

# GUIDESTAR® Premium<sup>PRO</sup> Report



GuideStar Report Generated For: *Cradles To Crayons, Inc.*

Report Generated On: July 20, 2016 at 10:35 AM ET

EIN: 04-3584367

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General Information

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This is a Silver level GuideStar Nonprofit profile, demonstrating this organization's commitment to transparency.

[Learn more about the GuideStar Nonprofit Profile](#)

Affiliation Type: Independent Organization

At-A-Glance

IRS Subsection: 501(c)(3) Public Charity  
 NTEE Codes: P30 (Children's and Youth Services) W24 (Citizen Participation)  
 Assets: \$8,105,252  
 Income: \$12,781,959  
 Expenses: \$11,458,576  
 Liabilities: \$442,120

Areas Served: The Cradles to Crayons national office is located in Cambridge, Massachusetts. The Giving Factory and headquarters of Cradles to Crayons-Massachusetts are located in Boston. The Greater Philadelphia area, including the Tri-State region, is served by the Cradles to Crayons office and Giving Factory in Conshohocken, PA. In 2014, Cradles to Crayons served more than 160,000 children in Massachusetts and Greater Philadelphia. A third site, Cradles to Crayons-Chicago, is scheduled to open in 2015.

Year Founded: 2002  
 Ruling Year: 2002  
 Fiscal Year Start: April 1  
 Fiscal Year End: March 31

Financial information in this report is derived from the organization's 2014 Form 990.

### Mission

Cradles to Crayons provides children from birth through age 12 who live in homeless or low-income situations with the essential items they need to thrive... at home, at school, and at play. We supply these items free of charge by engaging and connecting communities that have with communities that need. We currently serve children in three locations: Greater Boston, Greater Philadelphia & Greater Chicago. Thank You for Supporting Cradles to Crayons.

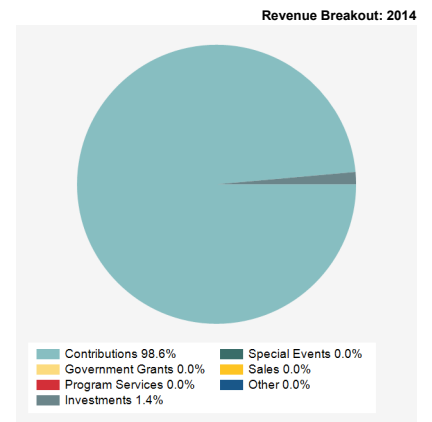
Revenue from 990 (Fiscal Year Beginning January 1 and Ending December 31)

[FAQs on Financial Data](#)

[Click here for revenue data reported earlier than 2010](#)

	2014 (990)	2013 (990)	2012 (990)	2011 (990)	2010 (990)
<b>Contributions<sup>1</sup></b>	\$12,601,121	\$9,572,379	\$8,520,203	\$8,569,566	\$7,772,284
<b>Government Grants</b>	\$0	\$0	\$0	\$0	\$0
<b>Program Services</b>	\$0	\$0	\$0	\$0	\$0
<b>Investments<sup>2</sup></b>	\$180,838	\$69,676	\$52,194	\$7,383	\$3,061
<b>Special Events</b>	\$0	\$0	\$0	\$0	(\$26,003)
<b>Sales</b>	\$0	\$0	\$0	\$0	\$0
<b>Other<sup>3</sup></b>	\$0	\$0	\$0	\$0	\$0
<b>Total Revenue:</b>	\$12,781,959	\$9,642,055	\$8,572,397	\$8,576,949	\$7,749,342

1- Due to various changes in the way this data is reported in the 2008 Form 990, it may not be possible to accurately compare this data from the 2008 Form 990 against the same field on prior forms.  
 2- The IRS has changed the Requirements for Reporting Investment Income. This value may contain amounts for Items which were reported in earlier years under Other Revenue (Part I, line 11).  
 3- Due to changes to the 2008 form, Membership Dues are not included in Other Revenue anymore, but are reported under Contributions.



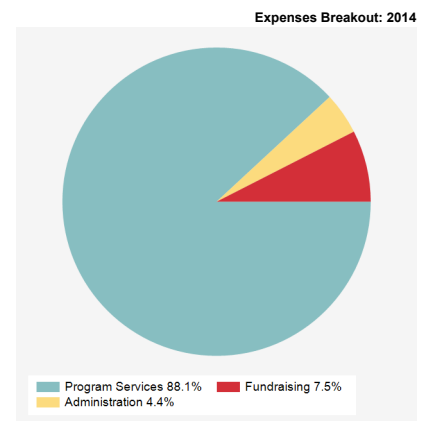
[FAQs](#)

Expenses from 990 (Fiscal Year Beginning January 1 and Ending December 31)

[FAQs on Financial Data](#)

[Click here for expense data reported earlier than 2010](#)

