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CASH Campaign of Maryland Partners with Baltimore City to Shape, Administer Next Major Investment in Families

CASH to serve as program administrator and help lead the Mayor's Guaranteed Income Advisory Committee, bringing local expertise and community perspectives to program development

BALTIMORE (October 21, 2026) — The CASH Campaign of Maryland (CASH), a leader in financial stability and direct cash assistance, today announced a new partnership with Baltimore City to help shape and administer the proposed Baltimore Baby Fund, building on its successful guaranteed income pilot and its work supporting families across Baltimore.

The announcement comes as Mayor Brandon M. Scott outlines the city's vision for the Baltimore Baby Fund, which would establish dedicated funding to strengthen the economic stability of families with newborns, pending voter approval of Question I in November.

Working alongside the City of Baltimore Deputy Mayor for Health and Human Services, Dr. Letitia Dzirasa, and community stakeholders, CASH will help lead the Mayor's Guaranteed Income Advisory Committee, helping develop a program informed by research, successful direct cash initiatives, and Baltimore families' experiences. The committee is expected to develop a framework to inform program design.

CASH will also serve as the program administrator for the Baltimore Baby Fund, overseeing its implementation in partnership with Baltimore City.

"We've seen what happens when you give families the resources and freedom to make the decisions that are right for them. Parents have been able to secure safe housing, find stability, and get the support they needed during some of the most complex moments of their lives," said Robin McKinney, co-founder and co-CEO of the CASH Campaign of Maryland. "That's why this opportunity matters so much. We can build on what we've learned, listen to families, and work together to create a stronger, more secure future for Baltimore's babies and their families."

Building on Baltimore's Proven Experience

CASH served as the nonprofit administrator of the Baltimore Young Families Success Fund, a $5 million guaranteed income pilot launched by Mayor Scott, that provided 200 young parents with $1,000 in unrestricted monthly payments for 24 months from August 2022 through July 2024.

An independent evaluation, through a randomized control trial, of the pilot showed measurable improvements in financial stability and food security, with participants more likely to save and experience fewer childcare-related work disruptions. Several benefits persisted even after the monthly payments ended, demonstrating the potential for lasting improvements in family well-being.

"The Baltimore Young Families Success Fund showed us the difference that direct financial support can make in the lives of families, and CASH Campaign of Maryland was an essential partner in bringing that vision to life," said Baltimore Mayor Brandon M. Scott. "CASH brings on-the-ground experience, deep community relationships, and recognized expertise in guaranteed income. Their leadership will be invaluable in helping develop an effective approach to the Baltimore Baby Fund."

The proposed Baltimore Baby Fund would provide direct cash assistance during pregnancy and early parenthood with longer-term savings in a 529 account. Together, these components address immediate financial needs while helping families build savings for the future.

“Being part of Baltimore’s Guaranteed Income program made a real difference for me and my family. The extra money helped us, but I also appreciated the support we received from CASH. They kept us informed, connected us to resources, and gave us opportunities to share our thoughts and ideas,” Ariana Williams, Baltimore Young Families Success Fund participant. “It felt good to know that our voices mattered then and still matter today as we help shape the new program. I hope more families get the same opportunity."

CASH also administered an over $5 million project that provided direct cash assistance to workers affected by the Francis Scott Key Bridge collapse.

A Community-Informed Approach to Lasting Impact

Earlier this year, CASH established the Maryland Direct Cash Table, a statewide collaborative that brings together direct cash practitioners, researchers, funders, advocates, and program participants to share lessons and strengthen coordination across direct cash initiatives.

CASH is also an active member of state and national guaranteed income networks and is regularly invited to share its expertise in program design, implementation, and financial stability at regional and national conferences and convenings.

"Families need financial support at different stages of their lives, and this approach recognizes that those needs don't begin or end with the birth of a child," said Sara Johnson, co-founder and co-CEO of the CASH Campaign of Maryland. "Combining flexible cash assistance with long-term investment helps parents navigate the financial demands of raising a young family while building a foundation for their children's financial futures."

Supporting the Baltimore Baby Fund

CASH supports Question I, the Baltimore Baby Fund ballot initiative, which would establish dedicated funding to strengthen the economic stability of Baltimore families with newborns. While the program's structure, eligibility requirements, and assistance amounts have not been finalized, CASH supports a collaborative planning process informed by the previous pilot.

The Baltimore Baby Fund will appear on Baltimore City ballots as Question I in the Nov. 3, 2026, election.

Learn more about CASH Campaign of Maryland's work to advance financial stability through direct cash assistance and community partnerships, visit cashmd.org.

About the CASH Campaign of Maryland

The CASH Campaign of Maryland works to promote the economic advancement of low- to moderate-income individuals and families by improving financial stability, increasing access to financial resources, and advancing policies and programs that help Marylanders build stronger financial futures. Through direct services, partnerships, research, and advocacy, CASH works to make economic opportunity more accessible to communities throughout Maryland.

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