

From

The

President's

Desk

Dear CRY America Supporter,

2020 was one of the most devastating years that the world has seen. Lockdowns, school closures, food shortages, loss of parental wages and COVID-19 itself - gave rise to gaps in learning, hunger, malnutrition, ill-health, spikes in child labor, child marriage, trafficking and abuse across India and the USA.

CRY America had to revise it's annual plans and pivot to addressing the ground realities. We supported the work of Projects on community awareness, training on COVID-19 safety, distribution of PPE kits and ensuring testing and vaccinations along with addressing child labor, child marriage and trafficking issues.

Health and malnutrition issues were addressed through food distribution and health checks-ups. We focused on education through online classes and distribution of study material. We worked with children's groups who connected through whatsapp groups to discuss COVID-19 safety and other issues. Our project teams were given special Govt IDs to operate as essential frontline workers going house to house keeping children safe at the risk of their own lives and families.

Thank you for supporting CRY America at a critical time. We were able to meet all our grant commitments for 2020. May we continue to stand together and be the village that these children need to grow up healthy and happy.

With faith and goodwill,

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.

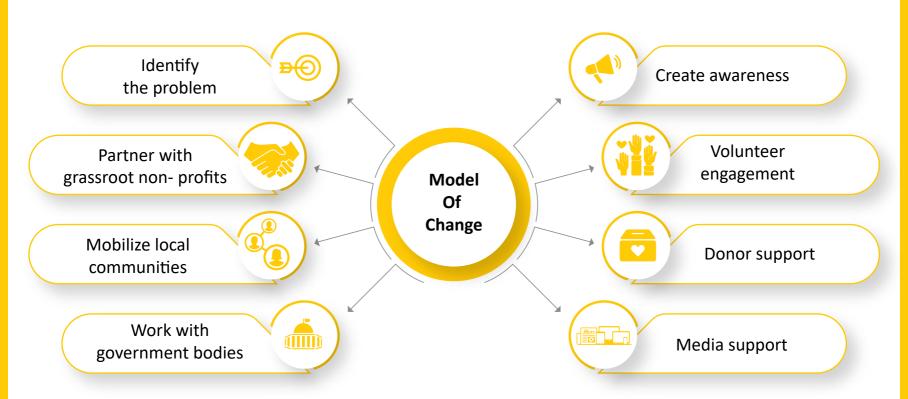
Vision

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.

Model Of Change



How CRY America works

CRY America focuses on the four basic rights of children as outlined by the United Nations Convention on the Rights of The Child. The UN Charter sets international standards for the rights of children and confers the following basic rights to children across the world:

- Right to Survival by getting access to healthcare facilities and proper nutrition.
- Right to Protection from exploitation, abuse and neglect on issues such as child labor, child marriage and trafficking.
- Right to Development by enabling quality education that could help children reach their true potential.
- Right to Participation through expression, information, thought and opinion.



CRY America Impact [2004 - 2020]



752,172

Children Impacted



2,565

Villages/Slums 100% Child Labor Free



123,475

Births Registered



209,621

Children Mainstreamed Into Public Schools



223,652

Children Immunized



90

Projects impacted



2,682

Children's Group Formed/ Strengthened



4,027

Villages Impacted



1,220

Government Schools Re-activated



Covid I9 Devastates Underprivileged Communities & Children Across India

The COVID-19 pandemic is a crisis like no other the world has faced in recent decades in terms of the devastation created on the economic, social and healthcare fronts. The underprivileged communities have been affected the most and children are the unseen victims of this crisis.

247 million* children in India have been impacted due to the closure of schools and lack of access to online education leading to children dropping out of school altogether. In addition, lack of parent incomes, are resulting in large spikes in child labor and child marriage.

The harmful effects of this pandemic have been damaging for children in the poorest neighborhoods in the USA too. School closures and lack of parental income led to severe hunger issues. Lack of digital access also led to many children being unable to continue or cope with their education. This placed children at a heightened risk for violence, neglect and exploitation.

The pandemic is leaving a trail of destruction for many children, both in India and the USA.

Project Partner & Children's Voices



"Everything was shut down because of the lockdown. Vaccination was the most important thing to do but there was a lot of hesitancy in the community. We came up with a plan and managed to convince people over whatsapp to get vaccinated. A vaccination drive was organized along with CRY while adhering to government regulations of safety and it was a huge success." Keshav, Project Partner, Srishti

"The lockdown made it very difficult for young girls and women to access sanitary napkins. This was a huge problem. We approached CRY and they supported us by providing the necessary sanitary napkins through the Anganwadi Centers." Nilima, Beneficiary Project Swati





"The lockdown has made it difficult for us children. Schools are shut and we are struggling to complete our syllabus through online classes. Our teachers explain to us and we are all trying our best. However, there are many students who are dropping out of school as they do not have smart phones and cannot attend the online classes nor access online studies." Akash, Beneficiary Project PAPN

"When schools shut, I was forced to work and support my family. My parents forced me to continue working even after schools reopened. Project SVK helped me get enrolled in a hostel where I could focus on my studies and give it my best without worrying about work". - Sumaya, Beneficery Project SVK





"The pandemic and the lockdown has instilled fear in parents forcing them to get their young daughters married at age 13 and 14. There is a rise in child marriages and if the lockdown continues, we cannot imagine how bad the long term effects will be. Our primary response is educating and counselling girls and their parents. Once schools are open, we will work towards making sure girls go back to school and also rehabilitating child brides." - Shobha Gasti, Project Partner Margadarshi

"The CRY partnership has given PORD an opportunity to strengthen our perspective on children's rights and has enabled us to positively impact the lives of many children. PORD sees this CRY partnership as an invaluable one that has added to our efforts towards protecting child rights." - Lalithamma, Project Partner, PORD



CRY America's COVID-I9 Fundraising Efforts

The unprecedented times of COVID-19 demand extraordinary measures to be taken, to provide necessary care to the underprivileged children that we support. All 30 of CRY America's supported projects required immediate relief materials. CRY did a rapid survey across supported projects and developed a disaster relief plan which needed immediate funding. All projects on the ground had to pivot to dealing with the COVID-19 crisis and protecting their communities. CRY America volunteers and staff launched COVID-19 online fundraising campaigns and started reaching out to our donors.

Our COVID-19 Fundraiser on Facebook was set up and promoted by our volunteers in July, 2021. It ran for 2 months and raised over \$10,000 from 125 donors.

Our second online fundraising effort was conducted on america.cry.org from May till July, 2020 which was supported by 45 donors and raised 10,559.

We thank all our donors and volunteers for coming together to help children and communities in need of relief efforts.



