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HEROES FOR LIFE

Annual Booklet - 2022



From The President's Desk

Dear CRY America Supporters,

Thank you for supporting our projects and our children through 2022. The prolonged COVID crisis spawned unforeseen complications to already serious development challenges. The effects of prolonged isolation continued to reverberate through 2022 and a major takeaway from the COVID-19 experience was the importance of face-to-face engagement to the success of interventions. The return to in-person, group activities made positive impacts much more tangible and evident.

Your generous donations enabled our projects to bring normalcy back to the lives of children- helping them overcome learning deficiencies through bridge classes, enrolling them back to school, ensuring regular health check ups and addressing the spike in child labor and child marriage.

We also brought in-person events back across our CRY Galas, CRY Walks, CRYKet and a few Action Center events. This Annual Booklet brings you the highlights and the key activities of the year gone by. We cannot thank you enough for everything that you've done for our children and I am truly grateful to have you by our side.

In 2023, we hope to provide children with all the opportunities to learn, grow and dream. Your ongoing support makes us stronger every year.

With gratitude and best wishes



Shefali Sunderlal
President, CRY America

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About CRY America

CRY America is a 501c3 registered non-profit that believes in a just world where all children have equal opportunities to realize their full potential and chase their dreams. CRY America believes that it is possible to ensure lasting change for children in the critical areas of education, healthcare, nutrition and protection from child labor, child marriage, abuse and exploitation.



Vision

A happy, healthy and creative child whose rights are protected and honored in a society that is built on respect for dignity, justice and equity for all.

Mission

To enable people to take responsibility for the situation of underprivileged children, especially Indian, and so motivate them to seek resolution through individual and collective action thereby enabling children to realize their full potential, and people to discover their potential for action and change.

CRY America Impact 2004 to 2022



786,985
No. of children directly impacted



5,027
No. of villages/ slums covered



331,928
No. of children (6-18) years in schools



230,884
Children completing 1 year fully immunized



4,629
No. of malnourished children's status improved



2,436
No. of child marriages stopped



5,077
No. of children removed from labor



2,585
Villages/slums 100% child labor free



3,170
Children's collectives formed/ strengthened



Project Sanlaap

CRY America Project Sanlaap works to prevent children from child trafficking, child labor and child marriage. Children are rescued from prostitution and child trafficking and connected with survivor groups for counseling. The key activities which take place are strengthening of youth groups, enrolment of children from 6 to 18 years in school, youth led community outreach and interface with government officials and services.

Project Impact

- **35** child marriages stopped
- **21** trafficked children rescued
- **18** children removed from labor
- **30** dropped out children re-enrolled
- **100** trafficked survivors rehabilitated
- **120** vulnerable children supported through special coaching

 **2022 Grant Disbursed - \$23,920**

 **2023 Approved budget - \$24,672**



Inspiring Changemakers in Kolkata's Red Light District

16 year old Zaheer* scarcely knew anything that resembled a normal childhood. Born in one of Kolkata's redlight districts, there wasn't much hope for him.

I met Zaheer in October 2022 when I visited CRY America supported project Sanlaap. I was immediately struck by Zaheer's confidence & determination to work towards a better life for himself & his peers. The education support & personalized attention have been life-changing for Zaheer & others like him.

Zaheer was forced to drop out of school at a young age. His father became blind & could no longer provide for the family. Zaheer & his brother started working at a tea processing factory. His mother formerly worked in the sex trade until she fell chronically ill & left the occupation. She continued to earn a small amount of money, producing paper pouches at home.

Before he was forced into work, Zaheer had been an eager learner & a football enthusiast who dreamed of playing professionally. Zaheer's job & the living situation began to take a heavy toll on his mental & emotional health. Like many of his peers, Zaheer turned to drugs & alcohol to cope.

One of Sanlaap's field workers became aware of Zaheer's challenges & invited him to the organization's resource center. During the discussion, Zaheer expressed a desire to continue his studies at the center. However, he declined to enroll in school since he was the sole earner in his family. And remarkably, his days of alcohol & drug abuse are behind him, thanks to ongoing counseling & motivation from Sanlaap staff.

Confident Zaheer took on a youth leader role & began speaking out against child labor & abuse. As his health improved, he jumped at the opportunity to join early-morning football practice provided by Sanlaap.

Zaheer was very compassionate for his family & community. Though his family circumstances have prevented him from leaving work, he has selflessly used his earnings to enroll his sisters in public schools. Thanks to our supporters & projects like Sanlaap, children like Zaheer are working towards a better future.

*Name changed to protect identity.

HEROES FOR LIFE

CRY Gala 2022

New York - New Jersey | Seattle | SFO - Bay Area | Houston
San Diego - Orange County

CRY America's "Heroes for Life" Galas Raised \$1 Million

"Heroes for Life," CRY America's annual Gala series, returned after a two-year pandemic break to honor the organization's U.S.-based donors & field workers across 30 CRY America-supported projects in villages & slums throughout India.

The Gala series ran from May 14-22, with sold-out events in the San Francisco Bay Area, San Diego, New York City & Houston, with a virtual event in Seattle. This year's fundraising total smashed previous records, raising over \$1 million across the 5 Galas.

Galas featured veteran Bollywood actor Vivek Anand Oberoi as celebrity guest who spoke about the importance of supporting the cause of children. Lalithamma, director of People's Organization for Rural Development (PORD), a CRY America-supported project in Andhra Pradesh shared her work during the pandemic.

