



**“Nurturing Families,
Strengthening
Communities.”**

COMPANY INFORMATION

Business Name:

KradleKare LLC
DUNS: 109757151
EUI: XIY2W1DGE8L3
CAGE: 14GH8

NAICS Codes:

624110 – Child Care Services
812990 – Support Services After Birth
611710 - Childbirth Classes
621399 - Private Practice

Website: www.kradlekare.com
Phone: 347-920-6901
Email: info@kradlekare.com

Certifications / Registrations

- Certified Newborn Care Specialist (NCS)
- Certified Postpartum Doula (PPD)
- Certified Lactation Educator (CLE)
- DUNS & CAGE registered;
NAICS compliant

Contact for Contracting

Karen Surgeon,
Founder & Director
347-920-6901
info@kradlekare.com



INTRODUCTION

KradleKare LLC is a woman-owned small business specializing in infant care, postpartum recovery support, and lactation education. With 15+ years of hands-on expertise, we deliver reliable, culturally responsive, and evidence-based services that directly improve maternal and infant outcomes. Our mission aligns with government priorities to strengthen families, reduce disparities in maternal health, and ensure safe environments for infants.

CORE COMPETENCIES

- Prenatal Care & Doula Support – Evidence-based emotional and practical guidance for a confident transition into birth and parenthood
- Newborn Care Specialist Services – Hands-on support in feeding techniques, soothing, sleep strategies, and understanding infant cues
- Postpartum Doula Support – Emotional and physical recovery aid, breast-feeding support, newborn care, and light household tasks
- Overnight Support – Expert overnight newborn care, including feedings, diaper changes, and soothing, to help parents rest and maintain healthy sleep routines
- Daytime Services – In-home caregiving support, including routine establishment, baby care, light housekeeping, meal prep, and emotional support
- Short- and Long-Term Care – Flexible care options for temporary events or extended support periods
- 24-Hour Around-the-Clock Support – Continuous newborn care tailored to family needs, promoting harmony and confidence
- Parenting Education & Workshops – Evidence-based instruction on baby care, sleep training, newborn development, and nurturing practices

DIFFERENTIATORS

- 15+ years of dedicated experience with over 200 families served; 500+ hours of personalized care and 98% client satisfaction
- Certified Newborn Care Specialist (NCS), Postpartum Doula (PPD), and Lactation Educator • Woman-owned, founder-led, delivering consistent, high-touch service
- Holistic, culturally responsive, trauma-informed care that adapts to agency protocols and diverse family needs
- Fully compliant with contracting requirements: DUNS, CAGE, NAICS (624110 & 812990)

PAST PERFORMANCE

- Delivered newborn and postpartum care for private families across the tri-state area.
- Conducted lactation support and educational workshops in partnership with community health organizations.
- Provided subcontracted postpartum doula care services to nonprofits supporting maternal wellness.