



CRY - Child Rights and You America Inc.



ANNUAL REPORT

January - December 2008

Despite the difficult economic situation in 2008, I am happy to report that we were able to support 26 Projects, like SPREAD, which positively impacted the lives of 141,223 children living across 572 rural, tribal and urban communities.

LETTER TO THE SUPPORTERS

Dear CRY America Supporter,

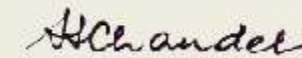
The twelve villages in Koraput district (Orissa) where Society for Promoting Rural Education and Development (SPREAD), a CRY America supported project works now have access to education, health and livelihood. This is yet another example of the change that you have enabled. Left marginalized from their ancestral land, the tribal community faced economic deprivation and a loss of their identity. Poor quality education, economic pressures and displacement forced many tribal children to drop out and discontinue their schooling. SPREAD initiated community awareness programs for the tribals on the government system and facilitated a people's movement to restore their land, livelihood, health and education rights. To attract and keep children in schools, a "Go To School" campaign was organized in which 656 children participated, which moved from street to street convincing parents to send their children to school. [Read here to know more.](#)

Despite the difficult economic situation in 2008, I am happy to report that we were able to support 26 Projects, like SPREAD, which positively impacted the lives of 141,223 children living across 572 rural, tribal and urban communities. In 2008 alone, 191 villages and slums have achieved 100% enrollment

in schools, 50 villages are now child labor free, 10,287 children were immunized and 275 children's clubs were strengthened. This impact was possible only because of the unstinting support received from every donor, volunteer, staff member and well wisher of CRY America. Please do take a moment to review the impact that YOU have enabled in 2008 and the consolidated 6 year impact achieved over the period 2003 - 2008. Experts predict that 2009 will continue to see hardships globally on the economic front. The times are tough for all of us, but more so for underprivileged children, who are often the worst hit by disasters and difficult situations. We continue to count on your support - so that together, we can continue to impact the lives of children.

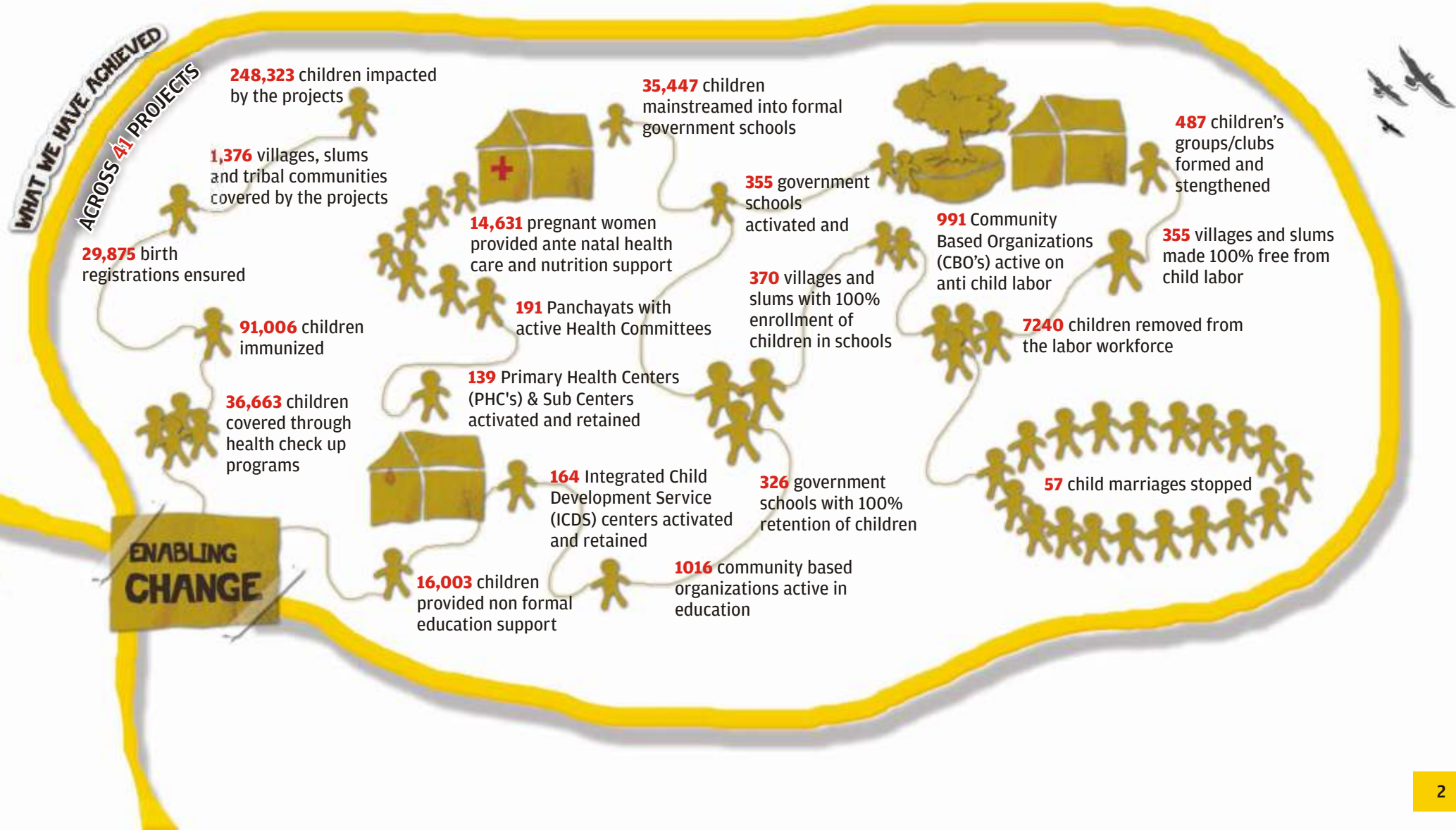
Thank you for supporting CRY America and I look forward to your continued support!