	2014 (990)	2013 (990)	2012 (990)	2011 (990)	2010 (990)
<b>Program Services</b>	\$10,095,924	\$7,950,072	\$7,137,707	\$6,458,022	\$5,588,879
<b>Administration</b>	\$502,087	\$344,357	\$280,284	\$259,691	\$253,593
<b>Other</b>	\$860,565	\$592,055	\$493,932	\$393,782	\$348,393
<b>Total Expenses:</b>	\$11,458,576	\$8,886,484	\$7,911,923	\$7,111,495	\$6,190,865
<b>Net Gain/Loss:</b>	\$1,323,383	\$755,571	\$660,474	\$1,465,454	\$1,558,477



[FAQs](#)

Expense Detail from 990 (Fiscal Year Beginning January 1 and Ending December 31)

[FAQs on Financial Data](#)

[Click here for revenue data reported earlier than 2010](#)

	2014 (990)	2013 (990)	2012 (990)	2011 (990)	2010 (990)
<b>Accounting Fees</b>	\$24,500	\$25,950	\$24,050	\$23,500	\$21,250
<b>Advertising and Promotion</b>	\$0	\$0	\$0	\$0	\$0
<b>Information Technology Expenses</b>	\$94,903	\$72,104	\$68,330	\$71,737	\$65,923
<b>Insurance Expenses</b>	\$52,230	\$40,490	\$35,821	\$36,385	\$19,346
<b>Interest Expenses</b>	\$0	\$0	\$0	\$0	\$0
<b>Investment Management Fees</b>	\$26,241	\$20,853	\$6,951	\$0	\$0
<b>Legal Fees</b>	\$607	\$1,112	\$3,797	\$3,910	\$2,660
<b>Pension Plan Contributions</b>	\$32,075	\$35,621	\$0	\$0	\$0
<b>Printing and Publications</b>	n/a	n/a	n/a	n/a	n/a
<b>Professional Fundraising Expenses</b>	\$0	\$0	\$0	\$0	\$0
<b>Printing, Publication, Postage and Shipping</b>	n/a	n/a	n/a	n/a	n/a
<b>Professional Fees and Payments to Contractors</b>	n/a	n/a	n/a	n/a	n/a

Balance Sheet from 990 (Fiscal Year Beginning January 1 and Ending December 31)

[Click here for balance sheet data reported earlier than 2010](#)

