









## ABOUT THE CRADLE

Since opening in 1923, The Cradle has facilitated over 16,000 domestic and international adoptions and has been at the forefront of open adoption, African American infant adoption and LGBTQ+ placements. Our team of social workers, counselors, and education and outreach staff offer ethical, inclusive and lifelong support to tens of thousands of people touched by adoption, including birth parents, adopted persons, and adoptive parents. The Cradle is the only adoption agency in the country with an on-site nursery, a safe, neutral place for infants to stay while their parents take the time they need to decide if adoption will be the plan for this child.

#### **Our Mission**

- Build families through adoption.
- Support families through life's challenges.
- Strengthen communities through education.

#### **Our Vision**

Our vision is of a world where every child thrives in a safe and loving family.



The Cradle was founded by Florence Dahl Walrath. Learn about our history at: Cradle.org/History

#### **Our Leadership**

#### Cradle Society Board Officers

John S. Luce, *Chair*Kimberly A. Simonton, *Vice Chair*Sarah Van Steenburg, *Secretary*Jeffrey Brown, *Treasurer* 

#### Cradle Society Board Directors

Jerry H. Biederman
Penelope Boardman
J'ai Brown
James G. Connelly III
Jane Cummins
Danielle Davis
Jeanne E. Enright
Margarita E. Kellen
Heather Kelley
Julia Paster
Lawrence H. Rubly
Stephen M. Whisdosh
Ryan Whitacre
George S. Wilkins

#### Cradle Foundation Board

#### **Directors**

Joel Solomon, Chair/Treasurer Phyllis S. Thomas, Secretary Therese Fauerbach Corry Connelly

#### Executive Team

Jason Friedman President & CEO Damika Havden Chief Financial Officer Jorina Fontelera Vice President of Marketing Kristina Lederer Vice President of Development Nijole Yutkowitz Vice President of Education and Engagement Dana T. Davidson, LCSW Co-Director of Adoption and Family Support Arlene Jackson Director of Human Resources Pamela C. Tancredi, LCSW

Co-Director of Adoption and

Family Support

## PROVIDING CRITICAL SERVICES

As we ready for our second century of service, we are poised to make an even greater impact, expanding programming to become even more valuable for children and families, and growing our presence in and around Chicago.



The Cradle is here to provide critical services to all people whose lives have been touched by adoption or who are facing unplanned pregnancies. Our services include:

- Free options counseling and resources for expectant parents facing unplanned pregnancies
- 24/7 Nursery care for infants facing uncertain futures and newborns with special needs
- Domestic adoption placements and home studies for hopeful parents
- Post-adoption support including guidance and assistance in discovering background information and connecting with birth relatives
- Community outreach and round table programming to address the cultural considerations and support systems for persons who have been touched by adoption
- Online parenting webinars and educational courses to help parents, professionals and other clients across the country, delivered through our Adoption Learning Partners platform

## You Can Help, As We Ready Ourselves for the Future

In 2023, The Cradle will celebrate a remarkable milestone: One hundred years of providing services to people whose lives are touched by adoption. We are building on all we have learned in our first century and growing to better serve both adoptive families and the broader community. We hope you will join us as we:

- Grow our counseling practice to better serve adoptive families and reach new clients and markets
- Deepen partnerships that allow us to reach new communities
- Expand our outreach and education to medical professionals and other direct service providers of individuals touched by adoption
- Develop innovative learning experiences and supports for families of all types





# JOIN THE CRADLE IN THIS YEAR-LONG OPPORTUNITY TO CELEBRATE OUR CENTENNIAL

Over the past 18 months, our Centennial Task Force has been planning and envisioning our Centennial, with input from clients and supporters. We are taking advantage of this unique time to share our incredible story, raise our profile and build our community of supporters.

#### We have:

- Partnered with a local artist to create a sculpture that serves as a lasting tribute to birth parents
- Hosted a birthday bash for nearly 400 members of The Cradle community and luncheon for adult adoptee alumni

#### Staff are currently:

- Creating a historic account of The Cradle
- Building an interactive online storytelling resource called "Faces of The Cradle" that will display images, videos, audio and written stories of people whose lives were impacted by The Cradle
- Reaching out to local and national press to help publicize this incredible milestone

#### Here's where you come in:

In addition to the activities noted above, The Cradle will be hosting three more major events during 2023. Your sponsorship can support these events and provide visibility in front of thousands of individuals and families locally and across the country.

