

The Cradle 100th



CELEBRATING OUR CENTENNIAL YEAR

The Cradle®

2049 Ridge Avenue
Evanston, IL 60201
www.cradle.org



Over the past few years, our Cradle family has shown up for one another, giving to The Cradle while our community needed support for infants, parents and families growing through adoption during challenging times. We are so grateful for your loyalty and generosity, especially at a time when the cost of living has increased for those receiving our help and contributing to our cause.

This year, we mark 100 years of service, and we are proud to show our age!

This Centennial milestone in The Cradle's history brings with it the opportunity to honor the resilient and expansive community we have had the honor to teach and care for since 1923.

Today, we look forward - to engage (and reengage!) more friends, and to grow our presence in the Greater Chicago, adoption and parenting communities.

Thank you for all you do to honor The Cradle's legacy by helping us drive our work forward.

Jason Friedman
President and CEO

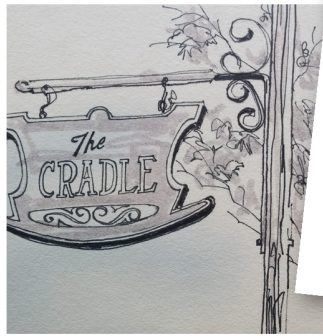
John Luce
Board Chair

Coming together at the
annual Buffalo Grove
Pride Parade



YESTERDAY AND TODAY

For this special Centennial edition of our Annual Report, we have included a few meaningful snapshots from our history. Take a moment to celebrate your own personal milestones within our history and be sure to visit our Centennial site for ways to stay connected this year.



1923: The Cradle Society opened its doors.



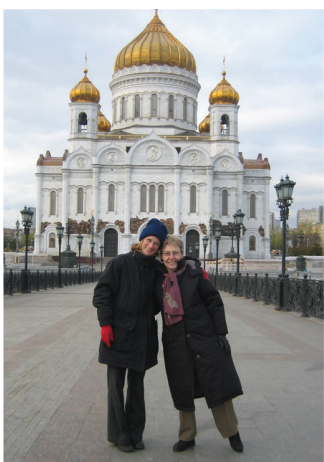
1927: Helped improve infant formula sterilization and manufacturing.



1923-1978: Trained infant nurses.



1994: Launched an African American infant adoption program.



2005: >50% of our placements were international.



2010: Supported legislation that gave adoptees easier access to their birth certificates.



2022: The Cradle team today.

2022 ACCOMPLISHMENTS

Cradle.org relaunched with a bold new design and improved user accessibility

Staff and board attended diversity, equity and inclusion workshops and developed an action plan to reflect and support our Cradle community

86 families began their adoption journeys at information sessions this year

We provided around-the-clock, safe, quarantined care to infants in The Cradle Nursery. Babies stayed in our nursery for an average of 30 days with public support covering our nursery's operations

496 attendees viewed our *Stories from The Red Couch* livestream on our **99th** Birthday, spreading awareness of adoption and of The Cradle

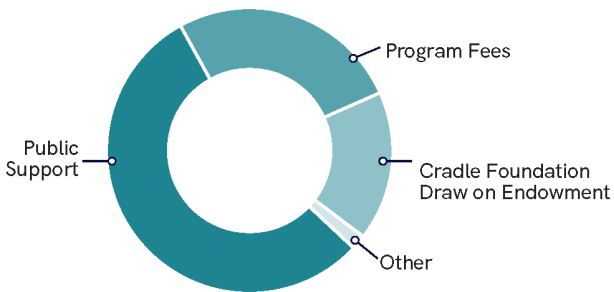
Adoption Learning Partners had more than **16,000** course and webinar enrollments and more than **4,000** new registration accounts created

Post-adoption services grew with expanded psychoeducational virtual group offerings for adoptees to connect, hosting two sessions for adoptive parents

Our expectant parent Helpline supported **180** callers with information and referrals

FY2022 FINANCIAL REPORT

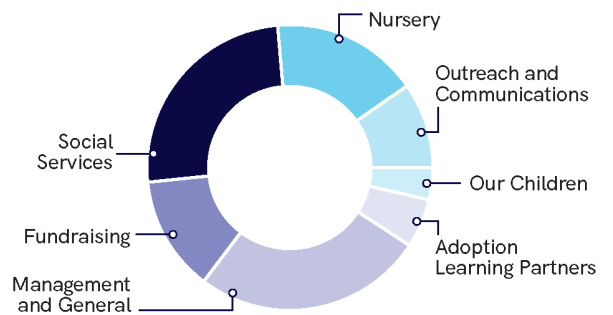
Fiscal year beginning October 1, 2021, and ending September 30, 2022



SOURCES OF OPERATING SUPPORT (in thousands)

Public Support	\$2,593
Program Fees*	\$1,228
Cradle Foundation Draw on Endowment	\$795
Other	\$75
TOTAL:	\$4,691

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



EXPENSES (in thousands)

Social Services	\$1,232
Nursery	\$803
Outreach and Communications	\$463
Our Children	\$171
Adoption Learning Partners	\$267
Management and General	\$1,272
Fundraising	\$618
TOTAL:	\$4,826

Thank you for all you do to honor The Cradle's legacy by helping us drive our work forward.



We invite you to meet other supporters and partners in our work in our Cradle Community Roll by scanning this QR code.