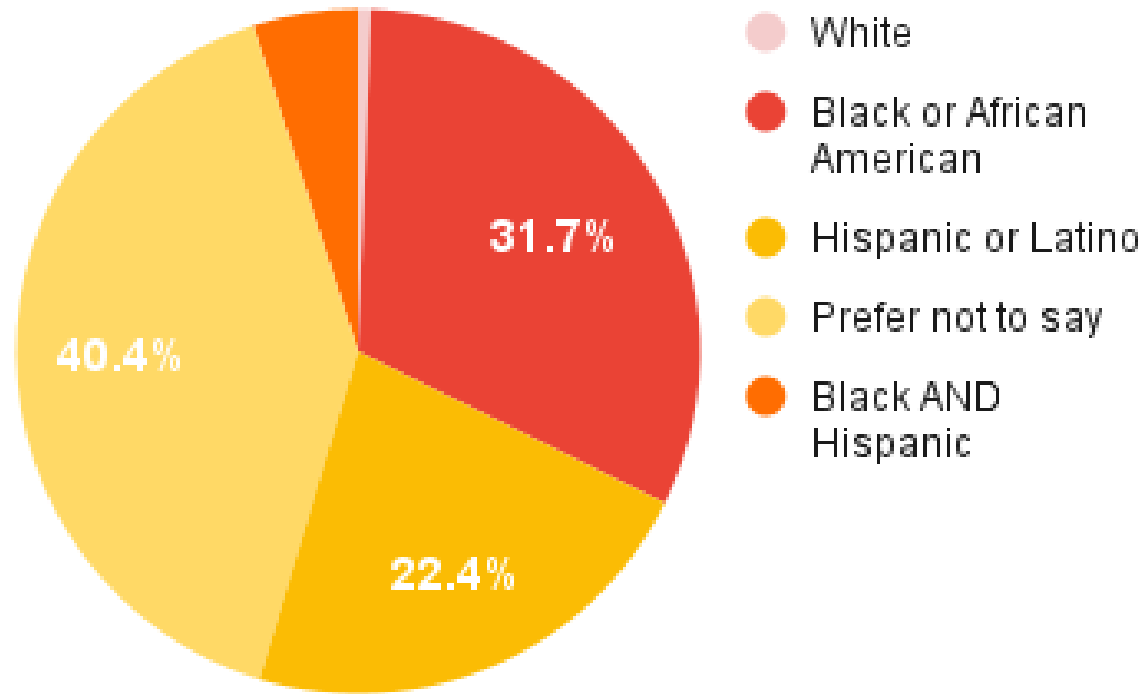


A majority of participants are living in shelter

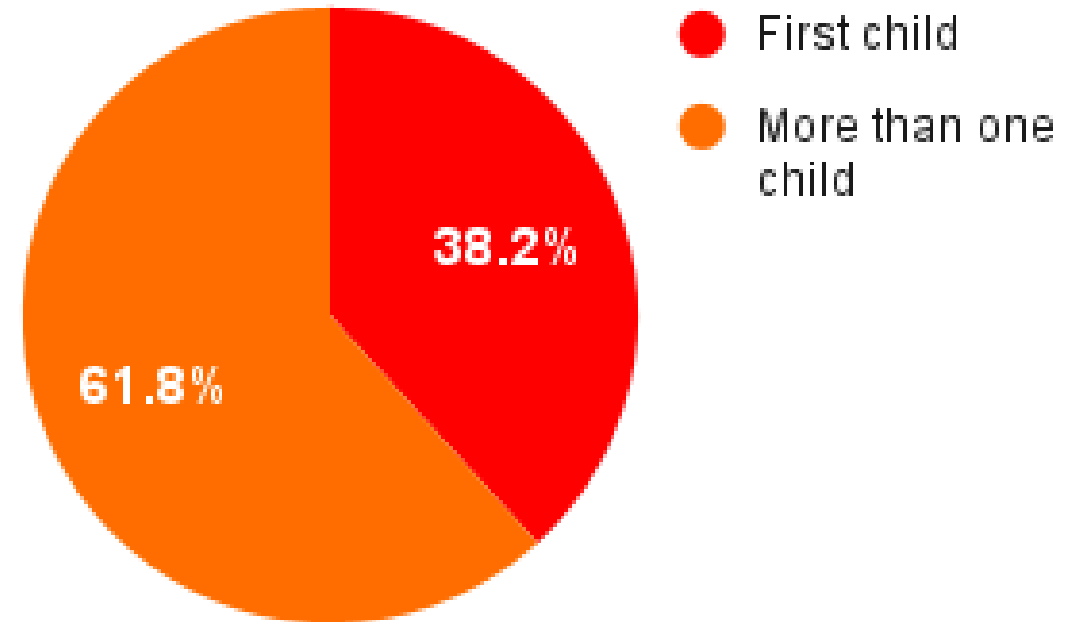
A majority of participants have a yearly household income below \$15,000

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1042 TOTAL APPLICATIONS RECEIVED, 161 PARTICIPANTS ONBOARDED



While participants are not required to disclose, of those who did, a majority identified as either Black, Hispanic, or both



A majority of participants have another child in the household

QUESTIONS?

Email us at info@bridgeproject.org



