



2024 Annual Report

A NEW CENTURY OF CARE



See the digital version at cradle.org/2024-annual-report



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Letter from the President and CEO

As I reflect on The Cradle's first century of service and the work now underway to author the story of our next hundred years, two forces stand out that bridge past, present and future: our commitment to high-quality, inclusive services and our drive to adapt and innovate to meet the ever-changing needs of families. If you are a member of our special community of thousands of families and friends, you have experienced firsthand our special approach to adoption services through our caring, experienced team. If you are a new partner to The Cradle, know that the steps we are taking to expand services and become more responsive to the broader community are grounded in our longstanding values and the strengths we have been honing since 1923.

These steps into a bright future for The Cradle — one that solidifies our commitment to adoption services while channeling our strengths to serve many more families, including those who are not touched by adoption — are the culmination of a year's worth of research, reflection, discussion and planning. I am excited to share that we will begin offering the first of these new services in 2025. Our initial geographic focus is in the Lake County communities of North Chicago, Waukegan and Zion — places where we have offered The Cradle's core services for decades and where the needs of expectant and new parents are among the greatest in Illinois.

The first new service we will offer is home visiting — an evidence-based program designed for expectant parents and parents with young children. Through regular visits with a caring, trained professional, the program supports and nurtures family relationships and goals by building on each family's strengths. This is not a departure for The Cradle but a natural evolution of our longstanding commitment to supporting expectant and new parents, connecting them to resources, and helping them make the best decisions for their families.

What's more, by helping many more families thrive, we will be able to attract new partners and talent, ensuring The Cradle also thrives. Whether you have known us for 100 years or are just getting to know The Cradle, thank you for being on this journey alongside us and for your generous support.

With gratitude,

Jason Friedman
President and CEO

For more than a century, The Cradle has been here to walk with those trying to decide what's best for themselves and their child, and with anyone in the adoption circle navigating life post adoption. As we enter a new century of care, we build upon that legacy by continuing to provide support every step of the way.

Walking
ALONGSIDE





Lorri's Birth Mother Story

Lorri was a young television producer who decided an adoption plan was the right choice for her daughter. Years later, their heartwarming reunion sparked a bond that deeply enriched the lives of both families.

Visit our 2024 Annual Report online to watch Lorri's story, and others, to see how The Cradle walks with families throughout their adoption journey.

170

Expectant parents supported through a time of crisis by The Cradle Helpline

47

Clients who received options counseling to help them explore parenting or adoption

19

Admissions to The Cradle Nursery

24.5

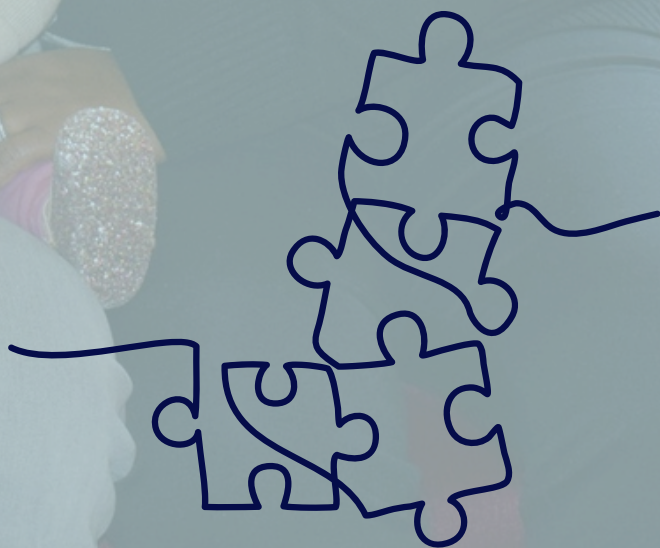
Days babies spent on average in the Nursery

\$1,625

From public support to cover counseling and other services for expectant parents

The Cradle helps build families through adoption, offering the guidance and support needed to navigate today's adoption landscape. As families' needs evolve, we remain focused on providing services that reflect the realities of adoption in our next century of care and beyond.

Building
FAMILIES



150

Families began their adoption journeys at an information session

67%

Black or biracial children placed with Black or biracial Cradle adoptive parent(s)

4

Placements with LGBTQ+-identifying families in The Cradle domestic program

16

Cradle domestic placements

7

Agency-assisted placements

3

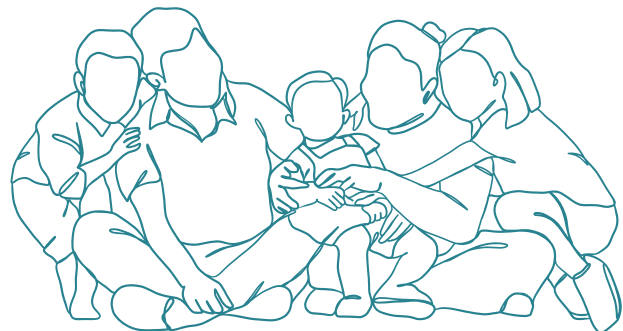
Intercountry placements

The Oskielunas' Open Adoption Story



Melissa and Mike Oskielunas adopted their son Leo from the Cradle in 2017. Although they were apprehensive about open adoption at first, they now have a wonderful relationship with Leo's birth mother, Anie.

Visit our 2024 Annual Report online to read the rest of the Oskieluna's story, and others, to learn how The Cradle has helped build families through adoption.



A woman with short dark hair, wearing a white lab coat over a dark top, is gesturing with her right hand towards the left. She is smiling and looking in the same direction. The background is a blurred clinical or office setting with windows and doors. The entire image has a light blue overlay.