Assets	2014 (990)			2013 (990)			2012 (990)			2011 (990)			2010 (990)		
	1-Jan-14	31-Dec-14	Change	1-Jan-13	31-Dec-13	Change	1-Jan-12	31-Dec-12	Change	1-Jan-11	31-Dec-11	Change	1-Jan-10	31-Dec-10	Change
Cash & Equivalent	\$1,855,814	\$2,787,821	\$932,007	\$1,652,370	\$1,855,814	\$203,444	\$2,980,495	\$1,652,370	(\$1,328,125)	\$1,692,165	\$2,980,495	\$1,288,330	\$1,510,039	\$1,692,165	\$182,126
Accounts Receivable	\$144,497	\$304,834	\$160,337	\$486	\$144,497	\$144,011	\$1,442	\$486	(\$956)	\$11,427	\$1,442	(\$9,985)	\$17,152	\$11,427	(\$5,725)
Pledges & Grants Receivable	\$870,239	\$726,264	(\$143,975)	\$916,123	\$870,239	(\$45,884)	\$1,106,045	\$916,123	(\$189,922)	\$995,712	\$1,106,045	\$110,333	\$187,813	\$995,712	\$807,899
Receivable / Other <sup>1</sup>	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Inventories for Sale or Use	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Investment / Securities <sup>2</sup>	\$3,029,677	\$3,539,353	\$509,676	\$2,240,354	\$3,029,677	\$789,323	\$0	\$2,240,354	\$2,240,354	\$0	\$0	\$0	\$25,662	\$0	(\$25,662)
Investment / Other <sup>3</sup>	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Fixed Assets <sup>4</sup>	\$699,529	\$649,321	(\$50,208)	\$824,953	\$699,529	(\$125,424)	\$905,658	\$824,953	(\$80,705)	\$744,780	\$905,658	\$160,878	\$122,007	\$744,780	\$622,773
Land & Buildings		n/a			n/a			n/a			n/a			n/a	
Other <sup>5</sup>	\$82,869	\$97,659	\$14,790	\$158,569	\$82,869	(\$75,700)	\$64,841	\$158,569	\$93,728	\$70,040	\$64,841	(\$5,199)	\$32,648	\$70,040	\$37,392
<b>Total Assets:</b>	<b>\$6,682,625</b>	<b>\$8,105,252</b>	<b>\$1,422,627</b>	<b>\$5,792,855</b>	<b>\$6,682,625</b>	<b>\$889,770</b>	<b>\$5,058,481</b>	<b>\$5,792,855</b>	<b>\$734,374</b>	<b>\$3,514,124</b>	<b>\$5,058,481</b>	<b>\$1,544,357</b>	<b>\$1,895,321</b>	<b>\$3,514,124</b>	<b>\$1,618,803</b>
<b>Liabilities</b>	<b>1-Jan-14</b>	<b>31-Dec-14</b>	<b>Change</b>	<b>1-Jan-13</b>	<b>31-Dec-13</b>	<b>Change</b>	<b>1-Jan-12</b>	<b>31-Dec-12</b>	<b>Change</b>	<b>1-Jan-11</b>	<b>31-Dec-11</b>	<b>Change</b>	<b>1-Jan-10</b>	<b>31-Dec-10</b>	<b>Change</b>
Accounts Payable	\$182,157	\$350,290	\$168,133	\$220,090	\$182,157	(\$37,933)	\$207,926	\$220,090	\$12,164	\$165,755	\$207,926	\$42,171	\$105,429	\$165,755	\$60,326
Grants Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Deferred Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Loans and Notes <sup>6</sup>	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Tax-Exempt Bond Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other <sup>7</sup>	\$82,647	\$91,830	\$9,183	\$64,281	\$82,647	\$18,366	\$36,732	\$64,281	\$27,549	\$0	\$36,732	\$36,732	\$0	\$0	\$0
<b>Total Liabilities:</b>	<b>\$264,804</b>	<b>\$442,120</b>	<b>\$177,316</b>	<b>\$284,371</b>	<b>\$264,804</b>	<b>(\$19,567)</b>	<b>\$244,658</b>	<b>\$284,371</b>	<b>\$39,713</b>	<b>\$165,755</b>	<b>\$244,658</b>	<b>\$78,903</b>	<b>\$105,429</b>	<b>\$165,755</b>	<b>\$60,326</b>
<b>Fund Balance</b>	<b>1-Jan-14</b>	<b>31-Dec-14</b>	<b>Change</b>	<b>1-Jan-13</b>	<b>31-Dec-13</b>	<b>Change</b>	<b>1-Jan-12</b>	<b>31-Dec-12</b>	<b>Change</b>	<b>1-Jan-11</b>	<b>31-Dec-11</b>	<b>Change</b>	<b>1-Jan-10</b>	<b>31-Dec-10</b>	<b>Change</b>
Temporarily Restricted Net Assets	\$514,314	\$1,281,579	\$767,265	\$543,083	\$514,314	(\$28,769)	\$1,282,870	\$543,083	(\$739,787)	\$932,330	\$1,282,870	\$350,540	\$43,835	\$932,330	\$888,495
Permanently Restricted Net Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unrestricted Net Assets	\$5,903,507	\$6,381,553	\$478,046	\$4,965,401	\$5,903,507	\$938,106	\$3,530,953	\$4,965,401	\$1,434,448	\$2,416,039	\$3,530,953	\$1,114,914	\$1,746,057	\$2,416,039	\$669,982
<b>Net Assets</b>	<b>\$6,417,821</b>	<b>\$7,663,132</b>	<b>\$1,245,311</b>	<b>\$5,508,484</b>	<b>\$6,417,821</b>	<b>\$909,337</b>	<b>\$4,813,823</b>	<b>\$5,508,484</b>	<b>\$694,661</b>	<b>\$3,348,369</b>	<b>\$4,813,823</b>	<b>\$1,465,454</b>	<b>\$1,789,892</b>	<b>\$3,348,369</b>	<b>\$1,558,477</b>







- 1- Due to changes in the 2008 Form 990, this data is no longer reported.
- 2- Due to Changes in the 2008 Form, this value now includes Publicly Traded Securities as well as Other Securities.
- 3- Due to various changes in the way this data is reported in the 2008 Form 990, it may not be possible to accurately compare this data from the 2008 Form 990 against the same field on prior Forms.
- 4- The 2008 Form does not distinguish between Land, Buildings & Equipment (LBE) as investments and LBE as fixed assets. This value is equivalent to the sum of both line items on earlier Forms (Part IV line 55 plus line 57).
- 5- Other Program Related Investments is now a separate field on the new Form, Part X-13(A) and (B).
- 6- The value on this line may now include payables to former employees, disqualified persons and unrelated third parties.
- 7- Due to various changes in the way this data is reported in the 2008 Form 990, it may not be possible to accurately compare this data From the 2008 Form 990 against the same field on prior Forms.

Note: The balance sheet gives a snapshot of the financial health of an organization at a particular point in time. An organization's total assets should generally exceed its total liabilities, or it cannot survive long, but the types of assets and liabilities also must be considered. For instance, an organization's current assets (cash, receivables, securities, etc.) should be sufficient to cover its current liabilities (payables, deferred revenue, current year loan, and note payments). Otherwise, the organization may face solvency problems. On the other hand, an organization whose cash and equivalents greatly exceed its current liabilities might not be putting its money to best use.