Grant of \$15,000 To CRY India for COVID-19 Relief Efforts



Food and nutrition supplement package:

With ICDS centres and schools temporarily closed due to the lockdown, underprivileged children didn't have access to proper meals. CRY distributed a month's supply of dry rations through project partners to help ensure basic nutrition for families and their children.



Hygiene and recreation kits:

To ensure families exercise basic hygiene practices, hygiene kits consisting of hand wash soaps, face masks and COVID-19 information brochures were distributed. The kit also included toys to engage children during the quarantine period.



Personal protection equipment for health workers:

Health workers were provided soaps and face masks, so that they stay safe.



Study support for children:

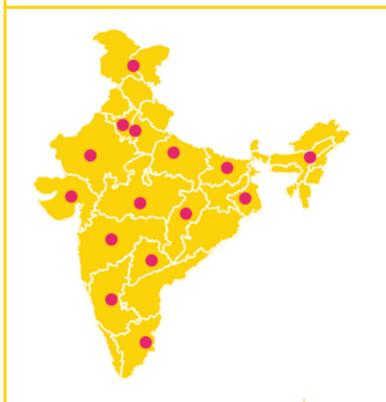
Children in Grades 10 and 12, were provided with age appropriate worksheets to help them practice their lessons.



Awareness generation on COVID-19:

Information saves lives and our project partners worked on building awareness around preventive measures and available nutrition, health and medical facilities along with local government agencies.

CRY COVID-19 Relief Response In India





Cereal 139.71 Tonne



Hygiene Supplies 514,339 Units



Pulse (Dal) 21.39 Tonne



Sanitizers 10,942 Sachets



Edible Oil 11,488 Litre



Hand Gloves 80,000 Pieces



Salt 9.46 Tonne



Sanitary Pads 42,842 Packets



Sugar 7.52 Tonne



Face Masks 229,930 Pieces





66,522 Households



96,248 Children

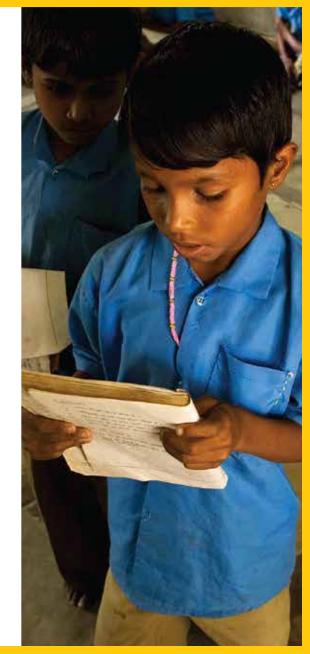
Grants To USA Projects For COVID-19 Relief Efforts

\$10,000 COVID-19 relief grant to Share Our Strength - No Kid Hungry Program, USA

This grant was directed towards providing critical support to help feed children from low-income families, and that schools and communities have the funding and guidance they need to support underserved children's access to three healthy meals a day.

\$10,000 COVID-19 relief grant to Save The Children, USA

Save the Children is known for its strong disaster relief programs. They worked with the least served and remote rural communities to help alleviate hunger, mitigate children's learning loss as schools remain closed and address children's and families' social-emotional well-being during the COVID-19 crisis.



Project Shambunath Singh Research Foundation [SSRF]

Project SSRF works in 9 slum pockets in Varanasi, Uttar Pradesh with a focus on education and protection issues.

Impact



COVID-19 Response

Health Check-ups

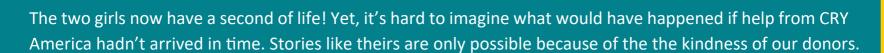
2,400 households were provided dry rations, 7,500 masks were distributed to frontline workers, and 600 hygiene kits were given to adolescent girls. In the worst phase of the lockdown, some SSRF staff members even took the initiative to produce sanitary pads for the girls themselves - a story featured on NDTV.

Helping Girls Beat Child Marriage To Follow Their Dreams

Uttar Pradesh witness one of the highest number of child marriages in India. Khadija a 16-year-old girl from Varanasi faced similar issues.

Khadija's family decided to get her married due to financial shock of the lock-down and relieve some of the family burden. Savitri another minor had the same story whose wedding preparation was underway and she was getting married to a 35-year old man who is a suspected child trafficker.

Luckily, both girls were part of CRY America project SSRF's adolescent girls' collectives. Through their alert groups, the staff learned about these weddings and worked with the Child Welfare Committee and police to stop them.





Vivek Oberoi's Passion For Children's Rights!

Our celebrity guest for the Galas this year was the famous Indian film actor, Vivekanand Oberoi. Vivek made his film debut with Ram Gopal Varma's company (2002), which won him two Filmfare Awards. In all, he has donated about ₹3 million and helped raise ₹25 million. He is very passionate about children and their rights and has been instrumental in helping CRY raise funds for underprivileged children.

"In India today, 80 million children are out of school, 33 million children are employed in child labor and a shocking 12 million children are married.



CRY and CRY America do remarkable work, supporting children through some of the most difficult issues, such as facilitating immunizations, safe deliveries and regular health check-ups for children, ensuring quality education, protecting them from malnutrition, child labor, child marriage and child trafficking so that every child has a happy and healthy childhood.

Each one of us are the building blocks for a good quality life for our kids.

I am proud to say that I am a CRY supporter, and you should be proud too. This year the challenges are even greater due to the COVID-19 pandemic. Your support is needed this year more than ever."

CRY Virtual Gala 2020

The CRY Gala 2020 took the shape of a virtual event due to the sudden pandemic situation being faced by the entire world. The event was organized across 5 cities - NY/NJ, SFO-Bay Area, Houston, San Diego and Seattle. It was a huge success thanks to the generosity of over 1000 donors who raised \$590,000 for the cause of underprivileged children.



CRY Virtual Uphaar 2020 | Seattle

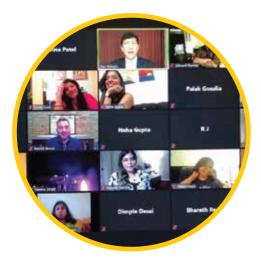




Kudos to our CRY Seattle volunteers - Rajesh Munshi, Yogita Manghnani, Paresh Mundade, Shilpa Makineni, Sachit Muckaden, Ramnik Rajvanshi, Sai Sajja-Tathineni, Amruta Anawalikar Gupta for making the 1st CRY Uphaar Virtual Gala a huge success. Thank you to our amazing donors and event sponsors, specially Sangeeta Mudnal & Jigar Thakkar, Darshan Shanbhag & Dilip Wagle, Rajesh & Prachi Munshi, Sunil & Leena Shah, Anu & Naveen Jain, Shahina Banthanavasi, Sumedh & Aparna Barde, Madhu Gadde & Raja Venugopal, Vijay & Sita Vashee, Shweta Swami, Paresh Mundade & Ketika Maheshwari, Jigar Shah, Gurdeep Pall & Seema Pareek, Dinesh Murthy & Yogita Manghnani, Jai Singh, Shri Borde & Sangeeta Nair, Ananth Duggirala, Murali & Mythili Narayanan, Sachit Muckaden &