"When we all act together - project partners, donors, volunteers - incredible changes happen."

CRY America CEO Shefali Sunderlal

CRY America CEO Shefali Sunderlal noted that project workers were given special permissions by the Indian government as



essential workers during the pandemic & they went the extra mile to ensure that challenges faced by their communities & children were addressed, while CRY America's donors maintained their generous funding support unabated throughout the crisis.

"We had to pivot from our regular plans for the year & get a grasp on what was happening in the field where our project partners work," said Shefali at the May 20 New York Gala, held at the Taj Pierre. "Our project workers risked their lives to undertake community awareness programs on COVID protocols, distribution of PPE kits, & ensure testing & vaccination efforts across their villages," she continued.

Sunderlal highlighted CRY America's model for lasting change, to which collective, community-driven action is central. She emphasized that the organization does not create parallel institutions, but rather works with the government & communities to ensure that public schools, health centers, & other public social programs & facilities remain functional & truly benefit underprivileged communities.

Other innovations implemented by CRY America projects included "bridge schools" - supplemental classes to ensure children were caught up on missed coursework; home/community kitchen gardens to improve nutrition among children, & the organization of "children's collectives", where girls & boys meet to talk about pandemic-related anxieties, hopes & future plans.

"Most of my heroes have worn saris - [CRY America partner] Lalithamma is a living example of that - she is calling me a celebrity, but in my heart I want to celebrate her!"

Vivek Anand Oberoi, Bollywood star & celebrity guest

Oberoi brought star power & charisma to the CRY Gala event series. In addition to making a special address to the attendees, he led the evening's pledge sessions, telling stories about the importance of



philanthropy & appreciating the donors with personal thanks & photo ops.

Oberoi cited his mother's dedication as a palliative care worker as inspiration for his long track record of philanthropy, which he termed as "karmic investment". "I've been blessed with a lot of awards in my career, & I appreciate that recognition because that's what I do," said Oberoi, summing up. "But to me, the kids I have helped survive cancer & rescued from child marriage are my living, breathing awards- the best kind! Because that inspires me to do more, & gives me a purpose beyond what I do."

"The world is full of two kinds of people- those who need help, & those who can help," said Oberoi, closing his New York City remarks. "Every time you find yourself among those who can help, you need to count your blessings. Heroes like Lalithamma & CRY do all the hard work; we write the checks, & we share in that karmic capital."

Lalithamma, Director, People's Organization for Rural Development

Dubbed a "superhero in a sari," by Oberoi, PORD director Ms. J. Lalithamma took the stage nightly to share her story from growing up as a victim of gender discrimination herself to her work today to empower girls in her district.



Lalithamma founded PORD in 1992 to focus on girls' education as a means of preventing early marriage. Her team's dedication was her strength during COVID. Lockdowns & closures produced peripheral ills affecting children. Through awareness campaigns & supply distributions, PORD stopped 62 child marriages, & its vaccination drive resulted in zero COVID cases among district children.

Lalithamma shared the compelling journey of Revathi, who was forced to drop out of school by her grandmother in order to assist with work. Through a series of meetings, Lalithamma & her team convinced her grandmother to allow

Revathi to return to school. Once re-enrolled, she became interested in educating other girls about menstrual hygiene, a taboo subject in the villages. Lalithamma mentored her to become a skilled public speaker. Revathi's outreach work netted her a Youth Changemaker Award from the Ashoka Foundation, & her newfound confidence fueled her pursuit of a college degree in technology. Today, Revathi works at (India technology company) Wipro, & continues her hygiene programs among girls.

As no Gala would be complete without glitz, music, & dance, the series featured Bollywood dance performances, musical numbers & comedians across the cities. All Galas ended with guests taking to the dance floor in celebration to the jubilant beats of current & classic Bollywood hits.

CRY America's "votes of confidence" toward its time-tested model for change & the impact created for children came thanks to the hundreds of guests who attended & their generous donations.


"CRY's donors & volunteers are our 'Heroes for Life' who ensure that our work for children can continue & grow," said Sunderlal.




Bay Area Gala guests, Palo Alto Crowne Plaza, May 14, 2022

 **CRY Gala @ SFO-Bay Area:** The SFO-Bay Area CRY Gala was held on Saturday, May 14 at the Crowne Plaza, Palo Alto. Speakers included Vivek Anand Oberoi, Lalithamma & Patrick Bocco. A big thank you to our CRY Advisory Board & Gala Committee members Arti Kulkarni & Ketan Duvedi, Ravi & Hima Krovidi, Sujay & Sushmita Saha, Amit & Revathy Duvedi, Renu & Chaitanya Upadhyah, Kiran Mantripragada & Murthy Pappu & Chris Monie for making this event a grand success. Our appreciation also goes out to our event sponsors TV Asia, India West & NKD Arts for their support. The generosity of our 60 guests helped raise \$221,000 funds which will be directed towards brightening children's futures.