Forms 990 Received from the IRS

<b>2015 Form 990</b> 	<b>2014 Form 990</b> 	<b>2013 Form 990</b> 	<b>2012 Form 990</b> 	<b>2011 Form 990</b> 	<b>2010 Form 990</b> 	<b>2009 Form 990</b> 	<b>2008 Form 990</b> 
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<b>2007 Form 990</b> 	<b>2006 Form 990</b> 	<b>2005 Form 990</b> 	<b>2005 Form 990</b> 	<b>2004 Form 990</b> 	<b>2004 Form 990</b> 	<b>2003 Form 990</b> 	
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Forms 990 Provided by the Organization

<b>2013 Form 990</b> 	<b>2012 Form 990</b> 	<b>2011 Form 990</b> 	<b>2010 Form 990</b> 	<b>2009 Form 990</b> 	<b>2008 Form 990</b> 
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Audited Financial Statement(s)

<b>2013 Audit Financial Statement</b> 	<b>2012 Audit Financial Statement</b> 	<b>2011 Audit Financial Statement</b> 	<b>2010 Audit Financial Statement</b> 	<b>2009 Audit Financial Statement</b> 	<b>2008 Audit Financial Statement</b> 
<a href="#">click to download</a>	<a href="#">click to download</a>	<a href="#">click to download</a>	<a href="#">click to download</a>	<a href="#">click to download</a>	<a href="#">click to download</a>

Letter of Determination, Form 1023/1024

<b>2007 Letter Of Determination</b> 
<a href="#">click to download</a>





### Mission Statement

This information was provided to GuideStar by Cradles To Crayons, Inc.

Cradles to Crayons provides children from birth through age 12 who live in homeless or low-income situations with the essential items they need to thrive... at home, at school, and at play. We supply these items free of charge by engaging and connecting communities that have with communities that need. We currently serve children in three locations: Greater Boston, Greater Philadelphia & Greater Chicago. Thank You for Supporting Cradles to Crayons.

### Impact Statement

This information was provided to GuideStar by Cradles To Crayons, Inc.

In 2014, Cradles to Crayons distributed more than 162,000 packages of essential items to children in low-income and homeless situations in Massachusetts and the Greater Philadelphia region. Cradles partners with more than 200 social service partners and in 2014 received children's product donations from more than 2,600 community and corporate collection drives each year. Cradles welcomed nearly 57,000 corporate, family and individual volunteers to our Giving Factory warehouses in Boston and Philadelphia where they inspected and sorted donated items and assembled our packages for children in need.

### Everyday Essentials

This information was provided to GuideStar by Cradles To Crayons, Inc.

**Budget:** NaN

**Category:** Human Services

**Population Served:** Children Only (5 - 14 years)

**Program Description:**

More than 34 million children in the United States live in low-income and poverty situations. Cradles to Crayons (Cradles) operates its "Everyday Essentials" program year-round to support disadvantaged youth, providing essential items children need to overcome their unique challenges. Our process begins with grassroots donation drives, held in neighborhoods and in corporate settings. Donated items are then dropped off at our "Giving Factory" warehouses. A Giving Factory functions as an efficient processing center and, equally important, serves as a colorful, user-friendly forum for meaningful volunteer opportunities. Our volunteers inspect donations to make sure that items are either new or very gently used. Because we believe that the children we serve should feel valued and proud to receive packages from Cradles, donations that do not meet our standards for quality are recycled in an environmentally conscious manner through partnerships with organizations such as the Salvation Army and Goodwill. Our volunteers, who are as young as age five, sort and organize quality donations into our personalized "KidPacks" filled with seasonal clothing for a week, shoes, books, arts and crafts, and often birthday presents. Completed KidPacks are picked up by the social service partner who ordered them for delivery, free of charge, to the children and their families. In order to reach children most in need of our services, each Cradles site actively collaborates with a network of local social service partners and schools. Our online ordering system allows registered partners to place customized orders for KidPacks based on a child's age, size, gender, interests and unique needs. The budget for our year-long Everyday Essentials program is an umbrella budget that includes two seasonal initiatives (Gear Up for Winter and Ready for School) and a specially focused initiative (Gear Up for Baby) that focus donor support on specific needs during the year.

**Program Long-Term Success:**

Since 2002, Cradles to Crayons has supported children living in critical situations by distributing more than 750,000 packages of essential items, including personalized KidPacks, new backpacks filled with age-appropriate school supplies, and specialty items.

**Program Short-Term Success:**

In 2014, Cradles served more than 162,000 children in Massachusetts and the Greater Philadelphia region. We are pleased at the positive response received from our partners and volunteers in 2014: 98% of volunteers who responded told us that they would volunteer again; 100% of respondents to our partner survey said that our services were either critical or important to their work.