Melonia Mendonca, Hiren Shah & Shilpa Dhawale for their generous donations in a very difficult COVID-19 year. Thank you to our celebrity guest Vivek Oberoi, keynote speaker Darshana Shanbag, comedian Dan Nainan and DJ Ray for making this event enjoyable for all. Vivek Oberoi played a key role in encouraging donors to exceed the Seattle event target of \$218,000, so that many more underprivileged children could be benefitted. Our project partner Rollee Singh from project Sambhunath Singh Research Foundation along with child Kajal also spoke about the change enabled in the lives of children like Kajal through the continued support of our donors. Auction items sold included Shuvankar Maitra painting, Sachin Sagare painting, Chandra Morkonda painting, Ashraf Daredia outfit & metal print photo by Murali Narayanan.

CRY Virtual Gala 2020 | San Diego



Thank You to our San Diego Dinner Committee members Edward Remias, Seema Pai Umatt, Sonali Soni, Deven Parlikar, Rashmi Kalita, Susmita Thukral, Percy Presswalla, Comedian Dan Nainan, DJ Ray and the CRY Volunteers for making our 1st virtual gala in San Diego successful. A big Thank you to our generous donors Subashini Krishnamurthy & Aravindhan Venkateswaran, Edward Remias & Jyothi Pantulu, Sonali Soni & Nakul Duggal, Susmita Thukral & Guru Chinnabhandar, Deven & Medha Parlikar, Akash Palkhiwala, Dr. Ramya Bala Subramanian, Rashmi & Kaushik Kalita, Rajkumar Malli & Shilpi Mukerjee for their generous support in this difficult COVID-19 year. The event was attended by 70 families and raised \$70,000 for underprivileged children. We are so grateful for your support

in this challenging COVID-19 year. Celebrity guest Vivek Oberoi added a lot of excitement to the event & encouraged donors to donate to the cause. Auction items sold included Amrapalli necklace & earring set, Sangeeta Boochra dholki necklace and Manyawar men's blue kurta jacket set.



CRY Virtual Gala 2020 | SFO-Bay Area



Our 1st CRY SFO-Bay Area Virtual Gala was an exciting and successful event with over 70 attendees and \$125,000 raised for underprivileged children. We are grateful to our amazing Gala Committee members Ketan Duvedi & Arti Kulkarni, Amit and Revathy Duvedi, Sujay & Sushmita Saha, Dr. Vaidhyanathan for giving their precious time and expertise to make this event a success.

A big thank you to our generous donors Ketan Duvedi & Arti Kulkarni, Neelu Virmani & Samir Virmani, Amit Duvedi & Revathy Duvedi, Vaishali

Karthik & Karthik Paramasivam, Sujay Saha & Sushmita Pilaka, Kiran Mantripragada & Murthy Pappu, Chaitanya & Renu Upadhyay, Avina & Karan Verma, Sarika Limaye & Ameya Limaye, Meghana & Vinay Patwardhan, Ravi Krovidi & Hima Krovidi, Monika Borgaonkar, Lakshminarayan Reddy, Avani & Omkumar Bhatt & Krishnaja Gutta for their generous donations in this very difficult pandemic year. Celebrity guest Vivek Oberoi's speech and interactions with the donors motivated them to donate more to help children cope with the COVID-19 situation.

CRY Virtual Gala 2020 | Houston





Our 1st CRY Texas Virtual Gala was a super success with 140 attendees and \$115,000 raised for children's rights! A big thank you to Juuhi Ahuja, Dharam Bali, Chetan Patel and all our Dinner Committee members, MC Meena Datt and Pragya Sen, Auctioneer Subodh Bhuchar, DJ Ray and the CRY staff for planning and executing a great event.

A big thank you to all our generous donors for going the extra mile in this very difficult pandemic year. A special thank your to Shawn & Uma Karande, Juuhi & Prakash Ahuja, Devina & Dilip Wagle, Mahesh & Shailaja

Poducheri, Dev & Sushma Mahajan, Abeezar Tyebji, Dharam Bali & Priya Bali, Tyna Pariani & Harish Pariani, Sital & Nilam Mody, Jaishri Patel & Bharat Patel for their generosity. Celebrity guest Vivek Oberoi spoke passionately about children's rights and urged donors to donate in this pandemic time so more children could be supported. Auction items sold included Plaza diamond necklace, Chef Rosh cooking package, dinner voucher at Musafir Restaurant, Burberry perfumes basket, baseball autographed by Barack Obama, Vimala Moraju painting, Gaurang Shah outfit, Ashraf Daredia outfit, Joy Batwa bag, Sangeeta Boochra beaded necklace, Mido swiss watches.

CRY Virtual Gala 2020 | NY-NJ-CT

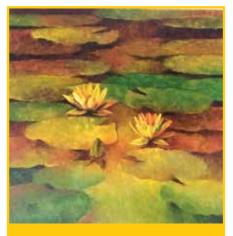


A big round of applause to our Dinner Committee members Rupal & Harsh Patil, Satwant Narula, Shikha & Mohit Bhatia, Janill & Sahul Sharma, Anupam & Shruti Yadav, Anita Kishen, MC Vineeta Khanna, DJ Raj, our generous donors and our CRY staff for making our very 1st CRY NJ/NY/CT Virtual Gala an exciting and successful event. Celebrity guest Vivek Oberoi made the event more exciting and motivated donors to continue supporting children in this difficult COVID-19 time. The auction items sold included Umakant Kanade painting, Vishnu Sonawane painting, Shashikant Patade painting and Jehangir Sabavala painting. The event was attended by 50 families and raised \$70,000 for underprivileged children.

We are so grateful for your support in these challenging times!



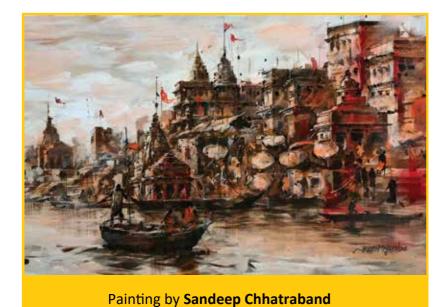
Auction Item Donor Acknowledgement



Painting by **Swati Kale**



Painting by **Chandra Morkonda**

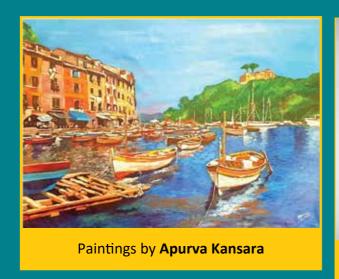




Umakant Kanade



Painting by Vishnu Sonawane





Murali Narayanan













Painting by Vimala Maroju

Men's Outfits by **Manyawar**

CRY Virtual Walk 2020

CRY Virtual Walk 2020 was organized to give vulnerable children a chance at a brighter future in a COVID-19 world!

