

# REMINISCE ABOUT YOUR CHILDHOOD

Ensure a happy childhood for thousands of children



CHILD RIGHTS AND YOU

[www.america.cry.org](http://www.america.cry.org)

Ensuring lasting change  
for children

**CRY America Annual Report 2013**





# WALKING THE RIGHT PATH... WITH YOUR SUPPORT

**Dear CRY America Supporter,**

"We don't want to lose our childhood. We want to play, we want to study. We want to laugh, we want to bloom like flowers. We want to go to school." These are the inspiring words sung by children from Project Gram Swaraj Sangh in Gujarat, who dream of going to school, playing with friends and enjoying a happy childhood. These simple asks from children keep us motivated to continue the journey of ensuring that children live happy, healthy and creative lives.

Your ongoing support to CRY America and the belief that change is possible through our child rights model, has ensured that 450,832 children's lives across 2,642 villages and slums have been impacted. 177,814 children were immunized, 324,368 children (6-18 years) have been enrolled in schools, 9,519 children have been removed from child labor and 1,430 children's groups are building future leaders.

Together, we have ensured that thousands of children's lives have been transformed. Children like Kilugu Rama, who is back in school, studying and playing with her friends instead of being forced to clean toilets. And Budna who suffered from extreme malnutrition was admitted to a treatment center, where he was given the right healthcare and nutrition to ensure a healthy start to his life.

We would like to thank our individual and institutional donors for making this change possible. A special thank you also goes out to our 850 volunteers who conducted 26 events, especially the CRY Walk which had over 1000 participants across 15 cities and raised \$100,000! Star TV, TV Asia, Rediff, India Abroad, Mera Sangeet and Desi Junction were our media sponsors in 2013. We were thrilled that our followers on Facebook crossed 10,000. Thank you for attending Pledge and Uphaar Dinners in New York and Seattle, which raised over \$200,000 for children's rights. In 2013, we also invested in growing the organization through hiring of 2 new staff members based in California and developing a new website which is more interactive and user friendly!

As we step into the new year, we are determined more than ever to ensure new beginnings and fulfil the dreams of many more children like Kilugu and Budna. Your continued support will give us the resources and confidence to do so in 2014.

With thanks and best wishes,



Shefali Sunderlal  
President, CRY America

# BECAUSE SEEING IS BELIEVING

Ten years of restoring rights, thanks to your support, has enabled tremendous change. By helping us touch the lives of 450,832 children across 2,642 villages and communities, and supporting 70 projects you've played a big role in bringing our movement to where it is today. At this important milestone, we'd like to show you how you've helped us transform the lives of children.

## 10 years of making a difference



450,832

Children's Lives Impacted



2,642

Villages/Slums Covered



70

Projects Supported



177,814

Children Immunized



95,444

Birth Registered



632

Integrated Child Development  
Scheme Centers Activated/Retained



358

Public Health Care/Sub Centers  
Activated/Retained



324,368

Children Mainstreamed  
Into Public Schools



1,111

Public Schools Activated/Retained



501

Villages/Slums 100% Child Labor Free



1,430

Children's Groups Formed/ Strengthened



9,519

Children Removed From Labor

# KILUGU WENT TO SCHOOL. BUT NOT TO STUDY



**Kiluga Rama, Andhra Pradesh, India**

Kilugu Rama lives in the small village of Kilugupeta in Andhra Pradesh, India. She dropped out of school while in Class 3 saying she lost interest in studies. Her parents who are uneducated and work in farms didn't probe much and decided not to send her to school anymore. When CRY America supported project Sneha intervened, they found out that she was asked to clean toilets daily in the school. It was no surprise that Kilugu could not take the humiliation from other children and teachers and quit.

Sneha along with the support of Village Child Protection Committee (VCPC) ensured that Kilugu was re-enrolled in school and a person was hired for the cleaning. To ensure that such instances were not repeated, they re-confirmed that the schools had the right infrastructure, which included classrooms, toilets, drinking water and staff. Kilugu is now in Class 5 and happy to be studying in school.

CRY America supported project Sneha was started with the objective to mobilize the tribal communities of the Poosapatirega mandal to ensure activation and strengthening of basic health care and education services for the affected children. They also work to sensitize and mobilize collective action to combat child labor and child trafficking.



**Project impact:**

- New school buildings were sanctioned in 3 villages
- 406 children were enrolled in public primary schools
- 44 children have been mainstreamed
- 14 child sanghams (groups) were strengthened



# WE STARTED SMALL, BUT STRONG

## **CRY America**

Child Rights and You America Inc. is a 501c3 not-for-profit organization, working to create lasting change in the lives of underprivileged children. We began our journey ten years ago, driven by the desire to right the many wrongs that underprivileged children are subjected to. We believed that children should have the right to live, learn, grow and play to their fullest. And it is with this firm belief that CRY America exists today.

We partner grassroots NGOs that work with children, their parents and communities. Over the years we have witnessed transformational change. When you joined our movement, you enabled communities to become aware of their rights, come together and ensure that they get them.

## **Our 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.

## **Our 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.

# OUR JOURNEY IS DOTTED WITH SUCCESSES

A decade is no small span of time. And your continuous support over the years, has taken our effort to restore child rights from strength to strength. We'd like to celebrate some key milestones on the journey that you made possible.

**Impacted 450,832 children's lives  
across 2,642 villages and communities.  
Worked with 70 projects with support from  
over 20,885 donors and 2,000 volunteers.**



**2002**

Incorporated as a 501c3 US Non-Profit Organization.

**2004**

CRY Walk event launched by 4 Action Centers.

**2006**

Ensured 177 schools with 100% enrolment and 149 schools with 100% retention.

**2003**

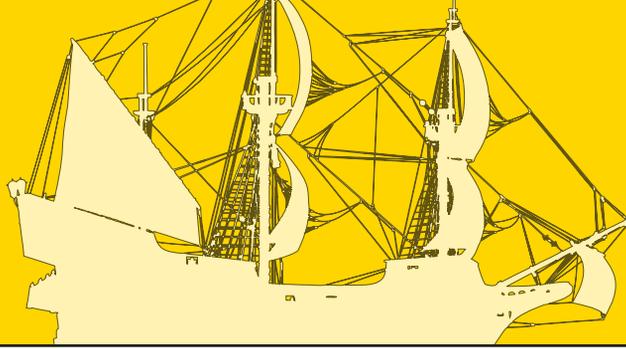
\$87,709 raised through volunteer-driven efforts.

**2005**

\$355,000 disbursed to 14 projects in India and in the USA.

**2007**

Name change from Child Relief and You America Inc. to Child Rights and You America Inc.



### 2008

50 villages/slums were made 100% child labor free and 275 children's groups formed/strengthened.

### 2010

'My Occasion and CRY' - new donation option launched.

### 2012

CRY America expands Facebook presence and wins \$10,000 Chase Community Grant

### 2009

CRY Walk 2009 includes 12 Action Centers, 1300 participants and raises \$65,000.

### 2011

CRY Dinners at Seattle and New York with celebrities raised \$225,000.



# THE WHEELS OF CHANGE KEEP MOVING

In our journey so far, we've created several shining examples that stand for the kind of sustainable change that we want to make. These are stories of change, and they inspire us to further our efforts in the four areas that we work in:



## Right to Development

### **The Right to Development is the path to their dreams**

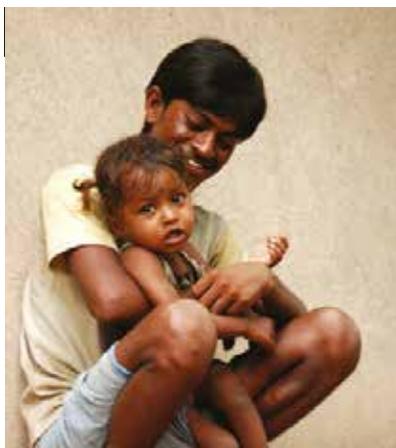
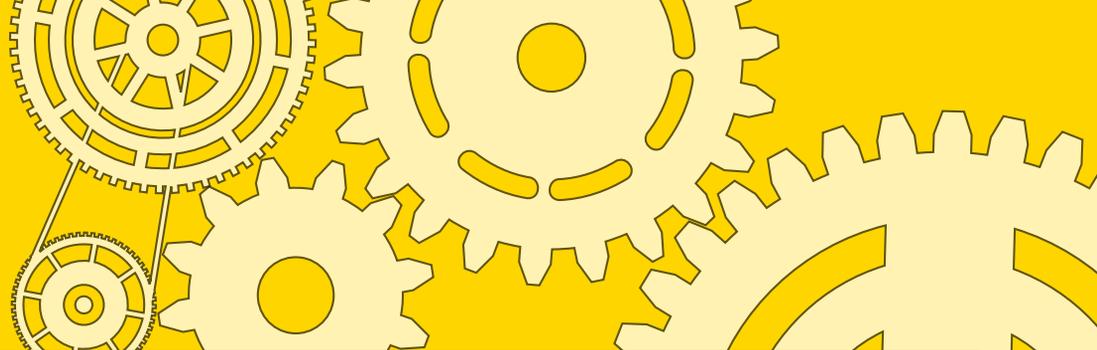
When we restore children's Right to Development, we also restore their right to a safe, secure life with basic necessities, education, leisure and recreation. Like we did for Shravani, who had to drop out of school at age 7. CRY-supported project, Shramika Vikasa Kendram, ensured that she was enrolled back in school. Today she is a confident, self-assured girl, and the Vice President of the Children's Parliament, restoring the rights of other girls like her.



## Right to Survival

### **How the Right to Survival can change lives**

In Chanditala, West Bengal, our belief in the Right to Survival helped create a discrimination-free environment with basic access to health facilities for several children with disabilities. As a cerebral palsied child, Riku was confined to her home, without medical care and access to school. But CRY-supported project Makhla Muktaadhara worked to give children like her adequate nutrition, healthcare and a wholesome life. With physiotherapy, regular counseling and attention at school, today Riku and her friends have a new-found confidence and zest for life.