**Program Success Monitored by:**

Each year, we evaluate our success in three ways: the number of children impacted, number of volunteers visits, and the volume of children's items donated to us which we measure in 13-gallon bags. We conduct an annual survey of our network of social service partners to gain insight into the impact of our work on children and families. The results of this survey provide benchmarks to measure progress and also help to identify areas where we need to improve. We also survey volunteers after every shift in the Giving Factory to gain feedback regarding the quality of the volunteer experience we provide.

**Program Success Examples:**

One mother told us, "My husband and I are so thankful that there is a place for our family to go where we can all be reminded of how important actively giving back is to our growth as a family and as individuals...We truly value the important work that Cradles to Crayons does and the fact that the organization allows us to be part of this work." 100% of social service partners who responded to our 2014 survey described our work as either critical or important to their ability to serve children. A mental health counselor at a local partner agency told us, "There are very few organizations like Cradles to Crayons that can consistently supply what we need. Cradles understand children's needs completely. Many children would not have crucial items if it wasn't for Cradles."

### Ready for School

This information was provided to GuideStar by Cradles To Crayons, Inc.

**Category:** Human Services

**Population Served:** Children Only (5 - 14 years)

**Program Description:**

Cradles to Crayons' Ready for School campaign stems from the philosophy that few factors, if any, contribute more to a child's success in life than education. Research shows that children need to be emotionally, mentally and physically prepared in order to succeed in school. Children living in poverty do not have access to the basic resources needed to enter school at the same level as their peers. Lacking essential items can result in a serious learning disadvantage and can negatively impact a child's self-esteem. Children living in low-income or homeless situations are also more likely to demonstrate developmental delays. By age 4, children who live below the poverty line are 18 months behind development milestones for their age group; by age 10 that gap is still present. To help alleviate the effects of poverty on school readiness, through Ready for School, Cradles distributes backpacks filled with age-appropriate school supplies including notebooks, pens, pencils, markers, rulers and calculators. At the same time, Cradles continues its distribution of KidPacks to assure that children can arrive at school confident that they are appropriately dressed. The highlight of Ready for School is our annual Backpack-A-Thon, held in August in Boston and Philadelphia. Backpack-a-Thon is an amazing day of services supported by local businesses that send teams of volunteers to form our one-of-a-kind assembly line and fill nearly 60,000 backpacks in one day. The budget for Ready for School is included in the Everyday Essentials budget.

**Program Long-Term Success:**

One of our signature annual initiatives, Ready for School has continued to grow and assist greater numbers of children living in need in Massachusetts and in the Greater Philadelphia region each year. The families Cradles serves are unable to send their children to school with the essentials they need to be prepared and excited to learn. After struggling to pay for rent and groceries, school supplies and new clothing for their children are unaffordable extras that are not in a family budget. Ready for School not only helps children to arrive at school well equipped to learn and appropriately dressed, it also relieves parents of the stress associated with not being able to purchase school supplies by freeing up funds for other priority needs.

**Program Short-Term Success:**

In 2014, Cradles provided essential items, including backpacks filled with age appropriate school supplies, to more than 162,000 children living in need in Massachusetts and the Greater Philadelphia region. We also commissioned an Impact Study of parents and teachers to gain a better understanding of the effect of our Ready for School initiatives. We are gratified at the very positive response: - 98% of respondents said that the supplies would help their child do homework; - 96% said that the supplies would make their child more excited to go to school.

**Program Success Monitored by:**

See "Everyday Essentials."

**Program Success Examples:**

Opening a new box of markers or unwrapping new notebooks can mean so much to the children we serve, but those actions represent so much more. Aria, one of the students who received a backpack from Cradles to Crayons wrote: Dear Cradles to Crayons, Thank you for everything that you guys gave us in the backpacks, like a calculator, folders, erasers, pencils and 2 notebooks. I wouldn't have had them if it wasn't for you. I think when I grow up I want to be like you guys. I want to be a person that will give stuff to other people that can't afford things. When someone wants help or materials, I want to be able to get them what they want. Thank you again for everything, Aria Cradles to Crayons strives not only provides the essential items children like Aria need to be prepared for the school year, but also seeks to inspire children and improve their self-esteem.

### Gear Up For Winter

This information was provided to GuideStar by Cradles To Crayons, Inc.