14 Action Centers participated in the CRY Virtual Walk 2020 raising \$84,000 for children's rights. CRY Walk volunteers and supporters raised vital funds to help vulnerable children get a chance at a brighter future in a COVID-19 world by setting up their online fundraising page and inviting their contacts to donate. Some volunteers invited small groups of 10-15 friends and family to walk/run/bike/hike in their neighborhood. Others joined on their treadmill and exercise bikes from the comfort of their home.



In some cities where small physical walkathons and Bike4CRY events were held, local health advisories for small group gatherings including social distancing and mask wearing were observed across all small neighborhood events.

Thank you to all those who participated in and fundraised. We truly appreciate your effort and the difference you've made to underprivileged children's lives. CRY Walks are a fun way to be active and support the cause of children!

Action Center	\$ Raised	# of FR's	Event Lead
		_	
San Diego	8,461	6	Sowmya Vijay
NY	8,767	7	Chandni Gandhi
Bay Area	2,074	3	Devika Gholap
New Jersey	5,985	4	Shikha Bhatia
OC / LA	4,340	2	Laura Vasquez
Boston	7,977	6	Sanjay Yengul
Raleigh	1,517	1	Apoorv Agarwal
Austin	8,091	8	Prasanna Pentakota
Palmdale	1,738	2	Anupama Kumar
Atlanta	1,675	4	Naimi Kodali
San Antonio	3,635	2	Gowdhaman Rajan
Houston	5,278	8	Chetan Patel
Arkansas University	2,606	1	Sam Kumar
Kentucky	5,032	1	Srinivas Dharanipragada

Other Virtual Events

CRY Superstar 2020

CRY Superstar was organized for kids aged 7 to 18. This was a virtual event where kids participated in singing and dancing competitions from the comfort and safety of their homes. There were over 120 entries in different age categories who were shortlisted by prominent local singers and dancers and then the finalists were judged by celebrities from Bollywood. These included Hari Haran, Neeti Mohan and Jatin Pandit for singing and the late Saroj Khan, Bosco Martis and Mouni Roy for dancing. The event was a huge success and we raised \$15,000.

for kids and teens

Winners names

Dance Category (Age Group 5-11) - Medha Anantuni Dance Category (Age Group 12-18) - Sidhya Ganesh Song Category (Age Group 5-11) - Medha Anantuni Song Category (Age Group 12-18) - Sanskriti Akhoury



Other Virtual Events 2020



Bike4CRY

The Bike4CRY event was organized in June 2020, across various cities in the US. 169 bikers rode solo and in groups to raise funds to support children in COVID-19 times. The event saw bikers from New Jersey, New York, California, Texas, Washington, Georgia and other cities biking in their neighborhood while following all COVID-19 safety precautions. The event raised \$5.5k for child rights.



Hope4Kids Online Fundraiser

\$25k was raised through the Hope4Kids online fundraiser. The campaign was set up to ensure that children are able to get the support they need the most - nutrition, healthcare, protection and an education even during the pandemic. This campaign focused on raising funds to help CRY America ensure children stay healthy and safe during the lockdown and continue to hope for a better tomorrow. It was set up from March to June and was supported by 225 donors. This campaign was also supported by Gurukrupa Foundation with a matching grant of \$10k.



TakeAction4Children Online Fundraiser

\$11.4k was raised through this online fundraiser that focused on asking people to take action towards helping children cope with the difficult COVID-19 times. Even though things were getting back to normal, children continued to be at a high risk of severe malnutrition, child labor/marriage and discontinuing their education permanently. The campaign was set up for the period October - December, 2020 and focused on helping children in the post COVID-19 recovery period. The campaign was supported by 64 donors.



Cook Along with Chef Rosh

Cook Along was held virtually in December with Chef Roshni Gurnani who is based out of Houston with over 20 years of international experience working around the world and cooking for many famous people and royalty.

She drummed up a south asian holiday feast which included mushroom kebab, chilli cauliflower, bread pakora, tamarind agave chicken, sindhi goat kebabs and eggless cakes. 24 people participated and had a great time cooking!

Project Sanlaap

Project Sanlaap works in 3 wards in Kolkata and 2 districts in West Bengal with its focus on protection of children from trafficking.

Impact



COVID-19 Response

2,500 vulnerable families were provided soaps and play materials for children, 206 families were given dry rations, and masks were distributed to children and stakeholders across four wards of Kolkata.

Transforming Lives Of Children Living In Red Lights Areas

Life was never easy for Bikram. His father being an alcoholic was not able to contribute to the family's income. His mother and grandmother who were commercial sex workers, looked after the family with earnings from the trade. Bikram grew up with his siblings amidst constant fights and chaos. Growing up in a red light area is never easy for any child. The little boy began looking for ways to make money which led him to bad company and got him in trouble.

But Bikram's story took a drastic turn when CRY America project Sanlaap counselled him, involved him in extracurricular activities, and enrolled him in school. At first, he had trouble coping and kept dropping out of school. However, the team never lost faith in him.



Bikram is now studying in school. He is a youth group member, counselling other boys his age. He has taken a keen interest in painting and sports and dreams of becoming a great football player.

When he started off, Bikram had no idea how his life would change and what a great man he was growing up into. Amazing things do happen when you let your hopes and not your hurts, shape your future!

Action Centers At A Glance 2020

Action Center	AC Leader	AC Contact
Antelope Valley	Anupama Kumar	antelopevalley@cryamerica.org
Arkansas University	Vikas Anand	uark@cryamerica.org
Atlanta	Anurag & Mehak Jain	atlanta@cryamerica.org
Austin	Vijaya Vavilikolanu	austin@cryamerica.org
Bay Area	Devika Gholap	bayarea@cryamerica.org
Boston	Sanjay Yengul	boston@cryamerica.org
Chicago	Ankit Mahajan	chicago@cryamerica.org
Delaware	Sushmita & Sumodro Gupta	delaware@cryamerica.org
Houston	Chetan Patel	houston@cryamerica.org
Kentucky	Srinivas Dharanipragada	kentucky@cryamerica.org
Los Angeles	Varnica Singh	losangeles@cryamerica.org
New Jersey	Manish Agrawal	newjersey@cryamerica.org
New York	Parul Juneja	newyork@cryamerica.org