### **Right to Protection**

#### **Standing by the Right to Protection**

Asmina's life, among many others in Rangpuri Pahari, Delhi, is testimony to our belief in the Right to Protection. When CRY-supported project, Bal Vikas Dhara protected her from the harmful conditions of child labor and abuse, she was enrolled in a non-formal education center. Today, she wants to be a teacher, so she can help children from a background similar to hers, get the opportunity to learn. Just like she did.



### **Right to Participation**

#### **The Right to Participation breaks the silence**

By supporting Children's Groups and other platforms for children to voice their rights and express themselves, we ensure the Right to Participation. It gives children like Mahendra Rajak, from CRY-supported project Sanchetna, the chance to stand up for his rights, question public administration and persuade other children to go to school and realize their dreams.

# GLIMPSES OF CHANGE FROM NEAR AND FAR



## **Kaveri, Andhra Pradesh, India**

### **From working at a construction site to having a constructive life**

Nagaiah and his wife worked as farm laborers in village Panagal in Andhra Pradesh, India. To repay their debts, they migrated to the city in search of better livelihoods, along with their daughters Kaveri (age 8) and Shivamma (age 6). Nagaiah took up construction work and his wife worked as domestic help. Shortage of income, forced Kaveri and Shivamma to drop-out of school and work at the construction site as well. The family struggled to make ends meet and resolved to get their daughters married. With the support of SVK, Kaveri's parents were enrolled under the government employment program. Now, thanks to a stable family income, Kaveri and Shivamma are back in school.

With support to CRY America, you help us ensure that girl children who are forced to drop-out of school to overcome challenges, are educated, and make better choices for themselves, their families and communities.

CRY America supported project Shramika Vikasa Kendram (SVK) works towards generating mass awareness on child rights through mobilizing community collectives and liaising with local Panchayats to ensure access to education, activation of health care services and ensure livelihoods of families in 184 villages of Mahabubnagar District, Andhra Pradesh. Your support helps ensure that girls like Kaveri and Shivamma continue their education and realize their potential.



**Project impact:**

- 1739 birth certificates were issued
- 100% enrolment of children (6-14 yrs)
- 11 new children's collectives
- 35 child laborers were mainstreamed

# VOICES



**Malay Kumar Sen, Director, CRY America supported project Makhla Muktheadhara Rehabilitation Center for the Disabled, West Bengal, India**

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“Congratulations CRY America! We are proud to partner with you. Our partnership has enabled 861 children in 106 villages to participate in family and community functions, sports and cultural forums, voice their issues and be enrolled in schools and anganwadis. The local government has realized the rights and needs of the children with disabilities.”



**Naveen and Anu Jain, Patrons, Seattle, WA**

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“CRY America helps us achieve our mission of bringing equality to children and provide them with the basic rights that each child deserves. CRY reaches out to each of us and has created a movement in making a lasting difference to marginalized children with the motto ‘change is possible, because I’ll make it possible’. We at Intellius, and Naveen and I personally want to be part of that change.”



**Shashank Shekhar, Donor, San Jose, CA**

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“Congratulations to CRY America on its 10th year journey. The number of donors and volunteers has grown tremendously but the biggest achievement is the number of lives that have changed for the better. I am delighted to be a CRY America donor and humbled by the dedication that every member of this organization exhibits towards the cause.”



**Rajesh Munshi, Donor and Volunteer, Seattle, WA**

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“Each and every child truly deserves the best start in life. CRY America has helped in providing that start to a better future to a number of underprivileged children in the last 10 years. Every child should have a dignified, happy and cherished childhood, free from the clutches of child labor, fear, poverty, and diseases. I feel that nothing is more important than ensuring that the fundamental rights of children are protected. CRY America has provided a path to individuals – activists, volunteers, donors - that we can traverse together to create a world that fosters this.”



**Professor Padma Desai, Director of the Center for Transition Economies at Columbia University**

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Padma Desai reminisced that she loves seeing the sight of little girls going to school during her trips to India. She strongly felt that girls and women must be enabled to go beyond their roles as daughter, mother, sister and wife to become independent individuals and realize their potential and dreams. She further stressed that education plays a key role in this process.



**Ruchir Sharma, Head of Emerging Market Equities and Global Macro at Morgan Stanley Investment Management and author of the bestselling Book Breakout Nations**

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"We should encourage children to build on their interests and talents from an early age, which at times is stifled by teachers and parents who push careers on them that appear popular and hot at that moment. My passion for writing started at the age of 16 and remains a significant part of my career today."



**Abhishek Bachchan – Actor**

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"All the privileges that they rightly deserve – education, housing, food are basics that we take for granted. Do your part because we are neglecting the future of our country and I do not think any child should be deprived"



**Pooja Daftary. SoCal Action Center Leader**

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There are 17000 child labourers in India. 46% of the children are underweight, 38% are stunted. These statistics just amaze me. These children need our help and something needs to be done soon. It is our responsibility to help out in every way we can. CRY America is a wonderful forum that lets me do just that. We are different from other organizations, which attempt to treat the 'disease' rather than the 'symptom'. At CRY America, our mission is to go after the root cause rather than just charity.



**Sol Garcia – Volunteer Manager, CRY America**

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After working as a social worker in the US for 13 years and also on international projects assisting children for the past 7 years, I have come to live and breathe everything having to do with children's rights. I have made a personal commitment to do my part so that all children are able to live within their basic rights. An organization that deals with issues at their root and is focused on empowering the community through a rights based approach at the grassroots level, is what I've witnessed and know to be the most effective way of bringing real solutions. This is why I am honored to be a part of the CRY America family.

# RESOURCE GENERATION

## **Thank You to our donors for your generous support in 2013.**

CRY America thanks it's corporate and foundation donors in 2013. We thank the Hans Foundation for their generous grant of \$35,000, the Wadhvani Foundation for their generous donation of \$10,000, State Bank of India for \$5,000 towards our CRY NY Gala Dinner event sponsorship, Air India, Apple Core Hotels, Inome, Deep Foods, Marlabs Inc, Ohi India Northwest, Raga Rasa, Microsoft and Qualcomm for their Matching Gifts Program.

We also thank our individual donors for their major gifts towards the cause of underprivileged children in 2013, especially Satish Thandale, Reema Khan, Keith Angelo, Vaidyanathan Venkateswaran, Padmaraj Angolkar, Janill Sharma, Madhu and Raja Venugopal, John Philip, Murali Sivarajan, Samir and Neelu Virmani, Ritu and Parag Pande, Ravi Shekar, Aprajita and Ravi Ramamoorthy, Anu and Naveen Jain, Jigar Thakkar and Sangeeta Mudnal, Thomas Zachariah and Dennis Chacko.

193 donors joined our CRY Monthly Recurring Donation Program which raised \$58,627 in 2013. Year end donor telecalling updated them about our work and raised \$81,406 from 234 donors. 287 donors responded to 36 direct mailers by donating \$40,941 to CRY America, which included newsletters, project progress reports and special appeals. Our experimental online auction in June 2013 raised \$1,275. 123 Greetings promoted CRY America Greeting Cards throughout the year, Raga Rasa did a concert in aid of CRY in April 2013. CRY America's fundraising efforts for Uttarakhand Relief efforts raised \$6,662 from 42 donors.

CRY America fundraising staff attended the New York India Day Parade on August 18, the India Abroad Person of the Year 2013 event in June 2013 and the NY Indian Consulate's event at the Smithsonian.

Donors and volunteers visited CRY-supported projects during their India trips. We greatly encourage our supporters to visit supported projects, so you can see for yourself first hand, the changes that we are enabling on a daily basis in the lives of underprivileged children and the communities where they live. We were happy to have organized 6 Project visits in 2013 for Rishi Raina (NY), Dheeraj Mehta (Seattle), Sanjay



# SHARE SPECIAL OCCASIONS WITH THE CAUSE OF UNDERPRIVILEGED CHILDREN

Make wonderful moments in your life and those of your loved ones last longer by sharing them with the cause of underprivileged children.

With 'My Occasion and CRY', request your friends and loved ones to donate to CRY America in lieu of gifts to you on your occasions. **Click here** to know more.

With 'Gift a donation', make a donation to CRY America and send a special e-greeting to wish your friends and loved ones a happy birthday, anniversary or to thank them on their occasions. **Click here** to know more.

## **Bhavya and Nishka's Birthday**

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With their mother, Bhavya and her sister Nishka requested friends to donate to the cause of underprivileged children for their birthday through CRY America.

## **Renuka and Hitesh's Baby Shower**

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On the occasion of their baby shower, this soon-to-be parent couple, shared their joy with the cause of children, by donating to CRY America.



## **Mani and Anitha Wedding**

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Mani and Anitha requested their wedding guests to donate to the cause of children in lieu of wedding gifts.



## **Anusha's Arangetram**

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Anusha donated proceeds from her special event Arangetram (dance) to CRY America as she felt strongly about the cause of children with disabilities.



# CORPORATE PARTNERSHIPS

CRY America seeks support from corporates, foundations and other non-profits across the US to sponsor events, enable matching grants and fund projects.



Hans Foundation and Rural India Support Trust have supported CRY America's 2012 and 2013 online fundraising campaigns 'Stay in School' for girl children, and funded Makhla Muktaadhara Rehabilitation Center for the Disabled project in West Bengal, India.



Anand Pag Inc's objective is to make SAP process improvements easier so that companies can focus on core business operations rather than being bound by technical limitations. CRY America thanks Anand Pag for their generous donation in 2012.



OfficeMax Incorporated is a leader in integrating products, solutions and services for the workplace, whether for business or at home. OfficeMax has been a sponsor of CRY Walk in Chicago in 2010, 2011 and 2012. OfficeMax employees have also walked as a team in the CRY Walk.