### Gear Up For Winter

**Category:** Human Services

**Population Served:** Children Only (5 - 14 years)

**Program Description:**

In cold winter months, children living in poverty face an additional set of challenges. For families already stretching budgets to pay for rent and groceries, providing adequate indoor heat, a warm winter coat and other winter essentials is often not an option. Children without warm winter clothing, including a winter coat, are at a high risk of suffering from cold-related illnesses like frostbite and hypothermia. Throughout the winter season, the team at Cradles hears countless stories of parents who keep their children home from school because the children did not have a warm winter coat that enabled them to wait safely for the bus or to walk to school. Children living in low-income families are twice as likely to walk to school, particularly in urban areas, making it even more important for the children Cradles to Crayons serves to have warm winter essentials. To combat this seasonal need, Cradles' signature initiative Gear Up for Winter works to provide the children we serve with critical items (warm clothing, a winter coat, hat, gloves or mittens and boots) to survive and thrive throughout winter months. In addition to multiple community outreach initiatives to secure donated items and financial support, the highlight of Gear Up for Winter is the annual Un-Gala, held each year in December in our Giving Factories. Our major annual event, Un-Gala is a unique day of celebration for families and other groups who want to actively support our mission. Rather than purchase tickets to a dinner, luncheon or performance, they purchase volunteer spots in a unique day of service that is family-friendly, child-friendly, and focuses on hands-on involvement in giving back to assist neighbors in need. The budget for Gear Up for Winter is included in our Everyday Essentials budget.

**Program Long-Term Success:**

One of our signature annual initiatives, Gear Up for Winter has continued to grow and assist greater numbers of children living in need in Massachusetts and in the Greater Philadelphia region each year. The families Cradles serves are unable to provide the warm clothing and outer wear children need to thrive - both indoors and outdoors - in cold winter months. Gear Up for Winter not only helps children to stay safe and warm by providing cold weather essentials, this initiative also relieves parents of the stress associated with not being able to provide for their children and by freeing up funds for other priority winter needs.

**Program Short-Term Success:**

In 2014, Cradles provided essential items, including winter coats, boots, hats and gloves, and warm clothing for cold weather to more than 162,000 children in Massachusetts and the Greater Philadelphia region. A social service partner told us about one of his students, "Peter was homeless and came to school wearing slippers in three inches of snow. He was able to travel to and from school safely after receiving his package from Cradles to Crayons. Thank you."

**Program Success Monitored by:**

See "Everyday Essentials"

**Program Success Examples:**

One of Cradles to Crayons social service partners tells us of a family who received a winter coat from Cradles to Crayons: "Lily's mother cried when she saw the beautiful and warm winter jacket that was in her pack. She told me that Lily only had a ripped coat for the year and there was no money for a new one. This coat and clothing made all the difference to this struggling family. It was one less thing to worry about."

### Gear Up For Baby

This information was provided to GuideStar by Cradles To Crayons, Inc.

**Category:** Human Services

**Population Served:** Infants/Babies (under age 5)

### Gear Up For Baby

**Program Description:**

The first years of life are a critical period in a child's physical and cognitive development. Studies consistently show a strong association between economic difficulties and compromised healthy development. As a result, infants and toddlers living in high-risk environments need additional assistance to promote positive growth. Cradles to Crayons' Gear Up for Baby program is a year-long campaign program focused on providing baby clothing, hygiene items and safety gear that each child needs to begin their life on an even playing field. The number of requests Cradles to Crayons receives for infant and toddler items continues to grow each year. To help assure that we have an adequate supply of specific items that are difficult to keep in stock, including strollers and car seats, we highlight Gear Up for Baby in May and June and encourage supporters to host a special Cradles Baby Shower. We also provide an updated, easy-to-use baby shower "Toolkit" on our website. The budget for Gear Up for Baby is included in our Everyday Essentials budget.

**Program Long-Term Success:**

Since 2002, Cradles to Crayons has distributed more than 750,000 packages of essential items, including baby clothing and equipment, to disadvantaged children in Massachusetts and in the Greater Philadelphia region.

**Program Short-Term Success:**

In 2014, Cradles provided essential items to more than 162,000 children in need, including infants and toddlers, in Massachusetts and the Greater Philadelphia region. A social worker told us about one of her client families, "Cradles provided preemie clothing, a pack'n play for the baby to sleep in, toys and books for mom and child to use for language skills and fine/gross motor skills. The family's joy of going through the Cradles bag together to see the fun items was wonderful. Receiving safety equipment to ensure the child's safety in her environment was so important."

**Program Success Monitored by:**

See "Everyday Essentials."

**Program Success Examples:**

A social service told us of a family they serve: "Baby Kendra's mom was laid off and evicted. Their landlord threw their belongings out, and all of them were stolen. The only clothes they owned were those on their backs, and Kendra was sleeping in a pack 'n' play. Kendra needed clothing and general baby equipment in order to stay warm and safe." Kendra's mother was able to connect with one of our social service agency partners, who placed an order with Cradles to Crayons for items for her child - now her family can live safely, and knowing that people care has given her hope.

### Spring Greening

This information was provided to GuideStar by Cradles To Crayons, Inc.