 **CRY Gala @ SD-OC:** The San Diego- Orange County CRY Gala was held on Sunday, May 15 at Royal India. The event was attended by 130 guests & raised \$140,000 to benefit underprivileged children. Congratulations & a big thank you to our San Diego & Orange County Gala Committee members Sonali Soni, Deven Parlikar, Edward Remias, Sam Kambo, Percy Presswalla & Laura Vasquez, Seema Pai & Rashmi Kalita for countless hours spent on planning & executing a very successful event. We also thank our event sponsors, Morgan Stanley, Keller Williams Realty, Royal India, TV Asia, India West, Showbiz India, Hindi Media, Andaaz Dance School & DJ Arya for all their support. We are so grateful for the generosity & support of our donors, event sponsors, volunteers & CRY staff for bringing smiles to children.

 **CRY Gala @ NY-NJ:** The New York- New Jersey CRY Gala was held on Friday, May 20 at the Taj Pierre. The event was attended by 110 guests who raised \$140,000 for underprivileged children. A big thank you to our Dinner Committee members Satwant Narula, Sangeeta Mudnal & Jigar Thakkar, Anupam & Shruti Yadav, Rupal & Harsh Patil, Shikha & Mohit Bhatia, Anita Kishen & our event sponsors TV Asia, SBI New York, Guru Krupa Foundation, GDB International, Stratus, Taj Pierre, Kurani Studios, Latham Photography, Better U Medical Spa & Arya Dance Academy. Our speakers for the evening included Mary Ellen Iskenderian, Shefali Sunderlal, Vivek Anand Oberoi, Lalithamma & our MC Vikas Nangia.

 **CRY Gala @ Seattle:** The Seattle Uphaar CRY Gala was held virtually on Saturday, May 21 via zoom. Thank you to our amazing Seattle team- Rajesh Munshi, Yogita Manghnani, Madhu Gadde, Paresh Mundade, Shilpa Makineni, Sachit Muckaden, Ramnik Rajvanshi, Sai Sajja-Tathineni, Amruta Anawalikar Gupta, Sean Choksi, DJ Ray & MC Sunny Moza for their hard work in planning & executing the event. A big thank you to our event sponsors TV Asia & Morgan Stanley for their support in making this event a success. Special thanks to our speakers Vijay Vashee, Vivek Anand Oberoi, Shefali Sunderlal & Lalithamma for their commitment to ensuring a better future for children. The generosity of our donors raised a \$254,000 to benefit underprivileged children.

 **CRY Gala @ Houston:** The Houston CRY Gala was held on Sunday, May 22 at Royal Sonesta Houston Galleria. The event was attended by 325 guests who broke all records to raise \$341,000 for children. A special thanks to our honoree Dr. Sushma & Devinder Mahajan, Vivek Anand Oberoi & Lalithamma, who helped make this event a huge success. Thank you also to our wonderful Gala committee Dharam & Priya Bali, Juuhi & Prakash Ahuja, Neeraj & Gauri Seth, Ruchika & Darren Dias, Dr. Tina & Dr. Harish Pariani, Chetan & Radha Patel, Jayshree & Kalapi Seth, our advisory board Meena Datt, Zuli Jasani, Devina Bhojwani, Anita Sreshta. Our thanks also goes out to MC Sunny Moza, DJ Ray, TV Asia, Meena Datt Radio, Arya Samaj Greater Houston, Wisemen, Vantive Inc, Shipcom Wireless, Cell Pay, Texas Inpatient Consultants, Bollywood Shake, Viva, Discount Power, Amir Dodhiya, ObjectWin, Eternal Gandhi Museum, The Alphabet Club, Children's Lighthouse, IT Serve Alliance, Alings, Musaafer, Wells Fargo, Sage Production, Murali Santhana, Daawat, Radio Dabang, Storytellers, Namaste Radio, JLL, Zuhne & Indo America News for helping us raise funds to ensure children's wellbeing. We also thank Nilam & Sital Mody, Ashraf Daredia, Panache by Sharmeen, Sameera Faridi, Kiran's & Musaafer for donating auction items for Houston Gala.

Auction Items Donor Acknowledgements



Goddess

Painting by Bharti Prajapati



Painting

by Sachin S Jalthare



Painting

by Chandra Morkonda



Peace of Nature

Painting by Mamata Siddharth Shingade



Painting

by Sujata Achrekar



Painting

by H R Das



Painting

by Balu Sadalge



Painting

by Nagesh Ghodke



Painting

by Subodh Poddar



Painting

by Agacharya



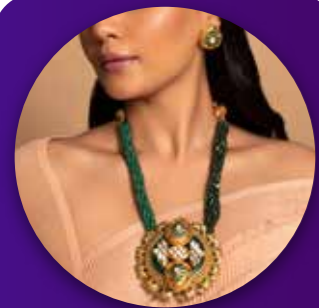
Jewelry

by Nilam & Sital Mody



Jewelry

by Sheetal Zaveri Jewelry



Jewelry by Joules

by Radhika



Jewelry

by Silver Streak



Jacket

by Bespoke Menswear



Saree

by Sanjukta Dutta



Outfit by Panache

by Sharmeen



Outfit

by Ashraf Daredia



Silk Scarves

by Shingora



Dinner for 6

by Musaafer Restaurant



Dinner for 6

by Kiran's



Saree

by Mysore Udyod Gold



Sia Necklace set



Saree

by Sabysachi



Project Shikshasandhan

CRY America's Project Shikshasandhan works towards enrolling and retaining children in schools, strengthening school services & provisions and strengthening of school management committees. The children who are engaged in child labor are mainstreamed into the education system by creating awareness in the community. The key activities under the project are enrollment drives, home visits in the community and strengthening of schools.