## inome

Inome has been an on-going sponsor of CRY America Uphaar dinner in Seattle and the CRY Walk national event series.



Symphony Corporation, Madison has been an on-going supporter of CRY America Greeting cards.

## QUALCOMM®

Qualcomm has supported CRY America volunteer efforts through Matching donations and sponsorship events in San Diego.

## RAGA : RASA

RAGA : RASA is a non-profit 501 (c) (3) organization committed to the tradition of Indian Classical Music. CRY America thanks them for their regular support towards ensuring children's rights.

## 123 Greetings

CRY e-greeting cards now available on **123Greetings.com** and for every 1,000 cards sent from both USA and Canada, CRY America will get \$10. CRY America would sincerely like to thank and acknowledge 123Greetings.com for this opportunity. To gift a CRY e-card to your loved one today, visit <http://www.123greetings.com/profile/cryam/>

## **Employee Giving**

Payroll giving is a method where a company deducts a certain amount every month from the employees' payroll and gives it to the charity of the employees' choice. You can check if your company has already listed CRY America as a supported NGO on the company website. If not, you can register with the help of your company's HR department.

## **Corporate Matching**

In the US, thousands of companies - corporations, associations and foundations, match their employees' charitable contributions, even the value of your volunteer time. So you can increase your gift to CRY America through your employer's Matching Gift program.

### **Here's how to take part:**

1. Contact your employer's Human Resources office to determine if your company matches employee donations.
2. Obtain a Matching Gift form or access the company's online form and review the program guidelines to ensure that CRY America is eligible to receive matching gifts. Conditions and criteria for gift matching vary by employer.
3. If CRY America is eligible but not already registered with your company please request that CRY America be listed with your company. We can help you with the required information. Write to [support@cryamerica.org](mailto:support@cryamerica.org)
4. Complete the donor section of the matching gift form, and if the company does not directly send it to CRY America, please submit it, along with your check or credit card authorization to CRY America, PO Box 850948, Braintree, MA 02185-0948

# CRY AMERICA WEBSITE AND ONLINE CAMPAIGNS

CRY America's 1st Online Campaign in 2013 was the "Girl Child Stay in School" Campaign which ran from February to April and raised \$48,318 from 158 donors. We are grateful to the Hans Foundation for giving us a Challenge Grant of \$20,000 which matched dollar for dollar on what we raised from our individual donors. CRY's individual donors came through with donations totalling \$28,318 which enabled us to get the Matching Grant. The Stay in School campaign was aimed at raising awareness about why girls should go to school and not drop out. When a girl is able to go to school, she sets off a cycle of positive change. An educated girl stays away from early marriage, avoids exploitation at work and becomes strong and independent. As she grows, she is able to make better choices for herself. This transforms her present life, gives her a secure future and helps her to look out for her family too. Educated girls grow up to be empowered women and can influence the communities they live in, for good.

Our 2nd Online Campaign in 2013 – Fight Undernourishment Little by Little [FULL] was aimed at ensuring that 448 children received a healthy start to life. The campaign raised awareness on the importance of well functioning public health care centers, regular health check-ups for children, supplementary nutrition programs, immunization programs and community health awareness programs for children, expecting mothers and the communities.

Case studies like Nandini from CRY-supported Projects were showcased. Nandini was one of many malnourished children in the state of Andhra Pradesh. Due to a shortage of income, her parents could not provide her with nutritious meals daily. As a result, she was far from the normal weight of 37 lbs. that children of her age usually weigh. CRY America along with its partner Shramika Vikasa Kendram (SVK) in Andhra Pradesh strengthened the Integrated Child Development Services (ICDS) program to provide Nandini with double monthly rations. The intervention slowly helped improve Nandini's health and she weighed 24.5lbs. Even with this marked improvement, it was important that Nandini and children like her received a continuous supply of nutrition supplements and health care to address the issue of malnutrition.

The FULL Campaign ran twice - once from July to Sept for entire base and then again in Nov-Dec for lapsed donors only and raised \$17,403 from 143 donors. Matching Grant was received from Raga Rasa for \$1,000. The FULL website can be viewed at <http://america.cry.org/site/microsite/full2013/index.html>

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**FULL**  
 Fight Undernourishment Little by Little

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**Ensure healthcare for 448 children in -727 days. [Donate Now!](#)**

**HELP CHILDREN LIKE BUDNA. SUPPORT THEIR RIGHT TO LIVE A HEALTHY LIFE.**

**THIS HOLIDAY SEASON HELP US FIGHT MALNUTRITION LITTLE BY LITTLE.**

[Facebook](#)
[Twitter](#)

**STAY IN SCHOOL** 21 Days for 2,300 girls to stay in school [Donate Now](#)

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**DOUBLE YOUR DONATION**

When you donate to the Stay in School campaign, we will double your donation. This means that for every dollar you donate, we will give two dollars to the campaign. This is a great way to make your donation go even further.

**READ**

**WRITE**

**SPEAK**

**THINK**

When you support the Stay in School campaign, you help us:

**Read** - Help girls learn to read and improve their literacy skills.

**Write** - Help girls improve their writing skills and learn to express their thoughts.

**Speak** - Help girls learn to speak and improve their communication skills.

[Click to view](#)

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**Why should girls go to school?**

When girls go to school, they learn to read and write. They learn to think and solve problems. They learn to work with others and to be responsible. They learn to be confident and to believe in themselves.

**Stories of success**

Meet **Amara**, a girl who has learned to read and write. She is now able to help her friends with their homework.

**Stories of hope**

Meet **Aisha**, a girl who has learned to read and write. She is now able to help her friends with their homework.

**Stories of hope**

Meet **Aisha**, a girl who has learned to read and write. She is now able to help her friends with their homework.

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Add a comment...

# MEDIA SPONSORS



One of the largest distribution networks, News Corp Star US LLC is the leading choice for South Asian channels in Hindi, in the USA. The channel portfolio in the USA includes Star India Plus, Star India Gold, Star One and Star News.



TV Asia is the first information and entertainment channel for the South Asian community in North America. Well-known entrepreneur and community leader H.R. Shah, took over TV Asia in 1997 and today it focuses on the Indian community within the US bringing them under the umbrella of culture, tradition and family.



Sulekha, Connecting Indians World Wide, is India's leading online and mobile platform, enabling millions of connections and transactions every month.



Mera Sangeet is a US based Hindi radio station that combines live internet radio with Hindi music based social networking.



India Abroad keeps people in touch with news and opinions involving Indians abroad - and those back in India. They have print editions for New York City, the Tristate area, Chicago/Dallas, Los Angeles and Toronto and the paper is distributed across the USA and Canada.



We thank Desi Junction for joining us as a partner for the CRY Walk 2013 series and appreciate their support towards ensuring a lasting change in the lives of children.



# CRY AMERICA DINNERS

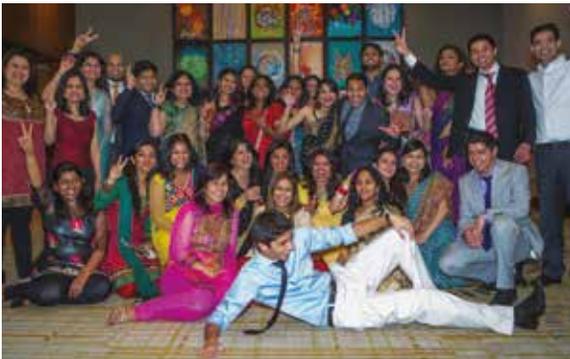
Organized in different cities, CRY Dinners provide a platform for eminent members of society to build awareness and mobilize resources for the cause of child rights.

Uphaar 2013 was held at Seattle's Westin Hotel on May 4th and Pledge 2013 was held at the Taj Pierre Hotel in New York on May 10th. The events raised over \$200,000 and were attended by over 375 guests, who came together to partner CRY America's work to benefit underprivileged children.

Prominent speakers and personalities included Professor Padma Desai, Ruchir Sharma, Natvar and Janet Bhavsar, Anu and Naveen Jain, Gurdeep and Seema Pal, Swati and Raj Angolkar. Event sponsors included Apple Core Hotels, State Bank of India New York, Inome, Mayuri Restaurants, Star TV and TV ASIA. Paintings donated by famous Indian artists Ram Kumar, Seema Kohli, Kiyomi Talaulicar, Prakash Deshmukh, Anand Panchal, autographed guitars by U2 and Rolling Stones, along with other memorabilia were auctioned by Sotheby's Priyanka Mathew at the New York dinner.

The proceeds from these evenings will go towards funding several initiatives that ensure lasting change to the lives of underprivileged children.

To know more, [Click here](#)





# CRY WALK FOR CHILD RIGHTS

CRY Walk for Child Rights 2013 was held across xx cities including New York, New Jersey, Bay Area, Los Angeles, San Diego, Chicago, Houston, Raleigh, Seattle, Boston, Charlotte, RDU, Connecticut and Munster from August till mid November. The event comprised of non competitive 5k walks, fun activities for children and snacks for everyone! Sports enthusiasts were also invited to join the 5k competitive runs at Bay Area, San Diego and Seattle.

The CRY Walk brought hundreds of individuals together with the belief that 'Change is possible, because we will make it possible'. They came together and walked in the right(s) direction, so children have their rights to live, learn, grow and play!

The CRY Walk at Seattle attended by 180 participants at the Marymoor Park on August 4 raised \$15,000 and included an exciting flash mob and a kids 1k trail. San Diego Action Center organized their 5th annual CRY Walk on October 6 at the Crown Point Park in Mission Bay which was attended by over 240 walkers and raised \$21,000. This event also included a competitive run and a kids 1k dash to make it a true family event! The Bay Area CRY Walk held on September 29 at the Paseo Padre Parkway in Fremont raised \$12,000 and included a 5k competitive run for adults and games for children. Radio Zindagi, Shashta foods and Intero were event sponsors. SoCal Action Center held their 9th annual CRY Walk event on November 17 at the beautiful Santa Monica beach, with 'Quattro' a 2013 Latin Grammy nominated band as their special guest. The SoCal CRY Walk had over 100 attendees, 15 online fundraisers and raised \$10,000. The event also included a workshop for children and a Yoga session by Yogic Visions.