**Category:** Human Services

**Population Served:** Children Only (5 - 14 years)

Overview

	2014	2013	2012	2011	2010
Number of Employees:	71	67	55	33	33

Principal Officer

Fiscal Year	Principal Officer
2014	LYNN MARGHERIO
2013	LYNN MARGHERIO
2012	LYNN MARGHERIO
2011	LYNN MARGHERIO
2010	LYNN MARGHERIO
2009	Lynn Margherio
2008	Lynn Margherio

Chief Executive Profile

**Ms. Lynn Margherio**

**Term:** Since Apr 2002

Lynn Margherio is Founder and CEO of Cradles to Crayons. "Cradles" mobilizes communities with resources on behalf of communities in need by recycling and reusing high-quality new and like-new children's goods and engaging thousands of youth and adults in volunteer service activities to benefit local children in need. Prior to founding Cradles to Crayons, Lynn's career spanned the public, private, and nonprofit sectors. Trained as a business strategy consultant, Lynn has advised Fortune 500 companies on growth strategies, competitive positioning, and investment/acquisition opportunities. She has applied that training and experience to policy challenges at the local, national and global levels. Lynn was a senior member of the health care reform team in the Clinton White House and served as Executive Vice President of the William J. Clinton Foundation's HIV/AIDS Initiative, where she helped launch and build President Clinton's program to assist countries in the developing world to plan and implement large-scale HIV/AIDS care and treatment programs. From mid-1997 to mid-1998, she directed the U.S. Commerce Department team that produced The Emerging Digital Economy report, the first U.S. government report to describe and measure the impact of information technology and the Internet to the longest peace-time expansion in history. Lynn has received numerous awards and recognitions for her work, including honors from Bank of America, the Boston Business Journal, the Boston Celtics, and Facing History & Ourselves. Lynn serves on the New England Regional Advisory Board of RBS Citizens and is a member of the Women's Network Advisory Board of the Greater Boston Chamber of Commerce. Lynn is a graduate of Georgetown University.

### Board Chair

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**Mr. Jordan Hitch**

**Term:** Since Oct 2014

**Institution Affiliation:** Bain & Company

Board Leadership Practices



<p><b>Board Orientation &amp; Education</b> Does the board conduct a formal orientation for new board members and require all board members to sign a written agreement regarding their roles, responsibilities, and expectations?</p>	Response Not Provided
<p><b>CEO Oversight</b> Has the board conducted a formal, written assessment of the chief executive within the past year?</p>	Response Not Provided
<p><b>Ethics &amp; Transparency</b> Have the board and senior staff reviewed the conflict-of-interest policy and completed and signed disclosure statements within the past year?</p>	Response Not Provided
<p><b>Board Composition</b> Does the board ensure an inclusive board member recruitment process that results in diversity of thought and leadership?</p>	Response Not Provided
<p><b>Board Performance</b> Has the board conducted a formal, written self-assessment of its performance within the past three years?</p>	Response Not Provided

Officers, Directors, Trustees and Key Employees

[View the online report for Officer/Director/Trustee/Key Employee data reported earlier than 2010](#)

Fiscal Year Ending December 31, 2014

Name	Title	Compensation
LYNN MARGHERIO	PRESIDENT/CEO/TREASURER	\$190,792
SHARON REILLY	EXECUTIVE DIRECTOR, BOSTON	\$150,917
STUART DAVIES	BOARD MEMBER	\$0
MICHAEL BROWN	BOARD MEMBER	\$0
JORDAN HITCH	CHAIRMAN OF BOARD	\$0
BILL MATSON	BOARD MEMBER	\$0
PHYLLIS YALE	BOARD MEMBER	\$0
DEAN ATHANASIA	BOARD MEMBER	\$0
LINDA ZECHER	BOARD MEMBER	\$0

Fiscal Year Ending December 31, 2013

Name	Title	Compensation
LYNN MARGHERIO	PRESIDENT/CEO/TREASURER	\$142,751
STUART DAVIES	BOARD MEMBER	\$0
MICHAEL BROWN	BOARD MEMBER	\$0
JORDAN HITCH	BOARD MEMBER	\$0
BILL MATSON	BOARD MEMBER	\$0



**Fiscal Year Ending December 31, 2013**

Name	Title	Compensation
PHYLLIS YALE	CHAIRMAN OF BOARD	\$0
NEWCOMB STILLWELL	BOARD MEMBER	\$0
BARBARA GOOSE	BOARD MEMBER	\$0
MICHAEL MORRIS	BOARD MEMBER	\$0
SHARON SCOTT-CHANDLER ESQ	BOARD MEMBER	\$0
DEAN ATHANASIA	BOARD MEMBER	\$0
FREDI SHONKOFF	BOARD MEMBER	\$0
BOB AGLIRA	BOARD MEMBER	\$0
LINDA ZECHER	BOARD MEMBER	\$0
DEB DEVAUX	BOARD MEMBER	\$0