In faith and goodwill,



Shefali Sunderlal Chandel
President

CRY AMERICA - 6 YEAR IMPACT



The Volunteer Appreciation Awards Program was initiated in 2008 through a democratic process of finalizing the award categories, criteria and process. The aim of this initiative is to enable volunteers to appreciate each other's efforts and for the organization to recognize the outstanding work of volunteers. We are thrilled to announce the winners of the 2008 Volunteer Awards in this Annual Report:

Event Innovation of 2008 Award
Award Winner - Bay Area AC's CRY Walk 2008 Event
First Runner Ups (tie) - Pittsburgh AC's CRY Festival in the Park 2008 Event & Houston AC's Indian Ocean Concert 2008 Event

Action Center of 2008 Award
Detroit AC

Action Center Sustainability of 2008 Award Pittsburgh AC

New Action Center of 2008 Award
Award Winner - Houston AC
First Runner Up - Connecticut AC

Over 500 active and committed volunteers across 21 Action Centers organized over 47 Events across the U.S. to create awareness about the situation of underprivileged children and raised \$613,000 in revenues. Given below are examples of events organized by volunteer groups in 2008.

VOLUNTEER MOBILIZATION & ACTION

In 2008, our 500 active and committed volunteers across 21 Action Centers organized over 47 Events across the U.S. to create awareness about the situation of underprivileged children and raised \$613,000 in revenues.

Volunteers across 21 Action Centers were busy through the year, creating awareness about underprivileged children, organizing events in their local communities and promoting CRY America at their work places. 47 events were organized across the country, ranging from sporting events such as volleyball and cricket matches to cultural events such as Festivals and Concerts. CRY Walk for Child Rights, our national annual event covered 8 cities. CRY Dinner events were organized in Seattle and Detroit. CRY America Booths/Stalls were set up at many local events to recruit volunteers, promote local events & promote child rights. Regular volunteer meetings at the local and national level kept volunteers engaged with each other and at the center of the planning-review process. Documentation of key events such as the CRY Walk & CRY Dinners served as guidelines for newer Action Centers.