The CRY Walk at Houston was organized on October 20 at the Lost Creek Pavilion in Sugar Land and raised \$7,900. The event included a Yoga session, crafts for children, a talk on Childhood Nutrition by Dr. Sanjiv Harpavat and lunch sponsored by the Great W'Kana Cafe. The CRY Walk at Munster, held on October 20 at the Frank Hammond Park raised \$1,600 with around 50 attendees, primarily high school students walking for children's rights.

The CRY Walk at New York was held on September 15 at the Riverside Park and included a 5k competitive Run, a 5k fun Walk. The event had 9 online fundraisers and raised \$4,154. The CRY CT Walk on August 10 was attended by 30 walkers at the Elizabeth Park in Hartford and raised \$500. 80 walkers including the State Street team, Cat's Wolfpack and Phitness Phreaks participated in the CRY Walk at Boston on August 24 at the Chestnut Hill Reservoir which raised \$6,500. The event also included fun activities like face painting, henna and a painting competition for kids. The New Jersey CRY Walk was held on September 22 at the Monmouth Battlefield State Park in New Jersey and raised \$6,500 with around 70 attendees and 5 online fundraisers. The CRY Walk at Charlotte was organized on October 19 at Little Sugar Creek and raised \$3500. The RDU CRY Walk

was held at Duncan Road, Cary on September 21 with 120 attendees and 5 online fundraisers and raised \$4000 for children's rights.

CRY Walk 2013 event sponsors included Star TV, TV Asia, Mera Sangeet, Inome, Air India, Oh India Restaurant and Mathworks.

### CRY Walk 2013 Schedule

Action Center	Date	Venue	Walk Lead	Event Sponsors
Seattle	08/04/2013	Marymoor Park, Sammamish	Paresh Mundade	Oh India Restaurant
Connecticut	08/10/2013	Elizabeth Park, Hartford	Pinky Tiwari	NA
Boston	08/24/2013	Chestnut Hill Reservoir, Brookline	Bernard DeCunha	Mathworks
New York	09/15/2013	Riverside Park, NY	Malvika Gupta	Air India, Credit Suisse
Raleigh	09/21/2013	Apex Community Park, Cary	Nishant Singh	NA
New Jersey	09/22/2013	Monmouth Battelfield State Park, NJ	Nikita Bhatia	Air India, Credit Suisse, Premier Pain Center
Bay Area	09/29/2013	40000 Paseo Padre Pkwy, Fremont	Raj Mamadgi	Radio Zindagi, Intero Real Estate, Shastha Foods, ITU, Biryani Bowl
San Diego	10/06/2013	Crown Point Park, Mission Bay	Surbhi Singhal	Raga Rasa, TCS, Qualcomm
Chicago	10/06/2013	Busse Woods Forest Preserve	Lizette Solis	Desi Junction Radio, Cyber Korp, Navrung
Charlotte	10/19/2013	Sugar Creek Greenway	Swetha Manda	NA
Munster	10/20/2013	Frank Hammond Park	Nathalie Kauz & Cassidy Schwartz	NA
Houston	10/20/2013	Lost Creek Park, Sugarland	Dharam Bali & Swati Sachdev	NA
SoCal	11/17/2013	Santa Monica Beach, LA	Pooja Daftary & Gunjan Sharma	NA

"I come out here every year because I love this cause. It's a great cause to come out and help children that really need us."

**-Sunil Kulkarni, ongoing supporter of the Walk for Child Rights in Chicago.**

To know more about the Walks, [Click here](#)

# HAND IN HAND, WE GO A LONG WAY

## Volunteering at CRY America

At CRY America, many hands come together to make change happen. Despite full time jobs and busy schedules, volunteers give their time and resources on weekdays and weekends. Motivated purely by their commitment to a better future for underprivileged children. Volunteers build Action Centers, organize events, bring in new volunteers and donors and spread the message of child rights in their communities.

CRY America today is the result of this collective action. Each one doing what they can to change lives of children.

### Join our Action Centers below and support the cause:

Action Center	Action Center Leader	Contact
Alabama Action Center	Hanu Karlapalem	hanusri@hotmail.com
Arkansas Action Center	Namrata Collins	namrata.arya.collins@gmail.com
Bay Area Action Center	Sushmita Pilaka	sush.pilaka@gmail.com
Boston Action Center	Harshita Deshpande	harshas.email@gmail.com
Charlotte Action Center	Swetha Manda	swetha.manda@gmail.com
Chicago Action Center	Sunil Kulkarni	sunil.kulkarni@comcast.net
Connecticut Action Center	Pinky Tiwari	pinkytiwarislg@gmail.com
Dallas Action Center	Ravi Chikkam	ravichikkam@gmail.com
Detroit Action Center	Pankaj Mahajan	pankajmahajan@hotmail.com

Frankfort, KY Action Center	Srinivas Dharanipragada	srinivasdnl@yahoo.com
Houston Action Center	Dharam Bali & Swati Sachdev	dharambali@yahoo.com
Munster,IN Student Group	Rathnam Venkat	rathnamvenkat@yahoo.com
New York Action Center	Malvika Gupta	cryny@ymail.com
New Jersey Action Center	Nikita Bhatia	nikkibthatsme@gmail.com
Pittsburgh Action Center	Manish Agrawal	manishagr83@gmail.com
Raleigh Action Center	Anju Singh & Nishant Singh	anjursingh02@gmail.com
Seattle Action Center	Rajesh Munshi	rajeshm@microsoft.com
SoCal Action Center	Pooja Daftary & Gunjan Sharma	poojad21@gmail.com & cry.gunjan@gmail.com
San Diego Action Center	Edward Remias	eremias@gmail.com
University of Washington Student Group	Khushbu Sodhi	khushbusodhi@yahool.com
Texas A&M Student Group	Dedeepya Puvvada	dp_1991@neo.tamu.edu

# STORIES OF HOPE

## A volunteer shares his experience of visiting a CRY Project

### **Visit to AAKAR – CRY project in Mumbai**

The slum children gathered around me. One of the girls seemed about 13-14 years old. I asked her in Marathi “Do you go to school?” She said no. Thoughts crossed my mind “Maybe she is not interested. Or maybe her parents are forcing her to work instead.” I was stunned by what I heard next. The girl had two kids. She was an orphan and the slum elders took care of her and her children.

This is Jogeshwari in Mumbai. Home to several children and their families for whom even basic health care and education are a distant luxury. Some of them live in makeshift slums, others in the open. According to government records, they do not exist. They have no birth certificates, they are not in the census and have no access to government facilities, not even ration cards.

The children of this community are left vulnerable, to abuse, accidents and exploitation.

### **Enter AAKAR.**

AAKAR started in 1992 and has been CRY America’s partner since 2011. They do grassroots work and CRY sets goals, provides guidance and support towards advocating with the authorities.

One of AAKAR’s goals was to get the slum children to school. They used a carrot-and-stick approach and ensured Rs 400 per month, per child who went to school. This would be provided to them through a ration card that would guarantee them groceries worth that amount. This strategy was shared with the Maharashtra state food minister and it came through successfully.

Another problem was that these communities migrated to villages during the semester exam periods. Again, Aakar had to negotiate with the school principal to let the children take exams after they returned.

The CRY team regularly visit the projects, talk to the partners and review the project, as well as spend time with the community and children to make sure they are receiving all the benefits.

Excerpts from narration of his project visit by Sumedh Barde, a volunteer with CRY America.



## **Project Visit by University of Washington Students Group**

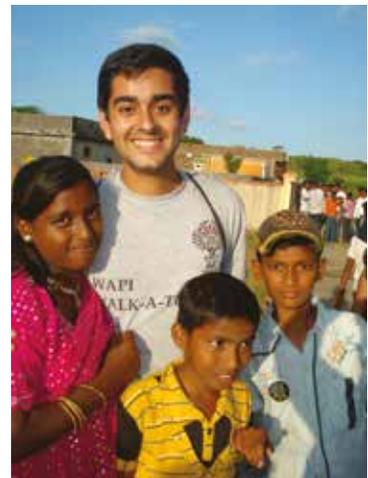
Khushbu Sodhi, Ashwin Karnik, Mallika Singh, Karan Bath, Shireen Chawla, and Karan Rai share experiences of their visit to Kalapandhari Magas Vargiya and Adivasi Gramin Vikas Sanstha (KMVAGVS), a CRY-supported project in Maharashtra, India.

When we arrived in the urban area of Latur, we were greeted with warm hearts and warm chai by the staff of KMVAGVS. The project was founded by Mr. B.P. Suryavanshi, who had overcome barriers of an underprivileged childhood to devote his life to children in India.

Our first visit was to the local Primary Healthcare Center (PHC) where we became acquainted with the lack of sanitation, space, staff, and equipment. This PHC is supposed to provide vaccinations and a few other services, some of which are virtually discontinued due to insufficient support from the government.

Next we participated in a Balghat – a children’s group meeting to discuss how they can exercise their right to demand the government services and facilities they deserve. After this, we met the women leaders of a local tribe to discuss the issues they faced, including domestic violence, social ostracism, and child labor. The community elders, volunteering music artists, and the children performed several songs and skits portraying their triumphs over child-related injustices.

By the end of the evening, we felt that the experience gave us an idea of how long it takes for an NGO and a community in-need to build a trusting relationship with each other, only after which real change can take place. This visit also clarified for us how support from partners like CRY empowers NGOs and communities to take action.



