



FY2021  
ANNUAL  
REPORT

As we near our Centennial Year (2023), we look back at 2021 — the challenges we overcame and the lessons we learned — with a commitment to grow our impact in the future.



SCAN ME



2049 Ridge Avenue  
Evanston, IL 60201

“With a deep appreciation for The Cradle’s mission and its nearly 100-year history, I am humbled to join The Cradle as its new president and CEO. Cradle staff, board members and partners are enthusiastically working toward our second century, to have an even greater impact on children and families.”

- Jason Friedman,  
President and CEO

To Our Cradle Family,

It seems a bit cliché to say, but 2021 really was a challenging year. Apart from facing the uncertainties of the COVID-19 pandemic and seeing up-close its impact on our hospital partners, we also lost our ability to host in-person events, saw a decrease in Nursery activity as birth rates continue to decrease and experienced transitions in leadership.

Despite this, our staff, volunteers and Board of Directors approached the work of The Cradle with deep care and commitment. On the next page, you will see some of the ways we adapted and innovated so that we could continue to offer compassionate, ethical and lifelong services.

When we speak about our founder Florence Walrath, we often talk about her considerable determination, her focus on pioneering methods to increase safety in the Nursery, and the initiative she took to ensure the children in her care would thrive and find loving families. As we look back at 2021, we can feel proud that we took up the charge with determination, kept our babies and staff safe, and continued to build and support families.

This was only possible because of the generous support of our donor community. You have seen us through good times and challenging times, and many of you stepped up more than once this past year. Thank you! We look forward to having an even greater impact for children and families in the years ahead.

Sincerely,

John S. Luce, Chair of The Cradle Board of Directors

### ACCESSIBLE COUNSELING

We continued to meet with expectant parents and birth parents in person for counseling, with COVID-19 protocols in place. It is crucial to host these meetings in person to ensure the security of the adoption plan and provide support for this life-changing, permanent decision.



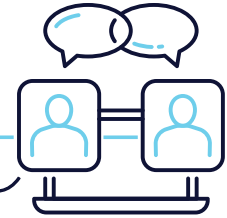
### STAYING CONNECTED

In an effort to keep staff safe and meet parents where they are, our Adoptive Parent Services team began offering online educational events and client meetings on Zoom.



### LIFELONG SERVICES

Cradle services are lifelong. In 2021, we shifted our Post Adoption Support groups online and offered virtual appointments for therapy.



### A SAFE NURSERY

Our Nursery remained open throughout 2021 with new COVID-19 protocols in place (including increased cleaning and restricted visitation).



### PROFESSIONAL TRAINING

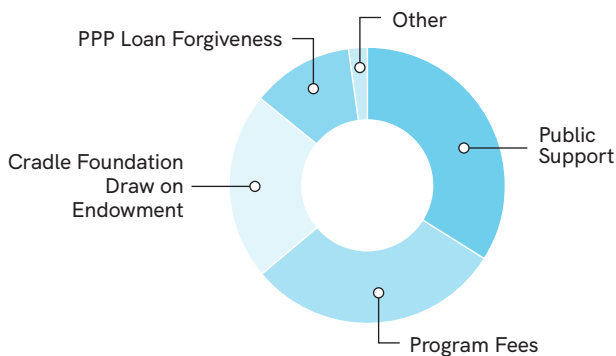
Parents, families, adopted individuals and professionals across the country accessed webinars from The Cradle's online adoption education platform, Adoption Learning Partners (ALP) in 2021.

### CANDID CONVERSATIONS

Our Education & Engagement team shifted roundtables online, increasing the number of Our Children: An Education & Empowerment Series webinars with open, honest dialogue about diversity and belonging.

## FY2021 Financial Report

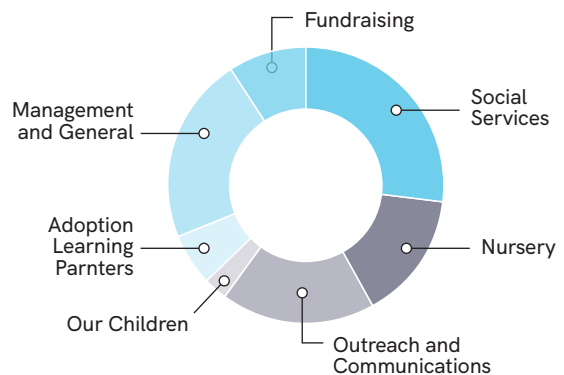
Fiscal year beginning October 1, 2020, and ending September 30, 2021



### SOURCES OF OPERATING SUPPORT (in thousands)

Public Support	\$1,755
Program Fees*	\$1,505
Cradle Foundation Draw on Endowment	\$1,100
PPP Loan Forgiveness	\$615
Other	\$121
<b>TOTAL:</b>	<b>\$5,096</b>

\*Includes fees from adoption services, Our Children, and Adoption Learning Partners



### EXPENSES (in thousands)

Social services	\$1,297
Nursery	\$713
Outreach and Communications	\$851
Our Children	\$136
Adoption Learning Partners	\$273
Management and General	\$1,046
Fundraising	\$444
<b>TOTAL:</b>	<b>\$4,760</b>

### WANT MORE?

For audited financials, a list of our donors, and a list of our board of directors, visit [Cradle.org/about-us/publications](https://www.cradle.org/about-us/publications) or scan the QR code above your mailing address. For questions, call us at 847-475-5800.