Project Impact

- **1,963** 6-18 years old, children in schools
- **84** 6-18 years old, out of school children mainstreamed in school
- **37** villages with 100% enrolment
- **155** children completing 1 year of age fully immunized
- **2,871** children covered through health check-ups
- **9** child marriages stopped

 **2022 Grant Disbursed - \$21,240**

 **2023 Approved budget - \$22,507**



Pushing for Education Equity

Imagine how frustrating school would have been for you as a native English speaker if your primary teachers had spoken only Latin. That may sound far-fetched, but for tribal children in Odisha, the struggle to comprehend basic lessons had been all too real.

In October 2022, I visited CRY America-supported Project Shikshasandhan in Odisha, where I learnt about the plight of children from the indigenous Ho tribe. The children faced a language barrier in public schools.

About 1.5 million tribal people speak the Ho language throughout Odisha, Jharkhand & West Bengal. However, teachers teach in the Odia language in schools. In addition to these language concerns, tribals lack access to schools due to their habitations' remoteness. Though the enactment of India's Right to Education Act ensures free & compulsory education for all children from 6 to 14 years, implementing this law remains a challenge in the tribal regions. The consequences had been dire for children from the Ho-speaking community in Mayurbhanj. Of nearly 1500 children, 43% had been deprived of education.


Mr. Pradhan, Director of project Shikshasandhan, conceptualized the Multi-Lingual Education (MLE) approach. They started offering classes in the local language to the tribals. True to CRY America's guiding principle of creating locally owned solutions for local problems, they recruited & trained teachers & language assistants from the tribal community. These teachers taught in the tribal language of Ho while gradually integrating Odia.


To date, Shikshasandhan has trained 3500 MLE teachers who serve more than 5000 tribal children. Shikshasandhan's model caught the attention of the Mayurbhanj District Collector, who extended the program to 176 other schools within the district.

Using the local language in schools has resulted in 100% enrollment. Since children attend school, child labor rates have reduced. The team observed how MLE had unlocked the potential of many children. Now, children are moving on to higher education opportunities in cities. & every time these young people return to their village, they inspire children & parents alike to pursue the same goal.


CRY Walk for Child Rights 2022


A STEP towards happier childhoods

 **CRY Austin Walk:** Congratulations to our Austin team on having a successful CRY Walk on September 10 at the Brushy Creek Lake Park. The event had over 15 participants & we raised \$1,500 for our children. A special thanks to our wonderful Austin volunteers led by Prasanna Pentakota for all their efforts in making this event a success.


 **CRY Seattle Walk:** CRY Seattle Walk on September 18 was a fun-filled event with children of all ages coming together with their families on a sunny Saturday morning to support a meaningful cause. Participants also joined in the fun activities like corn toss, frisbee & hula hooping led by student volunteer Arushi Munshi. Thank you to our dedicated volunteers, event participants & donors for helping us raise over \$3,441 towards happier childhoods.

 **CRY Baxter Walk:** The Asian Leadership Group in Deerfield, IL organized a CRY Walk on September 20, at their corporate headquarters of Baxter International on September 21 & at their office in St. Paul, Minnesota on Sept 20 led by Sangeetha Nair & Dipti Soni. CRY America Fundraising Director Patrick Bocco joined the event in Chicago. Over 60 employees participated in the event & raised \$1,400 to benefit children.


 **CRY Tennessee Walk:** The Tennessee team organized their 1st CRY Walk on October 2 at the Charlie Daniels Park led by Prasan & Kirti Golcha which had over 120 participants & raised \$2,000 to ensure happy & health childhoods. It was fun to see children, parents & grandparents participating in mehndi art, dance, face painting, relay race, interactive session on fitness & enjoying tea & snacks.

 **CRY New Jersey Walk:** The CRY New Jersey Walk took place on October 9 at Roosevelt Park & raised over \$5,000. There were over 40 participants who also enjoyed dancing to the tunes of Sanskriti Dance School's top instructors & the delicious food. A big congratulations to our long time volunteer leader Shikha Bhatia on organizing yet another successful Walk event.





 **CRY Houston Walk:** Congratulations to our CRY Houston team on a successful CRY Walk event which was attended by 125 participants & raised over \$13,000 led by Chetan Patel & Dina Patel. The participants enjoyed the bollywood workout, a bollywood quiz, session on healthy living, lively music & food. Thank you to our donors, sponsors & volunteers who came together to make this a successful event.

 **CRY San Diego Walk:** Congratulations to our CRY San Diego team on completing a successful Walk for child rights event on Sunday October 30 at the Crown Point Park led by Palak Ghosalia, Sowmya Chinta, Arpit Seksaria & Edward Remias. It was an exciting event for both adults & children, with over 30 participants & raised \$1,800 for underprivileged children. A big thank you to our participants, sponsors, donors & volunteers

 **New York Bike4CRY:** Patrick Bocco, our Fundraising Director braved the frigid temperatures on November 20 to bike 100k in Central Park, New York City to raise funds for underprivileged children. He smashed his fundraising goal & raised \$20,000 to support CRY America projects working on providing children access to education, better nutrition & protecting them from child labor, child marriage & abuse. Thank you Patrick for this brave solo feat that you undertake every year.