# PADAM'S VOICE HERALDS CHANGE IN UDAIPUR DISTRICT



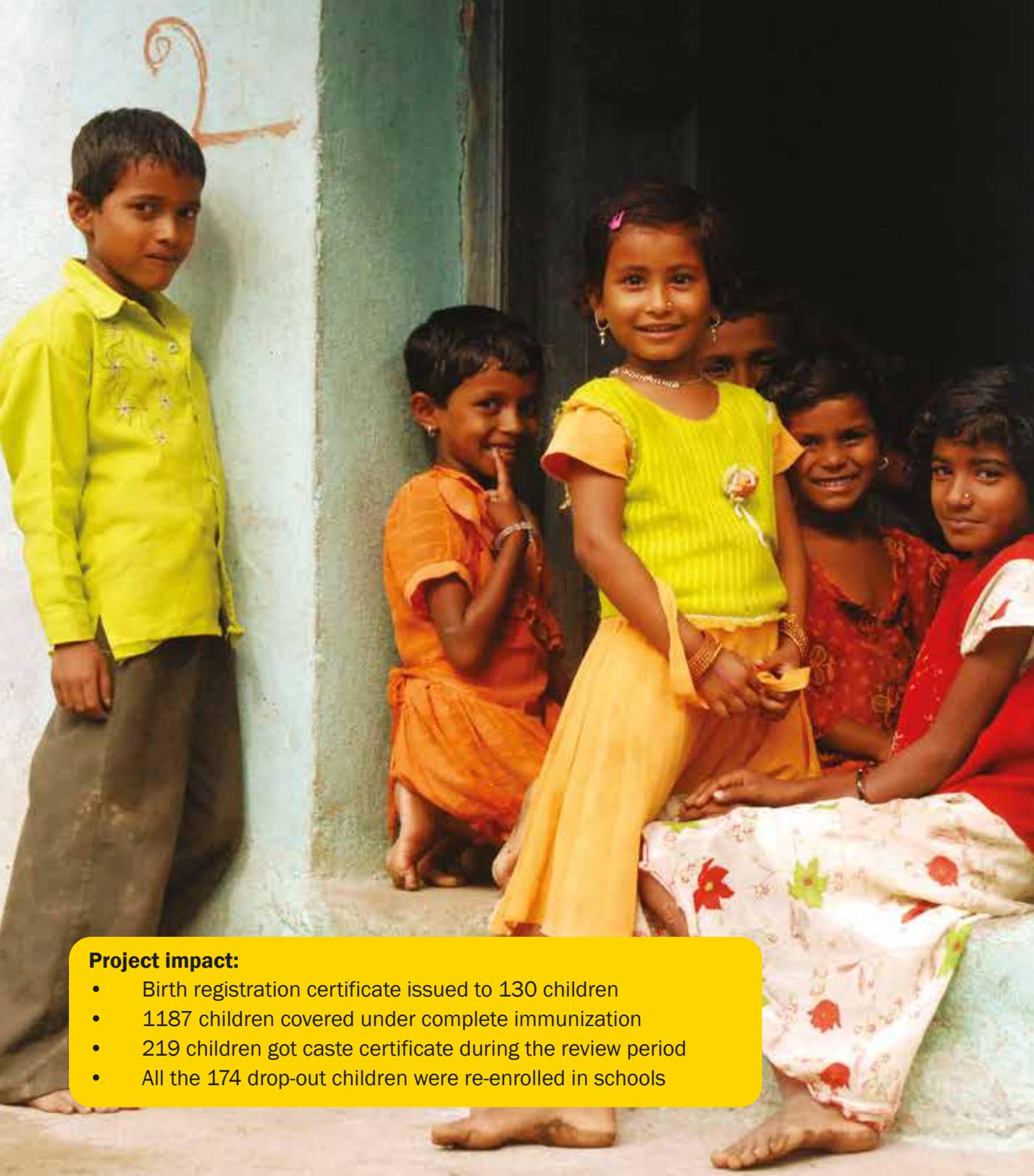
**Padam Singh, Rajasthan, India**

Years from now, the voice of Padam Singh Sisodia of Bansiwada village will be heard. Because it is the voice that sang for change and brought transformation to Udaipur District in Rajasthan. At the age of 16, this Bal Sarpanch started singing songs to sensitize the community on the effects of malnutrition on children. He used his talent to encourage parents to send their children to school instead.

When you support CRY America's projects, you enable children and communities to become aware of their rights, and you empower them to voice their issues freely. You ensure that the change we make lasts for years to come, by shaping leaders like Padam Singh.

CRY America supported project Mahan Seva Sansthan works with the communities, to address the issues of lack of access to education and healthcare facilities, and ensures livelihoods for parents, so that children don't have to migrate and drop out of schools.

Your support goes a long way in forming Bal Panchayats and programs that ensure that children participate in taking decisions that affect them.



**Project impact:**

- Birth registration certificate issued to 130 children
- 1187 children covered under complete immunization
- 219 children got caste certificate during the review period
- All the 174 drop-out children were re-enrolled in schools

# GRANTS LISTING and PROJECT REVIEWS AT A GLANCE

## **Mahan Seva Sansthan (MSS)**

*Project Location:* Udaipur district, Rajasthan, India.

*Grant Disbursed:* \$31,768

*Project Objectives:* Ensuring access to elementary education; active school management committees; birth registrations for new borns; linking disabled children with relevant government programs; reduce the child trafficking problem; organize theatre groups to build community awareness on issues.

*Project Review:* Ensuring better health facilities and nutrition through activation of Primary Health Centres (PHCs); ensure regular immunisations; ensuring education for children [6 to 18 years] with community, SMC and Panchayats; issuance of death certificates; Children's Groups ask for effective implementation of education; child protection from exploitation at family and village level through linkages with government programs and legal system; liaison with networks at regional, state and national level to ensure children's rights.

## **Guriya Swayam Sevi Sansthan**

*Project Location:* Varanasi, Uttar Pradesh, India

*Grant Disbursed:* \$29,830

*Project Objectives:* Study the origin, transit and culmination points of child trafficking and child prostitution in eastern UP; prepare case studies of trafficked children; awareness campaigns; interface with government officials, law makers, media to sensitize them against child trafficking and child prostitution; interface with UN bodies, NHRC, Women Commission, Children Welfare Committees.

*Project Review:* 191 cases of missing children identified, 86 children among them were successfully traced out; 22 human traffickers have been convicted; anti-trafficking campaign intensified in 4 points as well as in 12 schools; rescue operations carried out in different partners intervention areas in Sonbhadra, 17 adolescent trafficked girls were rescued.

## **Kajla Jana Kalyan Samiti (KJKS)**

*Location:* Midnapore district, West Bengal, India.

*Grant Disbursed:* \$17,579

*Project Objectives:* To improve children's health and education status; facilitate women's empowerment within the family; promote organic farming and community

awareness on environmental pollution; leadership skills for sustainable livelihoods; form community groups, awareness on development issues and children's rights. *Project Review:* Worked on holistic child rights in 10 villages; supplementary nutrition support to 1000 families to combat malnutrition; mother and children health check-ups; linking TB and HIV affected persons with government health services; education campaign in 60 villages and addressed issue of dropouts in 30 villages; village-wise data collection and analysis; advocate with Children Welfare Committees (CWC), Juvenile Justice Board (JJB), Childline for stopping child labor, child trafficking and early marriage; awareness among 2000 women and teachers of 30 schools on RTE, formation of 30 School Management Committees.

### **Coalition for Child Rights to Protection (CCRP) Bihar - Bal Sakha**

*Location:* Bihar, India.

*Grant Disbursed:* \$22,268

*Project Objectives:* To improve government institutions for juveniles and bring children in need of protection and in conflict with law into the mainstream society; awareness on child protection; access to government and non-government programs; develop community based mechanism for child protection; build knowledge of the CWC /JJB members, Police and SJPU members.

*Project Review:* 24 drop-out children from Patna and 17 drop-out children from Bhagalpur enrolled in schools; 11 child laborers and 53 never-enrolled children were enrolled into schools; 1 case of sexual abuse and 2 child marriages acted upon; 7 new Child Protection Centres (CPCs) opened; 1112 Juvenile cases disposed through the Juvenile Justice Board; PIL's resulted in orders to Juvenile Justice personnel in favor of children.

### **Mountain Children's Fund (MCF)**

*Location:* Dehradun district, Uttarakhand, India

*Grant Disbursed:* \$19,340

*Project Objectives:* To change the status of children in the areas of health, education, protection; empower children through child led platforms; engage children from Bal Panchayat on issues affecting them, interface of children groups with PRIs, ICDS workers, health workers, SMC members.

*Project Review:* Survey undertaken in 16 villages covering 1332 families; 27

malnourished children identified and treated; 16 Bal Panchayats active with 1112 members and 101 new members added; children conducted the Bal Mela (Children's fair); 892 birth registration certificates issued; toilets constructed for 154 families to promote hygiene; 25 women benefitted under Janani Surakshya Yojna, 4 children linked with Nanda Devi Yojna.

### **Sunderban Social Development Center (SSDC)**

*Location:* 24 Parganas, West Bengal, India

*Grant Disbursed:* \$22,315

*Project Objectives:* To enhance the health status of children by reviving healthcare systems; ensure right to food and nutrition for children; ensure 100% enrolment of children and reduction of dropouts; ensure children live with dignity and are free from abuse; strengthen the legal support system (JJ system); ensure reduction of child labor, child marriage and child trafficking; ensure space for children within the family and community.

*Project Review:* 960 children [0-5 yrs] covered through immunization programs; 12 new ICDS centres opened; 72 cases of malnourished children identified and treated; 14320 children [6-18 yrs] enrolled into formal schools; 1 new school opened; 1 existing school upgraded; 5 villages are free from child labor, 16 villages reported no incidence of child marriages, 44 villages with no child trafficking; 21 physically challenged children covered under growth initiatives; 53 children's groups continued functioning with 1140 child members.