Over the past 18 months, our Centennial Task Force has been planning and envisioning our Centennial, with input from clients and supporters. We are taking advantage of this unique time to share our incredible story, raise our profile and build our community of supporters.

#### Upcoming we have:

#### THE CRADLE CENTENNIAL CELEBRATION

Flagship fundraiser for hundreds of friends and supporters, featuring dinner and a live band.

Saturday, September 23, 2023

#### LIVE PODCAST TAPING WITH THE CRADLE

A live episode taping of Angela Tucker's well-known podcast "The Adoptee Next Door" and VIP reception before the show.

Thursday, November 16, 2023

#### CENTENNIAL VIRTUAL STORYTELLING EVENT

A virtual event commemorating our Centennial anniversary.

Tuesday, December 5, 2023



## SPONSORSHIP OPPORTUNITIES

Each sponsorship level offers opportunity for sustained engagement in our Centennial. A portion of each sponsorship level is tax-deductible.



#### \$50,000 CENTENNIAL PARTNER\*

- Two tables of 10 for Centennial Celebration on September 23, 2023
- Exclusive access for 20 to Centennial Celebration pre-event VIP reception
- Ten (10) tickets to Adoptee Next Door podcast taping, featuring podcaster Angela Tucker on November 16, 2023
- Opportunity to appear in opening video or live opening at Centennial Celebration and podcast taping
- Prominent name listing on invitations, website, social media and email correspondence, program materials, big screens, etc. throughout 2023 and at Birthday Bash, Centennial Celebration and Podcast
- Opportunity to provide gift and/or promotional materials at Birthday Bash, Centennial Celebration and Podcast
- Customized "Lunch & Learn" on a family-focused topic of your choosing for company employees
- Co-branded press release/media advisory for National Adoption Awareness Month and inclusion as partner in any resultant media opportunities
- Full month of National Adopted Awareness Month co-branded header image, as Centennial partner, across social media platforms
- Full month of Instagram header link (referred to in posts) to link to co-branded National Adoption Awareness Month press release
- Recognition in National Adoption Awareness Month blog content
- Two (2) dedicated social media posts during 2023

#### \$25,000 DIAMOND PARTNER\*

- One table of 10 for Centennial Celebration on September 23, 2023
- Exclusive access for 10 to Centennial Celebration pre-event VIP reception
- Five (5) tickets to Adoptee Next Door podcast taping, featuring podcaster Angela Tucker on November 16, 2023
- Opportunity to appear in opening video or live opening at Centennial Celebration and podcast taping
- Prominent name listing on invitations, website, social media and email correspondence, program materials, big screens, etc. throughout 2023 and at Birthday Bash, Centennial Celebration and Podcast
- Opportunity to provide gift and/or promotional materials at Birthday Bash, Centennial Celebration and Podcast
- Customized "Lunch & Learn" on a family-focused topic of your choosing for company employees
- Co-branded press release/media advisory for National Adoption Awareness Month and inclusion as partner in any resultant media opportunities
- Full month of National Adopted Awareness Month co-branded header image, as Diamond partner, across social media platforms
- Full month of Instagram header link (referred to in posts) to link to co-branded National Adoption Awareness Month press release
- Recognition in National Adoption Awareness Month blog content
- One (1) dedicated social media post during 2023

<sup>\*</sup> CUSTOMIZED OFFERINGS ARE AVAILABLE FOR SPONSORS AT THE \$10,000 LEVEL AND ABOVE



#### \$10,000 PLATINUM PARTNER\*

- Five (5) tickets for Centennial Celebration on September 23, 2023
- Exclusive access for five (5) to Centennial Celebration pre-event VIP reception
- Two (2) tickets to Adoptee Next Door podcast taping, featuring podcaster Angela Tucker on November 16, 2023
- Prominent name listing on invitations, website, social media and email correspondence, program materials, big screens, etc. throughout 2023 and at Birthday Bash, Centennial Celebration and Podcast
- Opportunity to provide gift and/or promotional materials at Birthday Bash, Centennial Celebration and Podcast
- "Lunch & Learn" opportunity on a family-focused topic for company employees
- Co-branded press release/media advisory for National Adoption Awareness Month and inclusion as partner in any resultant media opportunities
- Full month of National Adopted Awareness Month co-branded header image, as Silver partner, across social media platforms
- Full month of Instagram header link (referred to in posts) to link to co-branded National Adoption Awareness Month press release
- Recognition in National Adoption Awareness Month blog content