Action Center	AC Leader	AC Contact
Orange County	Percy Presswalla & Laura Vasquez	orangecountyca@cryamerica.org
Raleigh	Haris Ahmad	raleigh@cryamerica.org
San Antonio	Gowdham Rajan	sanantonio@cryamerica.org
San Diego	Samyuktha Kashinath & Shibani Naik	sandiego@cryamerica.org
Seattle	Rajesh Munshi	seattle@cryamerica.org
Phoenix	Suma Tudi	phoenix@cryamerica.org
Texas Tech University	Pranathi Bhingi	txtech@cryamerica.org
Orlando Student Chapter	Akshat Rastogi	codingforcharity2020@gmail.com



Individual Donors Honor Roll 2020

- 🜟 Anupam & Shruti Yadav
- 🜟 Sangeeta Mudnal & Jiggar Thakkar
- <u>k</u> Samir & Neelu Virmani
- 🛨 Ketan Duvedi & Arti Kulkarni
- 🜟 Hari Gopalkrishnan
- 🜟 Anit Walia
- 🛨 Kartik Paramasivam & Vaishali Kartik
- ★ Gaurang Shah & Seema Despande
- 🜟 Kiran Mantripragada & Murthy Pappu
- 🖈 Swapnil & Deepika Verma Agarwal
- 🐆 Sujay & Sushmita Saha
- 🐆 Pankaj & Ruby Mahalwa
- 🖈 Ameya & Sarika Limaye
- * Rajesh & Prachee Munshi
- ★ Dilip & Devina Bhojwani

- 🜟 Keith Angelo
- 🜟 Omprakash & Juuhi Ahuja
- 🛨 Akshaya Bhargava
- 🛨 Satwant Narula
- 뉚 Raja & Madhu Venugopal
- 🜟 Samir Manjure
- 🜟 Hemant & Geeta Vyas
- 🜟 Revathy & Amit Duvedi
- 🖈 Chaitanya & Renu Upadhyay
- 눆 Neha Gupta
- 🛨 Akshay Kumar
- 🜟 Karan Bajaj
- 抹 Kavita Patel
- 抹 Indrojit Deb
- 🖈 Lavanya & Vijay Kasarabada

- 🕇 Gopal Kutty
- ★ Sunil & Leena Shah
- <u>k</u> Sumedh & Aparna Barde
- 🛧 Nirupama Balakrishnan
- 🗼 Shalini & Dilip Bhargava
- 🐈 Neeraj Seth
- ★ Vimal Patel
- ╆ Sunitha & Anil Kini
- 👆 Swatantra Jain
- Edward Remias
- Natesan Murthy
- 🜟 Monica Kharhar & Nikhil Mahajan
- ★ Monika Borgaonkar
- 🛧 Veeramuthu Murugaiyan
- 🖈 Rakesh & Neera Grover
- 🛨 Roshan Shankar

- 눆 Kapil Mohan
- 床 Bhushan & Pranali Khadpe
- 🐈 Vidya Girish
- 🐈 Raja Venkataraman
- 🛖 Kan & Malti Mehta
- 🛨 Vinay M Patwardhan
- ★ Subashini Krishnmaurthy
- 🛧 Ramamurthy Vaidhyanathan
- Minesh Patel
- 🛨 Jayaprakash Krishnamoorthy
- 🛨 Surya & Mani Nallasivan
- ★ David Corhort
- <u>k</u> Manish & Sanjeevini Mittal
- 🐈 Premal Kazi
- 🜟 Mahasweta Sarkar
- 🛨 Devendra & Medha Parlikar

🕇 Chetan Patel 뉚 Pankaj Bhatnagar Sital Mody 🐈 Gurdeep Pall & Seema Paraeek Prasanna Inamdar Nakul Duggal & Sonali Soni Rajesh Jha ★ Inderjeet Singh Medha Parlikar 👆 Hasmukh Patel Vijay Ijju 🐆 Naresh Sundaram Kalyan Das 👆 Natasha & Gaurav Sharma

🛨 Deepali Tamhane

🛨 Sriram Sundararajan

Avanish Mishra

Anupama Malladi

Mayank Upadhyay

Rashmi & Deepchand Nishar

Ruchika & Darren Dias

Harish & Tyna Pariani

Amrish Patel

Amita Patel

Parind Patel

Corporate & Foundation Honor Roll 2020

- * Rural India Supporting Trust
- Monica Gautam Trust
- ★ Qualcomm Incorporated
- ★ Guru Krupa Foundation
- * Karande Foundation
- * BCB Community Bank
- * Baxter International Foundation
- 🖈 The AA Giving Fund
- ★ Galaxy Payment Systems
- ★ SRK Enterprises
- * Asha Enterprises
- 🜟 Vijay & Sita Vashee Foundation
- * GDB International
- Shipcom Wireless
- Discount Power

- Dynamic Wireless
- * Graniti Vicentia
- Healthtech Solutions
- * SD Pioneer Food
- * Brask
- * Becker Capital Management
- Progressive Insurance Foundation
- ★ Microsoft Matching Gifts
- Qualcomm Matching Gifts
- ★ Google Matching Gifts
- Netflix Matching Grants
- Texas Instruments Foundation
- VMWARE Foundation
- Deloitte Consulting Matching Gifts
- ★ Apple Matching Gifts

Project People's Organisation For Rural Development PORD

Project PORD works in 30 villages in Pedamandyam Mandal and 16 urban slums in Madanpalle in the Chittoor district, Andhra Pradesh. The project team works for education, health and nutrition, protection and participation rights of the children there.

Impact



COVID-19 Response

653 children received take-home rations and 3,208 children who were enrolled in school received ration provisions as part of the mid-day-meal program. 2,764 families who were associated with palmyra tapping also received cash-support through coordination with the Palmyra Union.

Helping Children Be Independent & Realise Their Full Potentialt

There are many areas in Chittoor, Andhra Pradesh that are deeply rural. The hamlets do not have access to school because of which children have to travel 1 to 5 km to reach school. The lack of availability of school results in children dropping out and getting involved in child labor or other ill practices. Vishnu was one of the children from the community who was facing similar issues. When Vishnu entered his local children's collective for the first time he did not open up in front of other people.

Through extensive life skills sessions and counselling by PORD, Vishnu slowly became more outspoken. He also learned more about children's rights and started developing into a true leader!



He is now in 12th grade, the president of his children's collective, and a role model for children around him. He has not only transformed his own life but also of the children around him. Thanks to his hard work with the PORD team, 15 children at risk of child labor were identified and mainstreamed into education! He is also a strong advocate for gender equality and coordinates directly with institutions and the police to help stop cases of child marriage.

Vishnu not only has great hopes and dreams for his own life but wants to create a society where boys and girls are truly equal!