### **Child Rights and You India**

*Location:* Mumbai, India

*Grant Disbursed:* \$58,385

*Project Objectives:* Grant management services for CRY America Projects supported in India

*Project Review:* The Projects that CRY America supports in India work at the grass-roots level to restore basic rights to underprivileged children. They are selected on the basis of their track record, the issues they work with and their impact on the communities. CRY America utilizes the grant management services of CRY India to ensure that the grants to Projects are effectively utilized towards achieving their goals. Project planning, monitoring and evaluation systems include field visits, analysis of financial reports and grant disbursements based on program reviews. Project partners submit half-yearly and annual reports. An annual evaluation is conducted at the site along with the project partner and the community, where achievements are assessed and plans for the next grant period finalized. CRY has developed impact parameters used in

reviewing and planning processes. CRY India has a team of qualified professionals who are responsible for monitoring supported Projects.

### **Peoples Action for People in Need (PAPN)**

*Location:* Sirmour district, Himachal Pradesh, India

*Grant Disbursed:* \$9,583

*Project Objectives:* To enhance healthcare for children and women through regular immunisation and check-ups, enhance reproductive and healthcare in Transgiri region; improve nutrition standards of children; access to education and proper functioning of schools; strengthen community groups and engage them on health, nutrition and education; strengthen children's collectives for creating interactive spaces and leadership development.

*Project Review:* Immunization of children of 0-1 years ensured; increase in institutional deliveries in 5 Panchayats; growth monitoring ongoing for 833 children, 40 severely malnourished cases identified; 4 new ICDS centres approved; 100% retention of children in schools; 33 drop-out children re-enrolled; 7 child laborers rescued and enrolled in schools; 4 child marriages reported and 1 case stopped; 15 children's groups were active and 3 new groups formed with a total of 1990 members.

### **Disha Vihar**

*Location:* Munger district, Bihar, India.

*Grant Disbursed:* \$26,844

*Project Objectives:* To ensure that children of ages 3-6 in ICDS centers; ensure immunizations and healthcare for children; track malnourished children and facilitate referral services; ensure children [6-14 yrs and 14-18 yrs] are in schools; strengthen children's collectives; empower community members and ensure an environment free from child labor and child marriage.

*Project Review:* 511 children were supported through 25 Cultural Education Centers; 131 child laborers mainstreamed into primary and middle schools from the CECs; 207 children [3-5 yrs] linked with ICDS for pre-school education; women's groups were engaged in ensuring birth registrations, immunizations, health check-ups, nutrition supplements for pregnant women; taking up the issue of adolescent girls like TT, health, hygiene, reproductive health; national nutrition week celebrated to increase awareness on malnutrition.

### **SPREAD-Society for Promotion of Rural Education and Development**

*Location:* Koraput district, Orissa, India.

*Grant Disbursed:* \$16,729

*Project Objectives:* Ensure pre-school services through ICDS centres; infrastructure development in 22 schools – school buildings, toilets, kitchens and tubewells; ensure enrolment and retention in schools, develop learning material in local language; weight tracking of children in 12 villages; community awareness on child rights, employment opportunities, interface with government officials for ICDS, health care and education.

*Project Review:* 53 new births registered; 51 institutional deliveries ensured; immunization completed for 44 children (0–1 yr); 5 children identified with severe malnutrition; 205 children and 93 pregnant women enrolled in ICDS centres and received supplementary nutrition; 12 villages reported 100% enrolment and retention; 100% girls from 4 villages enrolled; 1878 children are in schools; no sexual harassment of girls reported at any school.

### **Society for Advancement in Tribes, Health, Education, Environment (SATHEE)**

*Location:* Godda district, Jharkhand, India.

*Grant Disbursed:* \$33,967

*Project Objectives:* Address malnourishment among children from ages (0-6) and reduce infant and maternal mortality; ensure 100% immunisation among 0-24 months in 96 villages; access to schools for 6-14 yrs children by demanding schools in unreached villages; mainstreaming of children working in stone quarries and mines with schools and nutrition; facilities for children with disabilities; community awareness for checking child trafficking.

*Project Review:* 48 villages made free from child labor; 130 child laborers were removed from the work force and enrolled in schools; no incidence of child marriages reported in 50 villages; 381 children in age group 0-1 year were immunized; 751 children were linked to ICDS centers; 58 schools got proper classrooms and school building; 58 schools have drinking water; 49 schools got toilets for boys and girls; 35 severely malnourished children referred to Nutrition Rehabilitation Centres; 11 schools had special ramps constructed for physically challenged children; 25 child trafficking cases identified and returned to their families; 100% enrolment of eligible children ensured in 74 villages; 70 Bal Sangh (children's groups) formed and 52 are active.

### **Makhla Muktadhara Rehabilitation Center for the Disabled (MMRCD)**

*Location:* Hooghly district, West Bengal, India.

*Grant Disbursed:* \$9,756

*Project Objectives:* To address issues of the disabled; eliminate cultural and social barriers towards Children with Disabilities (CWDs) and Persons with Disabilities (PWDs) at the family and community level; form associations of CWDs and PWDs and parents of CWDs and PWDs as self help groups and for economic development.

*Project Review:* Capacity building of staff on disability rights; 25 ICDS centers to be activated; immunization of 113 children within 0-5 years age; workshops on child rights, education and disability rights; obtain birth certificates, disability certificates and identity cards for children with disabilities; 4 awareness campaigns, sports meet; protection from physical and mental violence, neglect and abuse involving different stakeholders.

### **Jawahar Jyoti Bal Vikas Kendra (JJBVK)**

*Location:* Samastipur district, Bihar, India.

*Grant Disbursed:* \$16,209

*Project Objectives:* Community mobilization on girl child discrimination, education and healthcare; immunization of 0-2 years children; identify and refer severe malnutrition children to the rehabilitation center; enrolment and retention in schools; reduce child marriage and child labor; participation in children's collectives; strengthen public schools, health centers, village education committees, village health committees and anganwadi centers.

*Project Review:* Mainstreaming out of school children, dropouts, working children into schools; 106 boys and 94 girls enrolled in primary and middle schools; 271 child births registered, immunization completed for 640 children; 40 children linked with ICDS; 205 severely malnourished children identified; community education groups ensured regular functioning of schools, mid-day meals regularized in 9 schools, teacher attendance regular in 6 schools, student attendance regular in 7 schools, additional classrooms constructed in 2 schools; children with disability got disability certificates and are benefitting from government programs.

### **New Era Environmental and Development Society (NEEDS)**

*Location:* Manipur, India.

*Grant Disbursed:* \$26,059

*Project Objectives:* To ensure education for children in public schools; access to healthcare services; education and nutrition support from ICDS centres for children [0-6 yrs]; reduce trauma from ethnic conflicts through children's collectives; protective environment for children to express their views.

*Project Review:* Immunization and health services provided to the community; 438

children provided vaccinations; health camps benefited 80 children and 25 women; mass screenings on Hepatitis B; proper functioning of schools in 2 villages; 1 new school opened; 6 drop-out children re-enrolled in schools; 16 villages reported to be free from child labor and child trafficking; decrease in incidence of substance abuse among children; 700 children associated with children's clubs and 28 child leaders elected.

### **Janarth**

*Location:* Aurangabad District, Maharashtra, India.

*Grant Disbursed:* \$20,029

*Project Objectives:* To remove stigma about disability and disabled children; work with government agencies to provide medical treatment and therapy; ensure disabled children are enrolled and retained in schools and they get disability certificates; ensure aganwadi's in 20 villages provide supplementary nutrition to children.

*Project Review:* Baseline data collected in 20 villages on facilities for differently abled children in schools; issuance of birth certificates, disability certificates and caste certificates; linking children with ICDS centers, ensuring immunization and health check-ups for pregnant women and children; cultural and recreational programs for disabled children; community awareness; 100% enrolment of children with disability in schools; preventing harassment of adolescent girls by working with them, motivating parents on girl child education; sending disabled girls to therapy centres; participation of disabled children in various activities.

### **Gram Mitra Samaj Sevi Sanstha**

*Location:* Korba district, Chhattisgarh, India.

*Grant Disbursed:* \$10,874

*Project Objectives:* Community sensitization on health, education and child participation; build capacities of staff and village volunteers on child rights; build childrens groups and women groups.

*Project Review:* 24 drop out children and 4 children who never went to school; 11 primary schools activated; mid day meals activated and monitored in 11 primary schools; 100% new births registered; ANM visits regularized in 10 villages; 89% older children immunized; 2 new mini ICDS centres activated and 11 more ICDS centers being activated; 597 individuals received employment under MNREGA; no child marriages reported from 14 villages; 5 villages stopped making alcohol; 15 children's groups were active.

### **SHRAMIK VIKAS KENDRAM (SVK)**

*Location:* Mahabubnagar district, Andhra Pradesh, India.

*Grant Disbursed:* \$31,375

*Project Objectives:* Ensure access to public schools and implementation of the common school system; access to public health services for all children; ensure rights of children are protected; promote participation of children in community life; eliminate caste and gender based discrimination.

*Project Review:* Infant mortality rate was reduced to 14/1000; 95% children covered under immunization; 6 new health subcentres demanded; births registered for 1490 children; 1 community action against malnutrition at Kollapur; 73 villages child marriage free; 107 children removed from labor and re-enrolled in schools; 13 Grama Aikya Sanghams (GAS) formed and 2 strengthened; completion of the MGK Lift Irrigation project expected to improve local livelihoods.

### **The Orissa Institute of Medical Research and Health Services (OMRAH)**

*Location:* Cuttack district, Orissa, India.

*Grant Disbursed:* \$19,563

*Project Objectives:* Activating Child Welfare Committees in 10 districts; activating District Child Protection Units, starting CHILDLINE in districts where childline is not working; promoting quality care and alternative care methods; promote child protection; dissemination of information on government programs.

