

AN INTRODUCTION TO **THE BRIDGE PROJECT**

New York City's first unconditional cash transfer program for mothers & babies

JULY 2022

THE BRIDGE PROJECT



WHAT IS THE BRIDGE PROJECT?

WE ARE SCALING THE IDEA OF A GUARANTEED INCOME AS AN INNOVATIVE, SIMPLE, & EMPOWERING SOLUTION TO CHILD POVERTY IN NEW YORK CITY

- 1 PROGRAM:** Supports 600 new, low-income mothers unconditionally with up to \$1,000 a month for the first 1,000 days of their babies' lives
- 2 SCALE:** Spans 20+ zip codes across two boroughs, partners with 25+ community-based organizations, and is fully funded at over \$16M by The Monarch Foundation
- 3 RESEARCH:** Provides research as an IRB-approved randomized controlled trial (RCT) alongside the University of Pennsylvania's Center for Guaranteed Income Research

THE BRIDGE PROJECT TODAY – A \$16M+ EFFORT

PHASE I — LAUNCHED JUNE 2021

100 mothers
\$500 for 50 mothers for 36 months
\$1,000 for 50 mothers for 36 months

ELIGIBILITY:

- BE CURRENTLY PREGNANT OR HAVE A CHILD UNDER THE AGE OF 1
- HAVE AN ANNUAL HOUSEHOLD INCOME OF UNDER \$52,000
- LIVE IN THE NEIGHBORHOODS OF WASHINGTON HEIGHTS, INWOOD, OR CENTRAL HARLEM

PHASE II — LAUNCHED APRIL 2022

500 mothers
\$1,000 for all mothers for the first 18 months
\$500 for all mothers for the last 18 months

ELIGIBILITY:

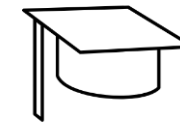
- BE CURRENTLY PREGNANT
- HAVE AN ANNUAL HOUSEHOLD INCOME OF UNDER \$52,000
- LIVE IN THE NEIGHBORHOODS OF WASHINGTON HEIGHTS, INWOOD, CENTRAL HARLEM, EAST HARLEM, SOUTH BRONX, OR CENTRAL BRONX

PHASE I DEMOGRAPHICS



RACE & ETHNICITY

74% Hispanic
40% Black



EDUCATION LEVEL

28% post-graduate degree
71% high school diploma



HOUSEHOLD SIZE

1.45 children per household



MARITAL STATUS

58% single mothers



INCOME

\$1,200 median monthly household income prior to the program

OUR PARTNER NETWORK





YOU KNOW, IN NIGERIA, WE DON'T TIE A NAME TO YOUR EMOTIONS. IF YOU'RE NOT HAPPY, YOU'RE NOT HAPPY. NOBODY SAYS YOU'RE DEPRESSED. WE DON'T REALLY USE THAT WORD. BUT REALLY, THIS FEELING I HAVE, IT'S DEPRESSION.

YOU THINK ABOUT THOSE THINGS THAT YOU'RE NOT ABLE TO DO WITH MONEY. YOU ARE ANXIOUS, YOU'RE FEELING SAD. AND SOMETIMES YOU WANT TO ACT OUT THOSE FEELINGS TOWARDS YOUR CHILDREN. AND I HAD TO BE [CONSCIOUS OF MYSELF]. 'OKAY, THIS IS HOW YOU'RE FEELING. YOU CANNOT TRANSFER AGGRESSION TO YOUR CHILD. THIS CHILD IS NOT RESPONSIBLE FOR HOW YOU FEEL.'

[WHEN I FIRST HEARD OF THIS PROGRAM] I THOUGHT IT WAS A SCAM... I SAID, 'IS THIS EVEN POSSIBLE?' IT HAS MADE A BIG DIFFERENCE... IT'S BEEN A RELIEF FOR ME AND MY KIDS. IT GIVES ME SPACE AND GRACE. I'VE NEVER HAD THAT BEFORE."

SUSAN ERHIRHIE
A BRIDGE PROJECT MOTHER



THE **BRIDGE** PROJECT