#### \$5,000 SILVER PARTNER

- Two (2) tickets for Centennial Celebration on September 23, 2023
- Two (2) tickets to Adoptee Next Door podcast taping, featuring podcaster Angela Tucker on November 16, 2023
- Name listing on invitations, website, social media and email correspondence, program materials, big screens, etc. throughout 2023 and at Birthday Bash, Centennial Celebration and Podcast
- Opportunity to provide gift and/or promotional materials at Birthday Bash, Centennial Celebration and Podcast
- Recognition in National Adoption Awareness Month blog content

## **OUTREACH OFFERINGS**

# CUSTOMIZED OFFERINGS ARE AVAILABLE FOR SPONSORS AT THE \$10,000 LEVEL AND ABOVE

The Cradle is pleased to offer adoption-related educational offerings customized to your organization's specific needs and timeframes. Offerings can be simple in-services, online courses, round table discussions, seminars or Grand Rounds-like presentations, which would be arranged at your staff's convenience and be both interactive and participative. You can request an educational in-service about any of the topic suggestions below or customize a training plan with our outreach team:

#### ADOPTION LEARNING PARTNERS COURSES



### ADOPTION LEARNING PARTNERS

Our online learning platform offers interactive, e-learning courses and on-demand webinars to help families increase their understanding of the joys and challenges of adoption, foster care and parenting. Topics include mealtime challenges, discipline, attachment, transracial adoption, and more.

# ADOPTION AND FAMILY-RELATED TOPICS PRESENTED BY CERTIFIED CRADLE STAFF

#### DEBUNKING THE MYTHS; KNOWING THE FACTS

The topic of adoption is often surrounded by questions and misunderstandings. Who makes decisions for a baby in the hospital? How long does a mother have to change her mind about placing a child? What's the difference between safe haven and adoption? Why would someone choose open adoption? Learn the facts and become a better advocate for your patients.

#### LEGAL ISSUES IN ADOPTION

A comprehensive presentation outlining birth parent (both mother and father) rights and Adoption Law in Illinois. Also discusses how working with a reputable agency can protect the adoptive parents, birth parents, and children.

#### CULTURAL COMPETENCE IN SUPPORTING CLIENTS CONSIDERING ADOPTION

Navigating the professional relationship with a woman considering adoption can be intimidating. What about when there are obvious or not so obvious differences in your backgrounds? Learn how to best support and advocate for expectant parents considering the option of adoption while ensuring a respectful, thoughtful, and positive interaction.

#### FIRESIDE CHAT WITH THE CEO

This customized offering provides an opportunity to gather an intimate group or a larger gathering, featuring a topic of your choosing or simply a Q&A on building and strengthening families.



To make your sponsorship commitment, please contact Susan Matejka at smatejka@cradle.org.



## CENTENNIAL SPONSOR OPPORTUNITIES



Don	or Name/	Company Name (please list the donor name	exactly as it should appear in pri	int)		
Con	tact Name	9	Title			
Add	lress		City	State	Zip	
Ema	ail Addres	5	Phone			
We	e would	l like to support The Cradle:	(Please see the Sponsor Benefi	ts pages for a full description c	of benefits.)	
	Diamono Platinum	HIPS: ial Partner—\$50,000 d Partner—\$25,000 n Partner—\$10,000 artner—\$5,000				
Pay	yment	Options:				
We	are plea	ased to support The Cradle with a to	otal gift of \$			
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Credit Card Number		umber	CVV	Expiration	Date	
Signature			Amount	Amount		
Ple		we return this form via:  We appreciate your support of The Cradle. Please be aware that gifts made through donor advised funds and private foundations may receive sponsorship recognition. However, benefits that include goods or services must be excluded. Please contact your fund sponsor for more details about permissible grants.		ndations may include goods		

Questions? Please contact Susan Matejka at smatejka@cradle.org | 847-733-3204 for more details about supporting The Cradle. Access this document online at Cradle.org/100.