*Project Review:* Child Welfare Committees are functioning in 10 Districts; CCRP organized 2 workshops on JJ ACT and child protection for CWCs, JJBs, SJPU, CCIs; CCRP conducted study on status of CWCs in 10 districts to strengthen child protection mechanism under Juvenile Justice and the report was shared for govt. action; 6 migrant child laborers rescued; 46 children homes covered through various processes; 14 children given in adoption by Basundhara; 12 children given sponsorships; 120 children participated in the Bal Samaroh.

### **Center For Social Development (CSD)**

*Location:* Manipur, India.

*Grant Disbursed:* \$14,735

*Project Objectives:* To improve the socio-economic condition and health of the community; reduce the impact of HIV/AIDS and strengthen the capacity of HIV+ friends, specially women; initiate peace building processes by working on conflict issues.

*Project Review:* Engagement with children to develop children's collectives; community

mobilisation on child right and human rights; capacity building of community leaders on children's rights; interface of community groups with government agencies for effective implementation of government programs.

### **Wide Angle**

*Location:* Manipur, India.

*Grant Disbursed:* \$22,588

*Project Objectives:* To ensure proper implementation of right to education norms in the operational area; improve healthcare infrastructure, adequate training for health workers; explore status of malnutrition; identify and address child labor, child trafficking, child marriage and child sexual abuse.

*Project Review:* 1 school converted into residential centre, 1 high school became co-educational extending higher education to girls; 1 new school building constructed; 100% immunization for children (0-6 yrs) in Imphal West district; 100% safe deliveries in hospitals and health centres; 2 cases of child abuse addressed; mid-day meals regularised in all schools; home visits by ANMs and ASHA workers regularized.

### **Child Rights and You India**

*Location:* Mumbai, India

*Grant Disbursed:* \$29,193

*Project Objectives:* Grant to CRY India for Capacity Building of Projects

*Project Review:* CRY America supports Projects in India that are carefully selected on the basis of their track record, the issues they work with and their impact on the communities. Supported Projects work with underprivileged communities to take ownership of their own development process, improving the health of the community with special emphasis on maternal and child health, removing children from labor, mainstreaming of children into public schools, preventing child marriages, building children's groups and community awareness programs on the importance of education, health and other relevant issues. CRY America then provides supported Projects with much needed financial support and builds their capacity to achieve their goals. Capacity building efforts includes program development, training support for the project staff, teachers and community workers on areas of need, networking support, perspective building on child rights and financial management. CRY America utilizes the services of CRY India to ensure that the grants to India Projects are effectively utilized and the capacities of supported Projects are enhanced towards achieving their goals.

### **Coalition for Child Rights to Protection (QICAC) Orissa - through Project Basundhara**

*Location:* Orissa, India.

*Grant Disbursed:* \$8,910

*Project Objectives:* Activating Child Welfare Committees and District Child Protection Unit, operationalization of CHILDLINE where childline is not working; promoting quality care for children; promoting alternative care and child protection holistically; dissemination of information on government programs.

*Project Review:* Child Welfare Committees are functioning in 10 Districts; CCRP organized 2 workshops on JJ ACT and child protection for CWCs, JJBs, SJPU, CCIs; CCRP conducted study on status of CWCs in 10 districts to help strengthen child protection mechanisms under Juvenile Justice and the report was shared for govt. action; 6 migrant child labor rescued; 46 children homes covered through various processes; 14 children given in adoption by Basundhara; 12 children given sponsorships; 120 children participated in the Bal Samaroh.

### **Doaba Vikas Uttan Samiti**

*Location:* Uttar Pradesh, India

*Grant Disbursed:* \$32,115

*Project Objectives:* To ensure education to children from disadvantaged groups; ensure benefits from government programs targeted persons, with special focus on children; formation of women's groups and economic independence to make women equal partners in the development process.

*Project Review:* Organizing birth registration camps; awareness amongst the community about malnutrition and catering to special needs of Grade IV malnourished children; strengthen ICDS centres, Health centres and PDS; liaison with teachers and Gram Panchayat for mainstreaming of drop out children; cases of corruption in NREGA documented; child marriage restrain Act discussed with the community; strengthening of children's groups; Bal mela (children's festival) to enable children to express their creativity and exhibit their talents.

### **Sankalp Manav Vikas Sansthan**

*Location:* Maharashtra, India

*Grant Disbursed:* \$13,427

*Project Objectives:* To create awareness on child rights; campaign for education; monitoring ICDS programs; activating and retaining sub health centers; assist the community to improve their conditions – socially, educationally, economically and in health.

*Project Review:* 1540 birth certificates provided across 40 villages; 159 births registered; 12 ICDS centres running in 40 villages; no child marriage reported in the project area; Mahila Mandals formed in 40 villages; 267 malnourished children

identified and 176 children brought to normal category; 8 PDS shops activated/reached; 711 children were stopped from migration; 64 children were retained in school; 306 women participated in Gram Sabha and raised question on health, education, women's issue, PDS.

### **Mahila Abhirudhi Mattu Samrakshana Samasthe (MASS)**

*Location:* Karnataka, India

*Grant Disbursed:* \$20,674

*Project Objectives:* To ensure child survival by monitoring primary healthcare services; protect dignity of girls by preventing child trafficking and child marriage; monitor malnourished children; access to primary, secondary and high schools; strengthen girl child protection systems in 20 villages; re-enrol drop out children and child labor, especially girls; strengthen community mobilisation to address child rights.

*Project Review:* Close monitoring of adolescent girls who are out of school and on the threat of child marriage; community awareness program on child marriage covering 15 villages organized with adolescent girls, Panchayats and ASHA/ANM workers; 4 malnourished children received medical check ups; 500 letters written by students to CM Karnataka to stop closing schools with less than 10 students; re-enrolled 21 children into schools and 16 children into residential school facilities; participated in SPJ campaign for new high schools.

### **Adarsh Seva Sansthan**

*Location:* Jharkhand, India

*Grant Disbursed:* \$41,078

*Project Objectives:* To ensure vaccinations for infants; enrollment and growth monitoring, nutrition and immunizations in all ICDS Centers; reduce malnutrition; mainstream drop outs and retention of children in schools; reduce child marriage and child labor; identify children [15-18 yrs] and mainstream into schools.

*Project Review:* 1693 children [0-3 yrs] got full immunization; 252 malnourished children were identified and 232 children were enrolled in ICDS centres; supplementary nutrition ensured in all 42 ICDS centres; 5751 children enrolled in schools; 125 drop outs and 18 child laborers were re-enrolled in schools; no child trafficking reported in 53 slums; 9 child marriages stopped; 45 children's groups active with 1009 children.

### **Rashtriya Jharkhand Seva Sansthan**

*Location:* Jharkhand, India

*Grant Disbursed:* \$19,321

*Project Objectives:* To create community awareness on children's rights to education, health, nutrition and prevention of abuse, child marriage and child labor; community

empowerment towards better livelihoods; liaison with government agencies to develop model schools, hospitals, ICDS centers and social infrastructure.

*Project Review:* Formation and empowerment of community groups; creation of a model school, hospital and ICDS centers; building capacities of the school management, teachers, hospital management; providing a common place for children to get information; providing technical support to CBOs, PRI members, SHGs; mainstreaming children in schools; working with the community to implement various government programs.

### **Mithila Gram Vikas Parishad**

*Location:* Bihar, India

*Grant Disbursed:* \$17,901

*Project Objectives:* To promote research and development for weaker sections like women and children, scheduled castes and tribes, farmers and laborers. Organize awareness meetings, exchange information and generate social responsibilities in educated youth in the community.

*Project Review:* Enrolment and retention of dropouts and out of school children, with a focus on girls; regular immunizations, birth registrations and health checkups for children; activate schools, ICDS centers, health centers through the community mobilization process; empower the community and women's groups; link the community with relevant government programs.

### **Patang**

*Location:* Orissa, India

*Grant Disbursed:* \$16,258

*Project Objectives:* To promote volunteerism among youth; access to education for every child; create community awareness on child rights violations and ways to address them; implement of provisions of the Right to Education Act; formation of children's collectives.

*Project Review:* Nearly 50% attendance increased in 5 schools; community monitoring of schools ensured in 6 villages; 12 volunteer groups formed; 10 children's collectives formed and 7 are active in competitions and awareness programs; 659 children [6-18 yrs] enrolled in schools; 16% children [0-5 yrs] completed immunization cycle.

### **Gramya Vikas Manch**

*Location:* Assam, India

*Grant Disbursed:* \$12,756

*Project Objectives:* To reduce infant and child deaths; reduce malnutrition; children have access to schools with proper infrastructure and quality education; platform for children to enhance creativity, reduce delinquency, increase participation; reduce child labor, child migration and substance abuse.

Project Review: Training and sensitization among mothers on child health and nutrition; community mobilization on children's rights; direct interventions and motivational programs and street plays with children; village level awareness programs and inter village sports.

### **Child Welfare League of America**

*Location:* Washington DC, USA

*Grant Disbursed:* \$20,000

*Project Objectives:* Support of the Convention of the Rights of the Child program

*Project Review:* CWLA continued to build the capacity of families, improve direct service agencies to meet the needs of the children. A new curriculum on fatherhood was presented at CWLA's 2013 National Conference. The rights of children was advanced through policy and practice improvements through CWLA's National Blueprint for Excellence in Child Welfare disseminated to member organizations and 15,000 newsletter subscribers.

### **Boys and Girls Club of America**

*Location:* Atlanta, Georgia, USA

*Grant Disbursed:* \$20,000

*Project Objectives:* Support of Keeping children safe through the BGCA Club facilities and promoting programs that strengthen families and communities.