List of Grants/ Projects Supported In 2020

Comprehensive Health and Rural Development Society [CHARDS]	Bihar	\$18,186
Development Education and Environment Program [DEEP]	Bihar	\$22,708
New Era Environmental & Dev Society [NEEDS]	Manipur	\$20,556
Adarsh Seva Sansthan [ASES]	Jharkhand	\$21,190
Social Welfare Agency & Training Institute [SWATI]	Odisha	\$22,929
Sanlaap	West Bengal	\$26,261
Diksha	West Bengal	\$14,024
Gramya Vikash Manch [GVM]	Assam	\$33,192
Vikas Samvad Samiti [VSS]	Madhya Pradesh	\$42,252
People's Action for People in Need [PAPN]	Haryana	\$20,652
Doaba Vikas Evam Utthan Samiti [DVEUS]	Uttar Pradesh	\$50,374
Dr. Shambhunath Singh Research Foundation [SRF]	Uttar Pradesh	\$26,481
Education Resource Society [ERS]	Uttar Pradesh	\$19,907
Grant Management Support	India	\$62,114

Kotra Adivasi Sansthan [KAS]	Rajasthan	\$28,003
Pragathi	Andhra Pradesh	\$38,178
People's Organisation for Rural Development [PORD]	Andhra Pradesh	\$38,548
Society for Rural Agriculturalists and Mass Awareness [SRAMA]	Andhra Pradesh	\$23,775
Rural Workers Development Society [RWDS]	Tamil Nadu	\$28,800
Shramika Vikasa Kendram [SVK]	Telangana	\$47,581
Margadarshi	Karnataka	\$24,797
Mitwa Mahila Kalyan Evam Seva Samiti [MMKSS]	Chattisgarh	\$14,787
Gram Mitra Samaj Sevi Sansthan [GMSSS]	Chattisgarh	\$14,032
Kalapandhari Magasvargiya and Adivasi Gramin Vikas Sansthan	Maharashtra	\$23,920
[KMAGVS]		
CRY India Grant - COVID 19 Relief Efforts	India	\$15,000
Boys & Girls Clubs of America	USA	\$25,000
Children's Rights Inc	USA	\$25,000
Share Our Strength [No Kid Hungry]	USA	\$10,000
Save the Children	USA	\$10,000

CRY America Impact 2020



133,528

Children Impacted



1,475

Births Registered



4,379

Children Immunized



729

Children's Group Formed/Strengthened



591

Child Marriages Stopped



123

Villages/Slums 100% Child Labor Free



2,872

Children Mainstreamed Into Public Schools



4,027

Villages Impacted

Audited financial reports - 2020

CRY — CHILD RIGHTS AND YOU AMERICA, INC. STATEMENTS OF FINANCIAL POSITION - DECEMBER 31, 2020 AND 2021

ASSETS	2020	2019
CURRENT ASSETS:		
Cash	\$ 1,700,628	\$ 1,462,307
Accounts receivable	873	1,894
Prepaid expenses	41,551	26,510
Total Current Assets	1,743,052	1,490,711
FIXED ASSETS:		
Office equipment	4,856	4,856
Less accumulated depreciation	(1,313)	(342)
Total Property and Equipment	3,543	4,514
Total Assets	\$ 1,746,595	\$ 1,495,225

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES:

Total Current Liabilities	78,713	101,742
PPP Loan Payable	61,000	-
Accrued expenses	12,750	13,000
Grants payable	-	86,210
Accounts payable	\$ 4,963	\$ 2,532

NET ASSETS:

TOTAL LIABILITIES AND NET ASSETS	\$ 1,746,595	\$ 1,495,225
Total Net Assets	1,667,882	1,393,483
Without donor restrictions	1,667,882	1,393,483

CRY — CHILD RIGHTS AND YOU AMERICA, INC. STATEMENTS OF ACTIVITIES FOR THE YEARS ENDED DECEMBER 31, 2020 AND 2019

ASSETS	2020	2019
REVENUES AND SUPPORT	Without Donor Restrictions	Without Donor Restrictions
Contributions	\$ 757,849	\$ 552,638
Fundraising events revenue raised	819,488	1,391,926
Expenses incurred	(68,117)	(298,668)
Net Fundraising Event Revenue	751,371	1,093 258
Interest Income	274	186
Total Revenues and Other Support	\$ 1 ,509,494	\$ 1,646,082
EXPENSES	2020	2019
Program/grant services	\$ 768,247	\$ 961,210
Fundraising	238,445	205,654
Administrative	228,403	311,262
Total Expenses	\$ 1,235,095	\$ 1,478,126

EXPENSES	2020	2019
CHANGE IN NET ASSETS	274,399	167,956
NET ASSETS - BEGINNING OF YEAR	1,393,483	1,225,527
NET ASSETS - END OF YEAR	\$ 1,667,882	\$ 1,393,483



CRY — CHILD RIGHTS AND YOU AMERICA, INC. STATEMENTS OF FUNCTIONAL EXPENSES FOR THE YEARS ENDED DECEMBER 31, 2020 AND 2019

PROGRAM/GRANT EXPENSES	2020	2019
India grant projects	\$ 698,247	\$ 886,210
US grant projects	70,000	75,000
Total Program/Grant Expenses	\$ 768,247	\$ 961,210
FUNDRAISING EXPENSES	2020	2019
Payroll	\$ 131,556	\$ 118,289
Marketing	-	4,600
Service charges	62,876	49,039
Travel	-	407
Office & software	39,723	30,371
Printing & postage	2,790	2,948
Consultant	1,500	-
Total Fundraising Expenses	\$ 238,445	\$ 205,654

ADMINISTRATIVE EXPENSES	2020	2019
Payroll	\$ 148,470	\$ 165,843
Professional services	41,205	70,880
Travel and seminar/conference	1,600	35,749
Rent	9,460	9,780
Insurance	4,302	7,946
License and registration fees	8,056	8,622
Service charges	3,796	1,455
Telephone and internet services	2,532	3,084
Postage	1,405	1,365
Dues	5,797	5,681
Depreciation	971	<u>3</u> 42
Electricity	524	156
Office supplies	285	359
Total Administrative Expenses	\$ 228,403	\$ 311,262

CRY — CHILD RIGHTS AND YOU AMERICA, INC. STATEMENTS OF CASH FLOWS FOR THE YEARS ENDED DECEMBER 31, 2020 AND 2019

CASH FLOWS FROM OPERATING ACTIVITIES	2020	2019
Change in net assets	\$ 274,399	\$ 167,956
Adjustments to reconcile change in net assets to net cash provided by operating activities:		
Depreciation expense	971	342
Decrease in accounts receivable	1,021	17,388
(Increase) in prepaid expenses	(15,041)	(2,897)
Increase/(decrease) in accounts payable	(2,431)	(7,516)
(Decrease) in accrued expenses	(250)	-
(Decrease) in grants payable	(86,210)	(71,238)
Net cash provided by operating activities	177,321	104,035
CASH FLOWS FROM INVESTING ACTIVITIES	2020	2019
Purchase of equipment	-	(4,856)
Net cash used by investing activities	-	(4,856)