The Cradle is here to serve anyone touched by adoption. Our therapists offer adoption expertise and can work with all members of birth or adoptive families at any stage of life. Our dedicated post adoption department offers guidance and support to anyone touched by adoption, whether the adoption was facilitated by The Cradle or not.

Supporting
**LIFELONG
JOURNEYS**





Dave's Story: Bringing Together a Cradle Community

Dave, wanting to connect with people who shared similar adoption experiences, started a group for people connected to The Cradle in his area, fostering a space for community and support.

Visit our 2024 Annual Report online to read the rest of Dave's story, and others, to learn how The Cradle supports families touched by adoption at any stage of life.

475

Therapy sessions

229

Inquiries for post-adoption services

151

Post-adoption services provided

2,879

*New Adoption Learning Partners
accounts created*

11,071

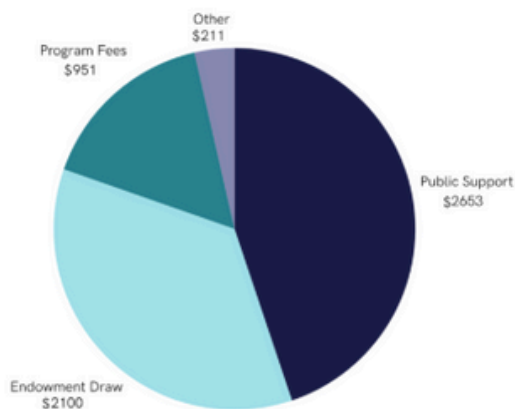
*Adoption Learning Partners
webinar and course enrollments*

Financial INFORMATION

As we embark on our second century of service to children and families, our FY 2024 investments build upon the commitments we made in FY 2023 towards growing The Cradle's impact. We began enhancing our eLearning platform to improve the overall experience for our learners. This also positions us to expand course offerings and webinars so that we can reach and support even more parents and families, including those who do not have a connection to adoption. As we grow, we remain committed to The Cradle's core: high-quality, ethical adoption services. We continued to invest in marketing and outreach to ensure that expectant and new parents can access the services they need — and we continued to invest in the caring professionals at the heart of this life-changing work.

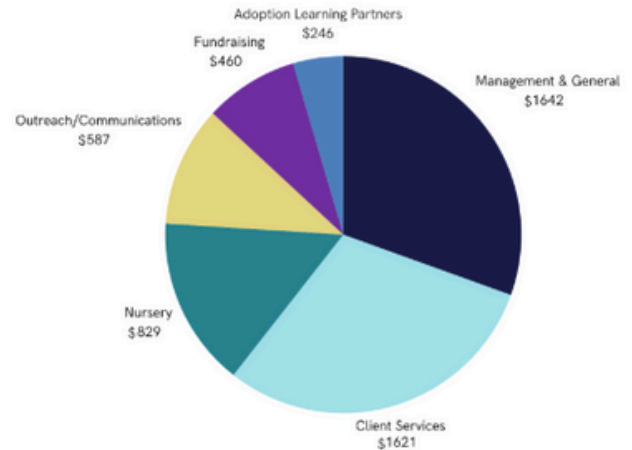
Revenue

(in thousands)



Expenses

(in thousands)



Fiscal year beginning October 1, 2023, and ending September 30, 2024

Public Support*	\$ 2,653	Client Services	\$ 1,621
Program Fees	\$ 951	Nursery	\$ 829
Cradle Foundation Draw from Endowment	\$ 2,100	Outreach and Communications	\$ 587
Other**	\$ 211	Adoption Learning Partners	\$ 246
TOTAL	\$ 5,915	Management and General	1,642
		Fundraising	\$ 460
		TOTAL	\$ 5,385

* Includes Public support, released restricted donations and in-kind support

** Includes income from interest and dividend



Community SUPPORT

As The Cradle embarks on a new century of care, our supporters continue to fuel the future with generosity, trust and belief in our mission. In FY 2024, we raised **\$2.8 million** to strengthen and expand the services that touch the lives of children and families. With 65% of this revenue unrestricted, we were able to direct resources where they were needed most — ensuring our work remains responsive, inclusive and forward-looking. The **1,092 individuals** who gave in FY 2024 reflect a community deeply committed to our shared vision. Notably, 62% of these gifts were \$100 or less, underscoring the collective impact of everyday generosity.

With a **60% donor retention rate**, our community's continued support provides not only stability, but momentum. Each contribution — large or small — propels us into our second century with the compassion and determination needed to build brighter futures for families. Thank you for walking with us into this next chapter. Your support makes it all possible.



Michele and Puamuh's Story

Michele and Puamuh are proud parents of three children: Eleanor, Isaac and Camille. Amid the whirlwind of back-to-back placements — and in the joyful years since — Michele and Puamuh have always felt well supported by The Cradle.

Visit our 2024 Annual Report online to read the rest of Michele and Puamuh's story, and others, to see how our generous donors advanced The Cradle's programs.

\$4,169,034

Raised for infant care, adoptive and expectant parent services, and operations

1,481

Supporters who trusted us transform their generosity to life-altering impact

\$832,147

Raised to support families during the holiday season

445

New donors who joined The Cradle community

95%

Of annual revenue was unrestricted, offering flexibility for wherever it's needed most

2,270

Commemorative bricks installed to honor a loved one to date

Donor Roll

See the full list of the generous donors who help make our work possible by scanning the QR code to the right or by visiting cradle.org/2024-annual-report/#donorroll2024

We strive to be complete and accurate in recognizing the generosity of our Cradle community. We regret any omissions or errors. Please contact our development team at cradlefoundation@cradle.org with any corrections.





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