*Project Review:* BGCA's 4,074 Clubs facilities helped kids stay in school and improve their academic success. Graduate, their dropout prevention initiative, targeted communities with high dropout rates. Power Hour provided homework help and tutoring. BGCA introduced Brain Gain, which helped prevent the summer learning loss that contributes to the achievement gap between low and high income youth.

### **Children's Rights, Inc**

*Location:* New York, USA

*Grant Disbursed:* \$20,000

*Project Objectives:* Protection, placement and legal reforms for abused and neglected children across America.

*Project Review:* CRI defended the rights of thousands of neglected and abused children by enabling systemic changes through need based litigation, by winning landmark victories across several states. For example: New Jersey licensed 642 foster homes and maintained its capacity to serve double the number of children in foster care, while Tennessee improved its performance in holding planning meetings between children and family members upon entering foster care.

# GRANTS/ PROJECT IMPACT

## 2013 [ANNUAL] PROJECT IMPACT

Total number of children covered	263,187
Total number of villages / slums covered	994
Number of children immunized	22,739
Number of children identified with malnutrition and acted upon	16,031
Number of new PHC's/Sub Centers activated/ strengthened	12
Number of children in schools (6 to 18 years)	191,997
Number of drop outs re-enrolled in schools (6 to 18 years)	4,670
Number of schools activated/ strengthened	92
Number of child labor free villages/ slums	354
Number of child sexual abuse cases identified and acted upon	108
Number of disabled children covered	2,456
Number of children's group's formed/ strengthened	804

**CRY- CHILD RIGHTS AND YOU AMERICA, INC.**  
**STATEMENT OF FINANCIAL POSITION, December 31, 2013**

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**ASSETS**

**Current Assets**

Cash	985,660
Accounts Receivable	143,950
Prepaid Expenses	14,010

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**Total Current Assets** **\$ 1,143,620**

**Property and Equipment**

Office Equipment	5,654
Less accumulated depreciation	(5,654)
Total Property and Equipment	

**Security Deposit** **\$ 1,400**

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**Total Assets** **\$ 1,145,020**

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**LIABILITIES AND NET ASSETS**

**Current Liabilities**

Accounts Payable	13,532
Grants Payable	71,429
Accrued Expenses	8,000

**Total Current Liabilities** **\$ 92,961**

**Unrestricted Net Assets** **\$ 1,052,059**

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**Total Liabilities and Net Assets** **\$ 1,145,020**

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**CRY- CHILD RIGHTS AND YOU AMERICA, INC.**  
**STATEMENT OF ACTIVITIES, December 31, 2013**

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<b>Revenue and Support</b>	
Contributions	723,326
<b>Fundraising Events</b>	
Revenue raised	595,976
Expenses incurred	(123,572)
<b>Net Fundraising Event Revenue</b>	<b>\$ 472,404</b>
Interest Income	338
<b>Total Revenue and Support</b>	<b>\$ 1,196,068</b>
<b>Expenses</b>	
Program/grant expenses	731,429
Fundraising expense	263,053
Administrative expenses	188,843
<b>Total expenses</b>	<b>\$ 1,183,325</b>
<b>Increase in Net Assets</b>	<b>\$ 12,743</b>
<b>Net Assets, Beginning of the Year</b>	<b>\$ 1,039,316</b>
<b>Net Assets, End of the Year</b>	<b>\$ 1,052,059</b>

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**CRY- CHILD RIGHTS AND YOU AMERICA, INC.**  
**STATEMENT OF FUNCTIONAL EXPENSES, December 31, 2013**

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**Program/ Grant Expense**

India Projects 671,429

US Projects 60,000

**Total Program/ Grant Expenses \$ 731,429**

**Fundraising Expenses**

Marketing 230,290

Professional fees 19,772

Postage 12,991

**Total Fundraising Expenses \$ 263,053**

**Administrative expenses**

Payroll 104,189

Professional Services 33,402

Travel and seminar/conference 13,675

Rent 9,720

Service charges 7,701

Insurance 6,875

Office supplies 4,159

Telephone and internet services 3,438

License and registration fees 2,538

Postage 1,603

Dues 1,095

Electricity 448

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**Total Administrative Expenses \$ 188,843**

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# BECAUSE A HEALTHY LIFE BEGINS WITH A HEALTHY CHILDHOOD



## **Nandini, Andhra Pradesh, India**

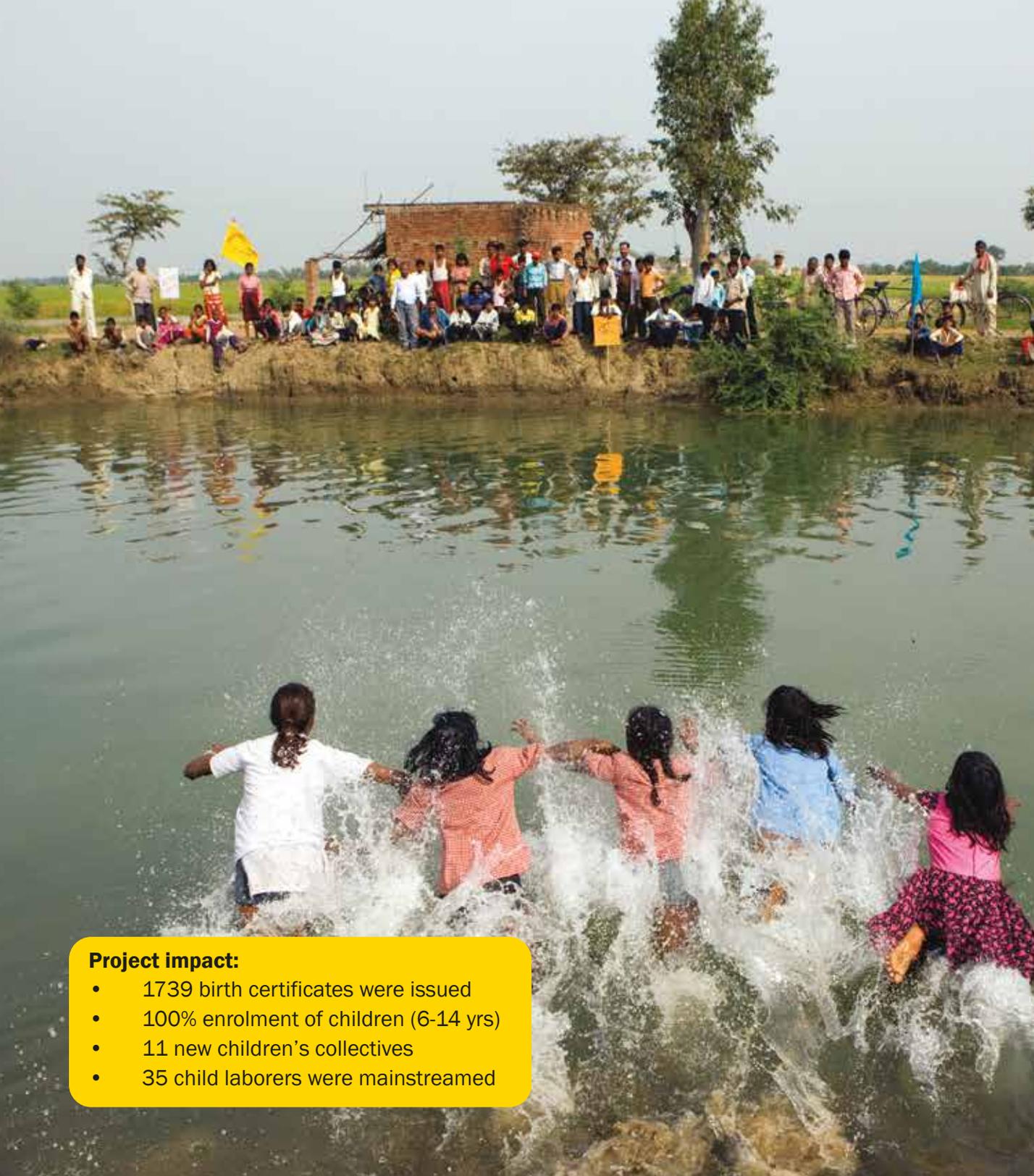
Nandini, who hails from Andhra Pradesh, is not unlike many of the malnourished children residing in the state and in India. Denied basic nutrition because her parents faced a shortage of income, she weighed far less than the average 37 lbs that other children her age should weigh.

CRY America along with its partner Shramika Vikasa Kendram (SVK) strengthened the Integrated Child Development Services (ICDS) program to provide Nandini with double monthly rations. The intervention has slowly helped improve Nandini's health, and signs suggest she will soon be of normal weight. As of now, she weighs 24.5 lbs.

The team is working to ensure of a continuous supply of rations and nutritional supplements that are essential for her long-term recovery.

CRY America supported project Shramika Vikasa Kendram (SVK) works towards generating mass awareness on child rights through mobilizing community collectives and liaising with local Panchayats to ensure access to education, activation of healthcare services and ensure livelihoods of families in 184 villages of Mahabubnagar District, Andhra Pradesh.

Your support helps ensure that children like Nandini have a healthier childhood and right start in life.



**Project impact:**

- 1739 birth certificates were issued
- 100% enrolment of children (6-14 yrs)
- 11 new children's collectives
- 35 child laborers were mainstreamed



# CRY America Pledge

**Before anything else, I am a human being. As are these little children. The rights I enjoy are theirs too. They have a right to a home and family, education, health-care, play-time and protection from being exploited. Most of all, they have the right to be children.**

**A right they are denied, for no fault of theirs.**

**And so, I pledge to do whatever I can, in my own way, to fight for their right to have a childhood.**

**With my skills, with my resources, with my heart, I will fight for them because I can and they can't.**



CHILD RIGHTS AND YOU

[www.america.cry.org](http://www.america.cry.org)

Ensuring lasting change  
for children

CRY America is a 501c3 registered organization and all donations to CRY America are tax-deductible.  
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