**Fiscal Year Ending December 31, 2012**

Name	Title	Compensation
LYNN MARGHERIO	PRESIDENT/CEO/TREASURER	\$120,848
JENNIFER WHITE	DIRECTOR OF DEVELOPMENT	\$113,129
MICHAEL SMITH	EXECUTIVE DIRECTOR - PHILIDELPHIA	\$95,420
SALLY S LEHMAN	DIRECTOR OF OPERATIONS	\$94,299
JULIE LIMA	DIRECTOR OF FAMILY PHILANTHROPY	\$94,091
STUART DAVIES	BOARD MEMBER	\$0
MICHAEL BROWN	BOARD MEMBER	\$0
JORDAN HITCH	BOARD MEMBER	\$0
ROBERT GALLERY	BOARD MEMBER	\$0
PHYLLIS YALE	CHAIR OF DIRECTORS	\$0
NEWCOMB STILLWELL	BOARD MEMBER	\$0
BARBARA GOOSE	BOARD MEMBER	\$0
MICHAEL MORRIS	BOARD MEMBER	\$0
SHARON SCOTT - CHANDLER ESQ	BOARD MEMBER	\$0
BRENDA LYONS	BOARD MEMBER	\$0
FREDI SHONKOFF	BOARD MEMBER	\$0
BOB AGLIRA	BOARD MEMBER	\$0
CHRIS MCINTOSH	BOARD MEMBER	\$0

**Fiscal Year Ending December 31, 2011**

Name	Title	Compensation
LYNN MARGHERIO	PRESIDENT / CEO	\$111,221
JENNIFER WHITE	DIRECTOR OF DEVELOPMENT	\$101,221
SALLY S LEHMAN	DIRECTOR OF OPERATIONS	\$91,075
KATHY FAGAN	DIR OF COMM OUTREACH/SEC	\$81,515
DAN NOVA	TREASURER	\$0
STUART DAVIES	BOARD MEMBER	\$0

**Fiscal Year Ending December 31, 2011**

Name	Title	Compensation
MICHAEL BROWN	BOARD MEMBER	\$0
JORDAN HITCH	CHAIR OF THE BOARD	\$0
ROBERT GALLERY	BOARD MEMBER	\$0
PHYLLIS YALE	BOARD MEMBER	\$0
R NEWCOMB STILLWELL	BOARD MEMBER	\$0
BARBARA GOOSE	BOARD MEMBER	\$0
JOE NOLAN	BOARD MEMBER	\$0
MIKE MORRIS	BOARD MEMBER	\$0
SHARON SCOTT-CHANDLER	BOARD MEMBER	\$0
BRENDA LYONS	BOARD MEMBER	\$0
FREDI SHONKOFF	BOARD MEMBER	\$0

**Fiscal Year Ending December 31, 2010**

Name	Title	Compensation
LYNN MARGHERIO	PRESIDENT / CEO	\$119,671
KATHY FAGAN	DIR OF COMM OUTREACH/SECRETARY	\$72,170
EMMA WILLIAMS	SECRETARY / DIRECTOR OF OP	\$71,067
DAN NOVA	TREASURER BOARD MEMBER	\$0
STUART DAVIES	BOARD MEMBER	\$0
MICHAEL BROWN	BOARD MEMBER	\$0
JORDAN HITCH	CHAIR OF THE BOARD	\$0
ROBERT GALLERY	BOARD MEMBER	\$0
PHYLLIS YALE	BOARD MEMBER	\$0
R NEWCOMB STILLWELL	BOARD MEMBER	\$0
MARTIN BISCHOFF	BOARD MEMBER	\$0
BARBARA GOOSE	BOARD MEMBER	\$0
JOE NOLAN	BOARD MEMBER	\$0
MIKE MORRIS	BOARD MEMBER	\$0

Highest Paid Employees & Compensation

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### Paid Preparer (Fiscal Year Ending Dec 31, 2014)

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#### **SAMET & COMPANY PC**

**EIN:** 04-3027605

1330 BOYLSTON STREET

CHESTNUT HILL, MA 02467-2111

**Telephone:** 617-731-1222

### Independent Contractors and Compensation

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#### **Contractors for Fiscal Year Ending Dec 31, 2014**

There are no contractors for this year.

#### **Contractors for Fiscal Year Ending Dec 31, 2013**

There are no contractors for this year.

#### **Contractors for Fiscal Year Ending Dec 31, 2012**

There are no contractors for this year.

#### **Contractors for Fiscal Year Ending Dec 31, 2011**

There are no contractors for this year.

#### **Contractors for Fiscal Year Ending Dec 31, 2010**

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#### **SHAWMUT DESIGN & CONSTRUCTION**

560 HARRISON AVE

BOSTON, MA 02118

Type of Service: FACILITY BUILD-OUT

Compensation Paid to Contractor: \$287,266