



## UNCONDITIONAL CASH FOR MOTHERS AND INFANTS

### The Bridge Project Expands to New Jersey

Launched in New York in 2021, The Bridge Project provides mothers and their babies with regular, unconditional cash assistance. By investing directly and flexibly in early childhood, the program aims to break the cycle of stress and poverty passed down through generations, and enhance socioeconomic mobility of families.

Our goal is to build a foundation for prosperity that transcends generations. Through trust, cash and community, The Bridge Project supports over 2,000 mothers across New York, Wisconsin, Connecticut, Ohio, West Virginia, Kentucky, East Tennessee, and Massachusetts.

#### We Believe in Economic Empowerment

Putting money directly in the hands of mothers empowers women to make decisions about their finances and the wellbeing of their babies.

Support during the first 1,000 days of life can allow an entire generation to separate from the toxic stresses of poverty, break intergenerational cycles, and provide the environment for children to grow into healthy adults — physically, financially, and mentally.

Leading economists agree that early interventions have the highest return on investment (Heckman Curve).

**Our brains are 25% grown at birth**

**Our brains are 50% grown by age 1**

**Our brains are 80% grown by age 3**

#### NO BABY SHOULD BE BORN INTO POVERTY



13% of children in New Jersey live in poverty



15.4% of moms receive inadequate prenatal care



36% of New Jersey's homeless population are families (vs. 28% nationwide)

#### We Believe in the Power of Simple Solutions

Direct cash is a highly scalable solution that can be rolled out to large populations immediately. It minimizes interference and maximizes impact. It empowers participants to make their own choices for their families.

Cash is simple, flexible and empowering. Unrestricted cash assistance recognizes mothers' right to make their own financial decisions. Additionally, cash allows mothers the freedom to spend on essentials like food, rent, or childcare without restrictions. This approach challenges the stigma that marginalized groups can't manage their finances, promoting autonomy and dignity by trusting them to know what's best for their families.



**90% of participants reported improvements in their mental health and stress levels after receiving just one payment.**



**There was a 242% increase in participants having more than \$500 in savings after just 6 months in the program.**



**Mothers reported less chaos and more harmony in their households (clinical scales used).**

## THE BRIDGE PROJECT IN ACTION

The Bridge Project will provide 250 eligible low-income, pregnant individuals with unconditional cash – no strings attached. The cash can be spent on anything - food, formula, rent, childcare, diapers – truly, whatever the mother decides. The program duration is three years, beginning October 2025.

### PROGRAM PARTICIPANTS WILL RECEIVE:

**\$1,125** one-time,  
upfront prenatal stipend

**\$750** per month  
for the first 15 months of  
program participation

**\$375** per month  
for the remaining 21 months  
of program participation

## HOW DO MOTHERS APPLY?

Applications were available online beginning October 1, 2025. Applications are reviewed on a rolling basis for eligibility and eligible program participants are selected by lottery. Applications will remain open until all program slots have been filled.

### ELIGIBILITY CRITERIA INCLUDES:

- ▶ Reside in the City of Newark, City of Trenton, City of Paterson, or Southwest Counties (Gloucester, Salem, Cumberland)
- ▶ Be 18 years or older
- ▶ Be 23 weeks pregnant or less
- ▶ Have an annual household income under \$44,000
- ▶ No SSN or ITIN required!



**APPLICATION LINK LIVE ON OCTOBER 1 HERE:** <https://welcome.bridgeproject.org/>



### IMPORTANT DATES

**OCTOBER 1**  
**Online Program**  
**Applications Open**

**NOVEMBER 1**  
**First Payment**  
**Disbursements**

Learn more by visiting [www.bridgeproject.org](http://www.bridgeproject.org) or contact us at [info@bridgeproject.org](mailto:info@bridgeproject.org)