



In the richest country in the world, no baby should be born into poverty.

1 in 5

1 in 5 children under five live in poverty in the US.

56%

56% of families cannot afford a \$1,000 emergency.

Dead Last

USA's rank in money spent on early childhood of any developed nation.

The Bridge Project seeks to eradicate childhood poverty. It is the nation's first and largest unconditional cash program for babies, starting during pregnancy through the first 1,000 days of the baby's life.

We Believe in Babies

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

1

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



25%

Our brains are 25% grown at birth.



50%

Our brains are 50% grown by age 1.



80%

Our brains are 80% grown by age 3.

The Bridge Project by the Numbers

1,200

babies in the program with 1,000 more to be added in the next 12 months

\$16,000

Our moms' average annual household prior to joining the program.

78%

Percent of our moms who were going into debt or struggling with daily expenses prior to joining the program.

63%

Percent of our moms who did not have enough food to eat every day prior to joining the program.

96%

Percent of our moms who reported feeling stressed about the financial aspect of preparing for their baby prior to joining the program.

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 costs little to administer and creates minimal waste. It empowers the recipient to make her own choices for her family.

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SNAP (food stamps), our most efficient government program, trades at 65 cents on the dollar in the underground market" (Whitmore, 2002, Princeton).

We Believe in Data

We learn fast and iterate. We have partnered with UPenn's Center for Guaranteed Income Research and are conducting multiple randomized control trials. Early insights include:

- ✓ 90% of participants reported improvements in their mental health and stress levels after receiving just one payment.
- ✓ There was a 63% increase in participants receiving outside childcare after just 6 months in the program.
- ✓ 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).

We Believe We Can Change the System

Baby by baby. 1,200 today. Over 2,000 more in the next 24 months. As our program grows and gets stronger, our research expands, our mothers' stories get heard, and our advocacy advances.

Through private philanthropy, we are creating a movement and changing how our society values and supports its most vulnerable—and most precious—members.

We Invite You To Join Us in Ending Child Poverty

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