CASH FLOWS FROM INVESTING ACTIVITIES	2020	2019
Proceeds from PPP Loan	61,000	-
Net cash provided by financing activities	61,000	-
NET INCREASE IN CASH	238,321	99,179
CASH - BEGINNING OF YEAR	1,462,307	1,363,128
CASH - END OF YEAR	1,700,628	1,462,307
Supplemental disclosure:		
Interest paid	-	-
Taxes paid \$	-	-
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Project Development Education & Environment Program (DEEP)

Project DEEP works with children across 24 villages in Ram Nagar block, West Champaran, Bihar focusing on education and protection issues.

Impact



14,359

Children Impacted



56

Villages/Slum Covered



251

Children Fully Immunized (under 1 yr.)



8.730

Children In Schools (6-18 yrs)



1,272

Children Removed From Labor



346

Trafficked Children Rescued

COVID-19 Response

Distributed over 33,000 masks, more than 12,000 soaps, helped connect over 5,000 families with rations through PDS (Public Distribution System), and ensured the distribution of take home rations and mid-day meals for 22 schools and 29 functioning ICDS (Integrated Child Development Scheme) centers.

Paving A Way For Children To Be Free From Labor

Raja was on his way to complete his school education. Just then, his family was hit by a financial crisis which forced him to drop out of school and leave home to look for a job in Surat. With a heavy heart he began work at a diamond cutting factory, and soon fell very ill because of the poor working conditions there. Even though Raja suffered each day, he still had to carry on to be able to support his family.

But not for long, as his life was about to change for good. It was around this time that CRY America project DEEP started an intensive anti-child labor campaign in Raja's village. The interesting rallies and inspiring cultural programs did an outstanding job at helping Raja's parents realise how permanently damaging child labor would be for their son's health and



future. After hearing about Raja's tragic story, the team did all they could to convince his parents to call him back home.

Today, Raja's health is much better. He is in college, very happy to be back on the path he had chosen for himself. Raja did not let the memories of his past limit the potential of his future. He wants to become a government servant and serve the nation.

2020 Grant/ project reviews

Comprehensive Health and Rural Development Society [CHARDS] - 2020 Grant: \$18,186

Project Review: Community sensitized on health & nutrition, 80% institutional deliveries, 347 pregnant women linked to health schemes, 95% children immunized, 93% children enrolled in ICDS, 48% malnourished children joined Nutrition Rehab Centers & 74% recovered; 100% Anganwadis have full time workers & provided cooked food.

Development Education and Environment Program [DEEP] - 2020 Grant: \$22,708

Project Review: 124 children joined remedial classes; 1,236 child labors & 17 migrant children linked to schools; study sessions helped 96 groups, support to 62 children in Grade 10, 22 teachers mobilized for home education; 23 schools distributed mid-day meals, 4 Anganwadis functional, 22 child marriages stopped & 11 prevented; 968 children immunized

New Era Environmental & Dev Society [NEEDS] - 2020 Grant: \$20,556

Project Review: 57 village meetings held with Child Protection Committees on ways to protect children and mainstream child laborers; 4 child abuse cases addressed; 35 children rescued from abusive situations and moved to institutions; 4 children rescued from trafficking

Adarsh Seva Sansthan [ASES] - 2020 Grant: \$21,190

Project Review: 500 home visits and 50 counselling sessions for drop out/irregular children; 121 children re-enrolled in schools; 52 child laborers mainstreamed; 488 children & 1,651 adolescents attended sessions on self-identity & gender; child marriage campaigns for 25 slums.

Sanlaap - 2020 Grant: \$26,261

Project Review: 151 children provided education guidance; online coaching for 90 children; meetings with 3 youth groups resulted in regular attendance; 141 children participated in sports & 3 girls football teams formed; 2 mental health counseling sessions provided; COVID-19 relief work done with local police

Diksha - 2020 Grant: \$14,024

Project Review: Sessions on child labor & marriage for 185 children; 14 sexual abuse cases addressed; 12 dance therapy sessions for 34 children; group counselling led to reduction in violence faced by children; 11 drop outs mainstreamed; 3 substance abuse victims counselled; life skills & sexual abuse prevention sessions for 133 boys

Vikas Samvad Samiti - 2020 Grant: \$42,252

Project Review: 723 pregnant women got Take Home Rations & 589 linked to health programs; 85% institutional deliveries; 15 ICDS provided dry food; 67% children immunized; 107 malnourished children treated & 39 moved to moderate category; meals to 450 families & 50 malnourished children; soaps, masks, food to 375 families

People's Action for People in Need [PAPN] - 2020 Grant: \$20,652

Project Review: 9 children linked to ICDS centers; 2 dropouts mainstreamed into school; 16 children enrolled in Activity Centers; online classes for 15 children; 8 sessions with children's collectives & 7 sessions with adolescent collectives; dry rations to 624 households; COVID-19 awareness through phones

Doaba Vikas Evam Utthan Samiti [DVEUS] - 2020 Grant: \$50,374

Project Review: 92% institutional deliveries; 97 low birth weight babies received care; 85% children immunized; 1,309 children participated in 35 life skill trainings; 191 families linked with Public distribution system; 6,300 individuals linked to employment programs; 1,100 pregnant & lactating mother given home rations

Dr. Shambhunath Singh Research Foundation [SRF] - 2020 Grant: \$26,481

Project Review: 60 children enrolled in schools & 29 in Grade 1; 5 child laborers enrolled & 60 students completed digital course; 92 dropouts back in school; 90 trained in life skills; 4 sexual abuse cases addressed; 9 child marriages stopped & 2 victims linked to rehabilitation program; 50 children joined sports; 369 children attended evening school

Education Resource Society [ERS] - 2020 Grant: \$19,907

Project Review: 98 children enrolled in 4 Community Action Centers & 139 enrolled in schools; 23 primary teachers trained; 30 School Management Committee members oriented; sessions with 67 adolescents on life skills; meetings with 80 adolescent girls on menstrual hygiene & child marriage; meetings with 211 children on health & education

CRY India - Reimbursement of Grant Management Expenses - 2020 Grant: \$62,114

Project Review: CRY America utilizes CRY India's grant management services to ensure effective utilization of grants & improve capacities of projects towards achieving their goals. CRY's project planning & monitoring systems include field visits, financial reports & program reviews. Achievements are monitored against key indicators.