 **Pittsburgh Bike4CRY:** Adam MacGregor, our Grants Manager & his friends raised \$1,557 for underprivileged children through Bike4CRY on October 16 at the Great Allegheny Passage Bike Trail.

 **CRY Virtual Walks:** New York, Boston, Bay Area, Kentucky, Los Angeles Action Centers conducted virtual CRY Walk events by setting up their online Walk pages from which approx 11 volunteers set up their individual fundraising pages & reached out to their friends to raise funds for children. A big thank you to our top virtual fundraisers Arush Krovidi, Raj Mamadgi, Kinnery Mehta, Apoorv Agarwal, Percy Presswala, Shefali Chandel & Sanjay Yengul for helping us create a better world for children. The 7 virtual walks collectively raised \$16,400.



Other Virtual Events 2022

#ShapeTheirFuture 2022

Our #ShapeTheirFuture campaign which was set up for the period February to May 2022, highlighted children's aspirations & the challenges they face in reaching their goals. The pandemic & lockdown added more difficulties to an already tough situation faced by these children. Children spoke about how they wanted to become a teacher, a government officer & a football player & about the difficulties they faced in completing their education. They spoke about how timely support from CRY America projects helped them overcome these challenges & about their need for continued support to achieve their dreams. The campaign raised \$1,428 from 14 donors to help children reach their full potential.



CRY Antakshari 2022

CRY Antakshari was an exciting online musical event which took place over zoom on May 1, 2022. The event had 15 teams participating from across the US & raised \$1,116.



Special thanks to our Celebrity Judge, Actor Pallavi Joshi, our host RJ Archana Panda, our backup judge Sharvari Dixit & all our participants for helping us make our 2nd CRY Antakshari a fun event. A big congratulations to the winning teams:

Winning Team: Crime Master Gogo- Gyan Trivedi, Sunita Trivedi, Dinesh Murthy & Yogita Manghnani

Runners Up: Team Seattle Sirens- Sangeeta Nair, Mukta Manvi

Runners Up: Team Houston Dynamites- Dina Patel, Mita Parikh, Bharvi Doshi, Palak Doshi

Superstar 2022

The CRY Superstar music and dance competition was organized for the 3rd consecutive year from June 18 to July 20. The event had 42 participants and raised \$17,000 for underprivileged children.

We thank our Bollywood judges, Aishwarya Mujumdar & Karthik Priyadarshan & our US judges- Saandip, Sitara Attaie, Rupal Patel & Sangeeta Nair, for helping us judge this event & making it an exciting one. We also thank the American Automobile Association for their generous sponsorship of \$15,000.



Superstar 2022 Winners include:

Singing Category:

Juniors: Nived Panicker, Diya Ramkumar
Adolescents: Srushti Gubbi, Anika Prasad
Adults: Varsha Shewale Gajre, Pari Dhawan

Dancing Category:

Juniors: Divyashri Thanigachalam, Tristha Bharadwaj
Adolescents: Nikita Muddada, Maya Krishnan
Adults: Mojitha Kurup

Terence Lewis Dance Masterclass 2022

CRY America thanks Terence Lewis & his wonderful team members, Mary & Mansi for conducting the 2nd dance masterclass to help CRY America raise funds for underprivileged children! The event raised \$175 & the participants enjoyed interacting with Terence. Thank you Ruchika Diaz for being our Emcee & thank you to all the participants who made it a fun event.

#WhatOurGirlsWant 2022

The #WhatOurGirls campaign was set up for the period August to October, 2022 & was based on a study done by CRY India in 18 states in India to explore the obstacles to education that girls face & to learn why they drop out of school. Girls across supported projects discussed their problems, their wishes, & what they would like to change so they can complete their education & realize their own potential. The girls stressed the need for support from their parents toward their education, more teachers in school, separate toilets for girls in school, safe transportation & not to get married at an early age. The campaign raised \$1,280 from 15 donors to help underprivileged girls stay in school & complete their education.



Lalithamma mentors hundreds of underprivileged children from Chittoor District

CRY America supported Project People's Organisation for Rural Development (PORD) in Chittoor district has been making a significant effort to change the lives of children. Project PORD organizes various activities, such as monitoring Anganwadi centers while ensuring the re-enrolment of dropout children & conducting awareness programs & life skill sessions. Through PORD's work, thousands of children are actively engaged in children's collectives to change the course of their own lives & those of their peers.



Lalithamma, Director of PORD shared, "During the lockdown, CRY helped start the Bridge Course Program that helped bridge the education gap for children." The project has seen many success stories in the past few years, including that of Revathi.

Revathi was born in a small village in Andhra Pradesh. Her village did not have a secondary school, so she went to live with her grandparents. In 8th grade, project PORD invited her to join the children's collective. She participated in several skill building programs & eventually became the collective's Secretary. She mobilized over 5000 girls to spread awareness about menstrual hygiene & girl education. Today, she has completed her BTech in computer engineering & is working in one of India's top IT companies. She received the Ashoka Youth Venturer award for her work in child rights. Incredible transformations like Revathi's have only been possible thanks to the efforts of Project PORD & your generous support.

Lalithamma believes that CRY America is one of the biggest reasons behind the smiles of all the children in her project.