In 2008 we saw the emergence of new Action Centers in Alabama, Houston, New York and Connecticut. Action Centers such as Houston, Connecticut, Pittsburgh & Detroit reached out to student and university groups in their areas. Several Action Centers such as Pittsburgh, Detroit, Connecticut, Houston, Minneapolis and New York reached out to the local media to promote their events. Volunteers from Seattle, Bay Area, Detroit and Connecticut interacted with Dr. Niraj, the head of SATHEE Project during his visit to the USA in May, which was found to be very informative and inspiring.

The Action Center Leaders Collective held regular monthly meetings to review activities, resolve issues and discuss plans. Action Center growth and sustainability guidelines were developed and shared across AC's. A common banking platform for Action Centers was established with the Bank of America.





Dear Friend,

We can't thank you enough for your overwhelming participation in **Walk for Child Rights 2008**.

It's due to your abundant enthusiasm and commitment to the cause of Child Rights, that CRY America completed yet another successful year of its annual fund-raising event.

We sincerely appreciate your efforts towards creating lasting change in the lives of millions of marginalized children living miles away from you.

We hope to reach out to many more such children, year after year, through concerned citizens like you.

In faith & goodwill,
CRY America Team



CRY Walk for Child Rights 2008

If life is a race, some children start last.

Underprivileged and marginalized, millions of children are deprived of their basic human rights - to food, water, shelter, healthcare and education. CRY Walk for Child Rights 2008 was organized in multiple cities across the US from June 14 through October 5, which brought

together thousands of people from different walks of life for one common cause - to restore to children their basic rights to education, health care and protection from abuse. The CRY Walk series was launched at the Shoreline Park in the Bay Area, California on June 15 and concluded at the Wikham Park in Manchester, Connecticut on October 5.

ACTION CENTER	EVENT DATE	VENUE	LOCATION	DESCRIPTION
Bay Area	June 15	Shoreline Park	Mountain View, CA	5k Walk + Run
Minneapolis	July 18	Como Lake	Saint Paul, MN	5k Walk + Run
Detroit	Aug 23, 2008	Rochester Municipal Park & Paint Creek Trail	Rochester, MI	5k Walk
Boston	August 23	Thorndike Field	Cambridge, MA	5k Walk
Pittsburgh	September 13	Schenley Park	Pittsburgh, PA	5k Walk
South California	October 4	Crescent Bay Park	Santa Monica, CA	5k Walk
Connecticut	October 5	Wikham Park	Manchester, CT	5k Walk
Chicago	October 4th	Deer Grove Forest Preserve Park	Cook County, IL	5k Walk



A substantial portion of the CRY Walk revenues were raised through online pledges, with volunteers reaching out personally to their friends, families and colleagues. We take this opportunity to thank all our donors and sponsors for supporting CRY Walk 2008. To all our volunteers who put in countless hours and resources into making CRY Walk 2008 a success, our deepest gratitude.

Here are excerpts from Mansi Trivedi's blog soon after she participated in the Detroit Walk. She wrote, "At the spur of dawn, dozens of volunteers dressed in white and love for humanity ran around with sheets of papers, posters and tables, to make sure they welcomed the honorary walkers like they deserved. One by one, the hope bearers came, in colors, in smiles, in strength, in unity. They registered while the volunteers greeted them with smiles on behalf of every single child who was being helped today. Today as everyone walked, watching the light grow in their eyes, seeds were sown. Seeds of hope, of a better tomorrow, of a better life for millions of children who sang in unanimity, "mera bhi toh adhikaar hai, jivan ki har khushi par, zindagi par (It is my birth right, to be happy, to live)". [Read the full blog.](#)





Pledge 2008 Dinner at Detroit

CRY Detroit Action center held its 4th annual fundraising dinner on 22nd November at St Lucy Church in Troy, MI attended by 200 guests and raising \$9100.