Kotra Adivasi Sansthan - 2020 Grant: \$28,003

Project Review: 68 children enrolled in Grade 1; 184 in Community Action Centers & 256 in primary schools; education materials for 606 children; 7 new primary school teachers & 54 subject teachers hired; 78 children enrolled in NIOS; 11 childrens groups & 4 adolescent groups formed; 2,519 persons linked to employment programs

Pragathi - 2020 Grant: \$38,178

Project Review: 19 Anganwadis transformed into model centers & 173 kids enrolled; 1,099 parents oriented on Early Education; 106 dropouts re-enrolled; families of 301 drop outs & 397 of child laborers counselled; 43 teachers visited 117 child labor families & 12 child laborers mainstreamed; 4 schools stopped from closure; 4 adolescent collectives formed; life skills for 410 children; 500 children participated in games

People's Organization for Rural Development [PORD] - 2020 Grant: \$38,548

Project Review: 8 drop-outs re-enrolled; 898 children moved to upper primary & high schools; 479 children moved to Grade 11; career counseling for 308 children; 344 child laborers mainstreamed into school; 7 child collectives & 34 adolescent girls' collectives formed; life skills for 101 children; 2,987 participated in COVID-19 week; 388 children joined Anganwadis; 2,459 parents oriented on Early Education; 24 child laborers rescued; 27 girls admitted in hostels for Grade 6.

Society for Rural Agriculturalists and Mass Awareness (SRAMA) - 2020 Grant: \$23,775

Project Review: 48 children enrolled in Anganwadis; 1,768 children regular at school; 77 drop-outs re-enrolled; 7 children mainstreamed & 8 child labor prevented; 5 child collectives formed; 476 parents oriented on Early Education; 156 children helped with board exams & 180 with career counselling; 16,000 masks distributed

Rural Workers Development Society [RWDS] - 2020 Grant: \$28,800

Project Review: 677 children provided take home rations; 298 children in Grade 10 & 316 children in Grade 11 cleared their exams; evening computer classes at the digital center & extra tutoring for 22 children; 3 kids enrolled in school; trainings for 14 adolescent girls; 7 villages conducted Child Protection Committee meetings; 405 children participated in collective meetings

Shramika Vikasa Kendram [SVK] - 2020 Grant: \$47,581

Project Review: 166 children joined Anganwadi's; 242 parents oriented on Early Education; 6,931 children moved to upper primary & high schools; 590 children cleared Grade 10 & 311 Grade 12; 611 families sensitized on child labor; COVID-19 awareness for 1,828 children; rations to 1,048 families; COVID-19 safey in 81 Anganwadis & 11 schools

Margadarshi - 2020 Grant: \$24,797

Project Review: 16 children enrolled in Anganwadi; COVID-19 sessions for 143 children; 170 children helped with residential school entrance exam; 15 families helped with govt jobs; awareness programs for 1,138 children & 116 adults; take-home rations for 800 children; midday meal take-home rations for 1,500 school children

Mitwa Mahila Kalyan Evam Seva Samiti [MMKSS] - 2020 Grant: \$14,787

Project Review: 62 children joined Anganwadis; 57 children joined Open Schools; 24 dropouts re-enrolled; vocational training for 35 children; 61 children's groups meetings on COVID-19; dry rations to 15 households, play materials to 1,730 children; sanitary napkins to 650 adolescent girl; masks, hand-wash to 50 health workers

Gram Mitra Samaj Sevi Sansthan [GMSSS] - 2020 Grant: \$14,032

Project Review: 308 children registered in Anganwadis; 144 children entered Grade 1 & 37 passed Grade 12; 1,350 children enrolled in schools; online classes for 710 children; 500 children got scholarships; 56 children & 40 pregnant women immunized; 5 SAM children treated; 17 Anganwadis got weight & height scales; COVID-19 kits to 625 households.

Kalapandhari Magasvargiya & Adivasi Gramin Vikas Sansthan - 2020 Grant: \$23,920

Project Review: 11 girls enrolled in hostels for higher education; 21 Child Protection Committees formed; 54 child labors rescued & 31 mainstreamed in schools; 209 migrant children enrolled in residential hostels; 41 police officers & 108 teachers sensitized; 3 child abuse cases addressed; 5 adolescent boys groups formed. 57

Social Welfare Agency & Training Institute [SWATI] - 2020 Grant: \$22,929

Project Review: 26 trainings & 4 cultural events; 27 adolescent girls groups participated in meetings; 302 pregnant & lactating mothers linked to health programs; 100% immunization; 16 children referred to NRC; 83 kitchen gardens started; COVID-19 community awareness programs & distributed hygiene kits.

Gramya Vikash Manch (GVM) - 2020 Grant: \$33,192

Project Review: 198 pregnant women linked with maternity programs; 98% deliveries in institutions; growth monitoring for 1035 children; 54 Village Health Days; 24 schools have teacher-student ratio; 382 children got education materials; 238 workers got masks, sanitizers & COVID-19 awareness campaigns launched.

Grant to CRY India Grant for COVID-19 Relief Efforts - 2020 Grant: \$15,000

Project Review: CRY America's grant helped CRY India's COVID-19 relief efforts across 19 states. Hand sanitizers, masks, gloves & soap distributed to healthcare & community workers. Play & education materials supplied to students. Nutrition & dry food packets supplied to households & COVID-19 awareness for communities.

Boys & Girls Clubs of America, USA - 2020 Grant: \$25,000

Project Review: Relief efforts included access to food, emergency childcare & digital programs. Sanitization & reopening of clubs with training for staff. Resources to address academic backslide due to school closures. Enabling future preparedness through workforce readiness & increasing digital capabilities.

Children's Rights Inc, USA - 2020 Grant: \$25,000

Project Review: Abused & neglected children benefited through reduction in child maltreatment, improved healthcare, improved standard of care & housing stability for foster children; reduction of social worker caseloads, reduction of institutional care for children & protection for vulnerable children during the pandemic.

Share Our Strength - No Kid Hungry - COVID-19 Relief Efforts - 2020 Grant: \$10,000

Project Review: Provided food aid to children affected by closure of school. Nutrition programs adapted to meet needs of families & helped schools & communities with funding to provide children 3 healthy meals a day through home delivered meals, pop-up meal programs, school & community pantries & backpack programs.

Save the Children, USA - COVID-19 Relief Efforts - 2020 Grant: \$10,000

Project Review: Assisted low income families through mobile meals trucks, food banks & other community feeding programs; provided educational toys, books & worksheets & supported out-of-school programs. Toolkits provided to parents & supported children through after school and social/ emotional learning programs.





Thank you to our donors, volunteers, media supporters & project partners for transforming children's lives!