Action Centers At A Glance 2022

Action Center	AC Leader	Contact/ Email
Austin	Prasanna Pentakota	austin@cryamerica.org
Bay Area	Satwick Sharma	bayarea@cryamerica.org
Boston	Sanjay Yengul	boston@cryamerica.org
Virtual AC	Percy Presswalla	volunteers@cryamerica.org
Houston	Chetan Patel	houston@cryamerica.org
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San Diego	Soumya Vijay	sandiego@cryamerica.org
Seattle	Rajesh Munish	seattle@cryamerica.org
Tennessee	Prasan Golcha	tennessee@cryamerica.org



Action Center Events 2022



CRY Holi SD

The CRY San Diego team organized an in-person Holi event after 2 years, which was a grand success. The event took place on April 9 at Westview Park. It started with kids dance performance followed by Bollywood music. Delicious food, nonstop music & colors were the highlights of the event. We thank Miramar Cash & Carry & Rasraj for being our title sponsors & Naturally Desi & Shrithi Real Estate for being our supporting sponsors for the event. 50 volunteers organized & executed the event which was attended by 1100 participants & raised \$20,000 for education, healthcare & protection for underprivileged children.



Phoenix Volleyball

Congratulations to our CRY Phoenix team on a successful 3 day CRY Phoenix volleyball tournament. The event had over 40 teams playing in 3 categories & also had 6 women's teams participating for the 1st time. Kudos to Ranga Tudi, his volleyball team & our amazing Phoenix volunteers for having yet another successful Volleyball event. The event was bigger & better this year & raised over \$15,000. Special thanks to our sponsors who supported this event- Tangensis — CEO Sunil Annapareddy, Srikanth Reddy, Rakesh Gaddam, Turmeric Express Indian Grocery & Restaurant & Tech Fabric — CEO Preetham Reddy.



Boston Cricket

Congratulations to the CRY Boston team for organizing a successful CRYKet event. 14 teams participated in the event which started on April 30 & the finals took place on May 22. Congratulations to the winning team Hopkinton A on winning the finals. Special thanks to our wonderful volunteers Sanjay Yengul, Ravi Dasari, Sripad & Harshita for organizing this event & raising over \$5,000 for underprivileged children.



Austin Cricket

The CRY Austin team organized 2 exciting CRYKet events in September. CRYKet with your Buddyevent on September 18 at the Williamson County Cricket Ground & the CRYKet – parent & kid event on October 23 at the Williamson County Park. There were 10 teams playing from each group & the parent & kid tournament divided into three groups based on age of children. This was a fun family event enjoyed by all participants & their families & raised \$450 for children across CRY America projects.



Austin Sports Events

The CRY Austin team organized multiple events from June- October 2022. The Austin Art competition was held on June 25 at the Parkside Community Center & had close to 50 participants & raised approximately \$1,000, the

chess tournament on August 21 held at Parkside at Mayfield Ranch, had around 39 participants & raised \$400. The Austin Athletic meet on August 28 at Williamson County Park had around 60 participants & raised approx \$3,400, the CRY Austin Volleyball event on September 24 at the Milburn Park had 18 teams participating & raised \$2,160, the Austin Badminton tournament on October 23 had over 20 teams participating & raised over \$800 to benefit underprivileged children.



Seattle Dandia

The CRY Seattle Dandiya event took place over 2 weekends on Fri Sep 30, Sat Oct 1 & Fri Oct 7, Sat Oct 8 at the Microsoft Common Room. The event was hugely successful with over 3,000 attendees & raised over \$80,000 for underprivileged children. The Seattle team organized pre-event dance lessons for all participants. They also distributed LED dandiya sticks & awarded best dancers and best dressed participants. Everyone enjoyed dancing to bollywood music & desi street food. The event also had dance performances from talented dance groups like Naadanam Academy & Dancing Birds.



Thank you to all our generous sponsors for sponsoring this event & our amazing Seattle team for organizing yet another successful event to raise funds for children in need.

Meet Mr. K.V. Ramana Project Partner Pragathi, Chittoor

Ramana, CRY fellow turned project partner is very passionate about child rights. He started implementing CRY projects in 2004, focusing on the education, protection & participation of children from underserved communities in the Chittoor district.



Project Pragathi works with 3,500 families & more than 6,000 children in the district. Ramana said, "We have created significant impact with CRY America's help. Today, the project works with 72 schools & 55 Anganwadis. 1,000+ children have rejoined school, 300 child laborers mainstreamed into the education system & 900 child marriages have been stopped."

COVID was a very rough time for the organization, but the constant support from CRY America helped protect child rights in the community by conducting online life skill sessions for 4600 children.

Sanjana, a 15-year-old girl raised by a single mother, is one such success story of Project Pragathi. During the community visit, the team learned about her & her family. They conducted sessions for families every month to educate them about the programs by the government, the benefits of schooling for children & more. They enrolled Sanjana in children groups & educated her about the social ills of child marriage, child labor etc.

Sanjana stood out in wrestling & took part in tournaments. She lost the Delhi zonal tournament, which was greatly disappointing, & thereafter she was on a winning spree. Sanjana qualified in a National level wrestling competition & bagged a gold medal. In another tournament, she participated with her 9 school friends. 6 of them brought medals home, with Sanjana winning the bronze.

Ten years from now, Sanjana aims to complete her MBA & would like to serve as a police officer. Today, Sanjana is an influencer in her community & other children look up to her.