Highlights of the event included CRY presentations, Child rights related dance performances, sumptuous Indian dinner, musical performances and a silent auction. Our thanks to Neil King Physical Therapy, Flex Physical Therapy, Paul Singh and family and Comerica Bank for their generous donations and support.



Uphaar 2008 Dinner at Seattle

Sponsored by Anu and Naveen Jain and Intelius, CRY America's Seattle Action Center organized its annual benefit dinner "Uphaar 2008" on Saturday, May 17 at The Golf Club at Newcastle, WA. With 200 attendees of the western Washington community, it is an affirmation of their commitment to standing up for children's rights. It raised over \$150,000 through the generous pledges received from the guests, facilitated by entrepreneur Sunil Shah.

The funds raised supported several grassroots initiatives in India that ensure irreversible change in the lives of marginalized children. Our gratitude goes out to all the donors and volunteers who made Uphaar 2008 a great success with a special thank you to Anu and Naveen Jain, Vijay Vashee and Sunil Shah for their ongoing support.



Sur Taal 2008

CRY America Detroit Action Center organized a music and dance performance by children, on 8th March with Bharatnatyam, Bhangra, Classical music, as well as Bollywood songs. 300 people attended. Our thanks to the 80 performers who worked hard to make this show a success and to show organizer- Sabeena Arora along with teachers, Rujuta Joshi, Vani, Manisha and Madhavi.



Indian Ocean Concerts

The Indian Ocean Concert was organized in Connecticut on 9th August, in Seattle on 17th August and Houston on 29th August. The CT concert was held at Wethersfield, attended by 400 people and raised \$8,300. The Seattle concert was attended by over 350 people, raised over \$11,000 and enabled multiple event sponsorships. The Houston concert was held at the Cullen Performance Hall at the University of Houston, was attended by 600 people and the event costs were sponsored by Shangrila Art Gallery. The concerts resulted in media publicity and new volunteer sign ups across cities. The attendees enjoyed the music.

Bhangra event at Pittsburgh

“Bhangra O.D.” was Pittsburgh AC's idea to kick start the summer with a dose of Bhangra.

300 youngsters grooved to the music of DJ Ramsy at the Firehouse Lounge which raised \$1700. As a follow up to “Bhangra O.D.”, Firehouse Lounge hosted “CRY in July”, where CRY was the featured charity and every person who walked into the lounge on Saturday nights donated \$1 to the cause of children, resulting in collections of \$1300 over 4 weeks. Thanks to Firehouse lounge...

Festival in the Park

Pittsburgh Action Center organized its popular Festival in the Park 2008 event on 22nd June at Schenley Park. The event was attended by 250 people. Highlights of the event included the Indian cuisine catered by Namaste India, the classical/fusion music performances by Machete and Akshay-Hari and the contemporary dance performances by Arya Dance Academy and Carnatic dance performances by Nandanik Dance Academy. The event culminated with the screening of the popular kid's movie “Shrek 3” on the park grounds under a starry night and also featured yoga demonstrations from Schoolhouse Yoga, a raffle and silent auction, a caricature artist, Indian garment and jewelry vendors, and a mehndi (henna tattoo) booth. The 2008 Festival raised \$4504. Our thanks to all participants, donors, sponsors and volunteers for making this event a success.

Char Rang Yaaron Ke Sang, Holi 2008

CRY America's Connecticut Action Center organized its first big fund-raising event on March 22 Char Rang Yaaron Ke Sang, Holi 2008. The evening started with a presentation on CRY followed by the CRY song composed by Javed Akhtar. The Vande Matra group from University of Connecticut held the audience's attention with 'Mera Jahaan' from the movie Taare Zameen Par followed by dance performances by the University of Connecticut Fusion Dance Group and Raunak Bhangra from Mount Holyoke. Food was catered by the Indian restaurant Curry King. CRY volunteers clocked in several hours to make this event a success.