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- ✦ Texas Instruments Foundation
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- ✦ Bank Of America Matching Gifts
- ✦ Vmware Foundation
- ✦ Shipcom Wireless
- ✦ DD Worldwide Marketing Group
- ✦ LPL Financial

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- ✦ Chevron Humankind Matching Gift Program
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- ✦ Infosys Limited
- ✦ Zensa
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- ✦ Spotlight Energy
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- ✦ Becker Capital Management
- ✦ Nats Unitech
- ✦ Collision Plus
- ✦ Tech Fabric



Project Salem People Trust

CRY America's Project SPT works to ensure proper health and nutrition. The project works towards enhancing the quality of education, engaging with health systems to reduce the rate of female feticide. The key activities under the project are organizing health awareness programs for children and parents, enrollment and retention of children in schools.

Project Impact

- **27** dropouts re-enrolled
- **105** malnourished children's status improved
- **236** children completing 1 year of age fully immunized
- **5,745** 6 to 18 year old, children in schools
- **89** 6-14 years old, out of school children mainstreamed in school
- **15** children removed from labor
- **27** dropouts re-enrolled
- **265** pregnant women were enrolled to Anganwadi centers for regular services
- **39** abortions prevented and **23** abortions stopped

 **2022 Grant Disbursed - \$36,130**

 **2023 Approved budget - \$43,288**



Fighting Against Discrimination

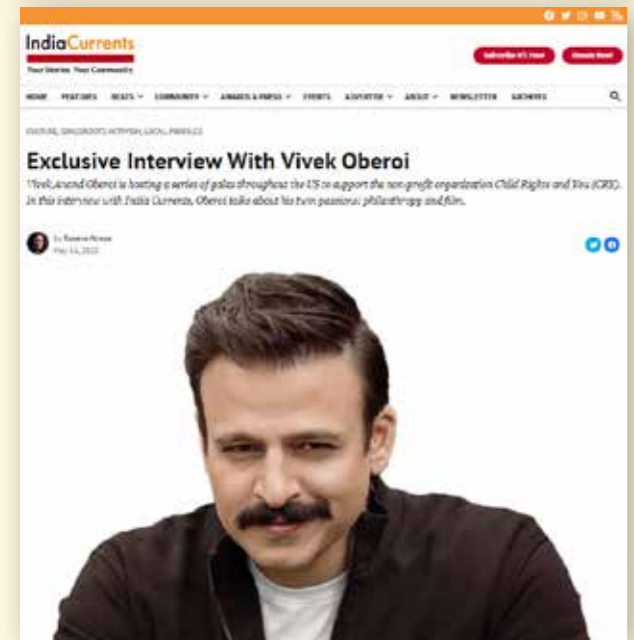
The visit to CRY America-supported Project Salem Peoples' Trust [SPT], Tamil Nadu, was inspiring & heartbreaking in equal measure. We were stunned to learn that the rate of female feticide in the villages had been 28%. Daughters were often hastened into early marriage or forced into child labor. But as we learned about Kirubavathi & how the project team helped her beat the odds, we saw a ray of hope for our children.

Kirubavathi lives with her family in Salem. When she was in 6th grade, her high school was demolished to make way for the National Highway. The children had to attend classes in the shade of a tree. Her parents gave up on the idea of a proper education & decided to involve her in daily wage work. At the time, she was also a part of SPT's children's collective. These collectives are a unique component of CRY America's model for lasting change. The collectives empower children by providing them with a safe space to express themselves freely & discuss their problems and dreams.

Since Kirubavathi started working with her parents, she stopped attending the meetings. The team members inquired about her absence and met with her parents. They explained the importance of their daughter's education & the ill effects of working as child labor. Later, she was re-enrolled in school & supplementary classes. But as soon as she completed her board exams, her relatives started discussing her marriage. But Kirubavathi's parents remained firm, thanks to the guidance they received from the SPT team.

Kirubavathi was admitted to a government college where she opted to pursue a B.Sc. in Microbiology. After completing her graduation, she started working as a lab technician. Her family is proud of her success & grateful for the support she is providing them. She has become a role model in the community. She told us, "If it were not for the SPT team, my story would have been much different. I am most grateful to have received such thoughtful & caring guidance."

Media Articles 2022



Celebrity & Donor Testimonial



Every child deserves a happy and healthy childhood. But millions of children remain malnourished, illiterate and engaged in child labor. CRY- Child Rights and You America works towards ensuring that marginalized children have access to schools, healthcare, and are protected from child labor and child marriage. I support the cause of child rights. I support CRY!



- **Arjun Rampal, Actor**



CRY is a one of a kind NGO that embraces a holistic approach providing health, education, and nutrition to ensure a safer & better future for children in India. We are touched by the breadth and level of commitment of its volunteers, donors and partners. It is an honor to serve with CRY in our own little way.



- **.Harsh & Rupal Patil, CRY Donors, New Jersey**



The thrill of taking lasts a day; the thrill of giving lasts a lifetime. Joining CRY & raising funds for underprivileged children gives a thrill for a lifetime.



- **Prasan Golcha, Action Center Leader, TN AC**



Grants/ Projects Supported In 2022

Project Name	State	Amount
Gramya Vikas Manch (GVM)	Assam	45,334
Comprehensive Health and Rural Development Society (CHARDS)	Bihar	19,391
Development Education and Environment Programme (DEEP)	Bihar	17,173
Adarsh Seva Sansthan (ASES)	Jharkhand	19,415
New Era Environmental & Dev Society (NEEDS)	Manipur	19,365
Social Welfare Agency & Training Institute (SWATI)	Odisha	26,020
Sanlaap	West Bengal	23,920
JJBVK	Bihar	16,260
Sikshasandhan	Odisha	21,240
SPREAD	Odisha	19,600
Vikas Samvad Samity (VSS)	Madhya Pradesh	50,860
Kotra Adivasi Sansthan	Rajasthan	26,580
Doaba Vikas Evam Utthan Samiti (DVEUS)	Uttar Pradesh	56,239
Dr. Sambhunath Singh Research Foundation	Uttar Pradesh	31,400
PAHAL	Delhi	10,075

Project Name	State	Amount
PAPN	Haryana	13,250
Samvedna	Madhya Pradesh	33,100
SJKS	Rajasthan	25,400
AIM Lakhimpur Kheri	Uttar Pradesh	17,490
People's Oragnisation for Rural Development (PORD)	Andhra Pradesh	37,770
Pragathi	Andhra Pradesh	38,400
Society for Rural Agriculturalists and Mass Awareness (SRAMA)	Andhra Pradesh	23,230
Margadarshi	Karnataka	29,550
Rural Workers Development Society (RWDS)	Tamil Nadu	33,500
Shramik Vikas Kendram (SVK)	Telangana	47,600
Salem People's Trust (SPT)	Tamil Nadu	36,130
Gram Mitra Samaj Sevi Sansthan (GMSSS)	Chattisgarh	17,335
Mitwa Mahila Kalyan Evam Seva Samiti (MMKSS)	Chattisgarh	19,016
Kalapandhari Magas Vargiya and Adivasi Gramin Vikash Sanstha (KMAGVS)	Maharashtra	27,779

Project Name	State	Amount
CRY India- Bridge Schools Program	National	88,200
CRY India- CARC Programs	National	80,103
CRY India- Reimbursement of Grant Monitoring Expenses	National	85,103
Save the Children- Bal Raksha Bharat	West Bengal	56,400
Srijan Mahila Vikas Manch (SMVM)	Jharkhand	46,190
Sundarban Social Development Centre (SSDC)	West Bengal	47,700
Development Action Society (DAS)	West Bengal	9,543
Talash	West Bengal	9,543
Indian Association for Women's Studies (IAWS)	Jharkhand	0
ANJALI	West Bengal	42,774
Association for Advocacy and Legal Initiatives (AALI)	Jharkhand	74,430
Gujarat Mahila Housing Sewa Trust	Jharkhand	178,127
Jagori	Jharkhand	94,155
RAHI Foundation	West Bengal	65,058
Swayam	West Bengal	139,431
Oak Project Capacity Building Trainings	National	23,159

Project Name	State	Amount
CRY India- Reimbursement of Grant Monitoring Expenses for Oak Projects	National	47,153
Child Resilience Alliance (CRA)	USA	146,869
Children's Rights Inc	USA	30,000
Boys & Girls Clubs of America	USA	30,000



Project People's Organization for Rural Development

CRY America project PORD started activities such as monitoring Anganwadi centers for children under 6 years while ensuring re-enrolment of dropout children in public schools. Awareness programs and life skill sessions were conducted as part of children's collectives. Through PORD's work, thousands of children are actively engaged in children's collectives to change the course of their own lives as well as those of their peers.

Project Impact

- **32** child marriages stopped
- **110** children removed from labor
- **96** rescued children mainstreamed in formal education
- **39** 6-18 years old, out of school children mainstreamed
- **450** children in child collectives covered in life skills sessions
- **601** children of class 9th and 10th participated in career counselling sessions

 **2022 Grant Disbursed - \$37,770**

 **2023 Approved budget - \$43,098**



Empowering Youth Through Education

CRY America supported Project People's Organization for Rural Development (PORD) in Madanapalle, Andhra Pradesh has been making significant progress in bettering the lives of children. When we arrived in the rural hamlet, we noticed no street lights & limited access to water. The villagers, mainly from the Muslim community, resided in small houses built closely together.

When we met the adolescent children's group, we were impressed by their confidence & enthusiasm to study & succeed. 15-year-old Prerna, had excelled in her studies & would be joining the Indian Institute of Information Technology (IIIT) shortly. Prerna's story could have been very different were it not for the guidance she received from PORD. Her mother, being a single parent & the sole bread earner in the family, faced financial difficulties & was on the verge of discontinuing her daughter's education. She was also worried about her daughter's safety & wanted to get her married soon.

The PORD team began counseling both mother & daughter. They regularly visited her home to ensure that Prerna was attending school and career guidance sessions for grade 9 & 10 students. In these sessions, the team shared the options available to children after completing grade 10, including courses, colleges & career-mapping activities. Prerna shared her dream of attending IIIT & launching a career in technology. PORD arranged for a community worker to start visiting her after school to help her with study methods & preparations. In March 2022, she cleared her 10th grade board exams, taking 1st place in her school & the entire block!

As a newly admitted IIIT student, Prerna is confident and on her way to becoming a software engineer under PORD's guidance. Your support has made Prerna's triumph possible!

**Thank you for being heroes that bring
change to children's lives!**



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