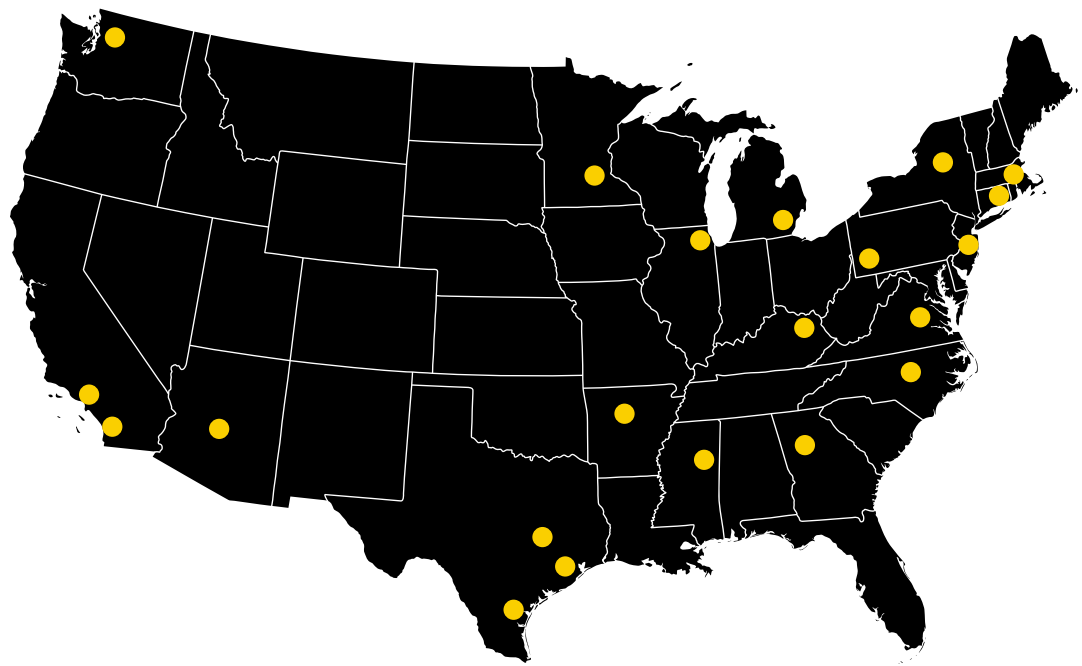


CRY AMERICA ACTION CENTERS AT A GLANCE IN 2008

CRY America Volunteers come from all walks of life students, professionals, housewives etc. Each contributes in whichever way they can to change the situation of underprivileged children.

1. Alabama Action Center
2. Arkansas Action Center
3. Atlanta Action Center
4. Bay Area Center
5. Boston Action Center
6. Chicago Action Center
7. College Station Action Center

8. Connecticut Action Center
9. Detroit Action Center
10. Houston Action Center
11. Lexington Action Center
12. Minneapolis Action Center
13. New Jersey Action Center
14. New York Action Center
15. Phoenix Action Center
16. Pittsburgh Action Center
17. Raleigh-Durham Action Center
18. Richmond Action Center
19. San Diego Action Center
20. Seattle Action Center
21. South California Action Center



We raised \$403,986 through online donations in 2008, an increase of 8% over the previous year thanks the generous support of 1581 donors from across 45 states in the US. California continued to be the State with the highest donations.

www.america.cry.org



The CRY America website was enhanced to be the online face of CRY America towards building a people's movement for the rights of India's children.

Efforts were also made to build website traffic through 6 e-media partnerships; search engine marketing, search engine optimization, local website banner space and a virtual Media Center to build media advocacy and engage journalists. The 'Projects We Support' section was revamped and made reader friendly by providing a grant summary on the Projects page. Additional pages on the statistics of children in India and the USA

were created. Volunteer testimonials on their work with CRY America and project visits were also presented.

The online recurring donation scheme via credit cards, along with the online gift-a-donation scheme where CRY America supporters can send a CRY America e-greeting to their loved one while supporting children's rights was made available. Tracking mechanisms were put in place to help track and understand donation patterns. An application to enable donors to easily "forward" CRY America communication to their acquaintances was also created and promoted.



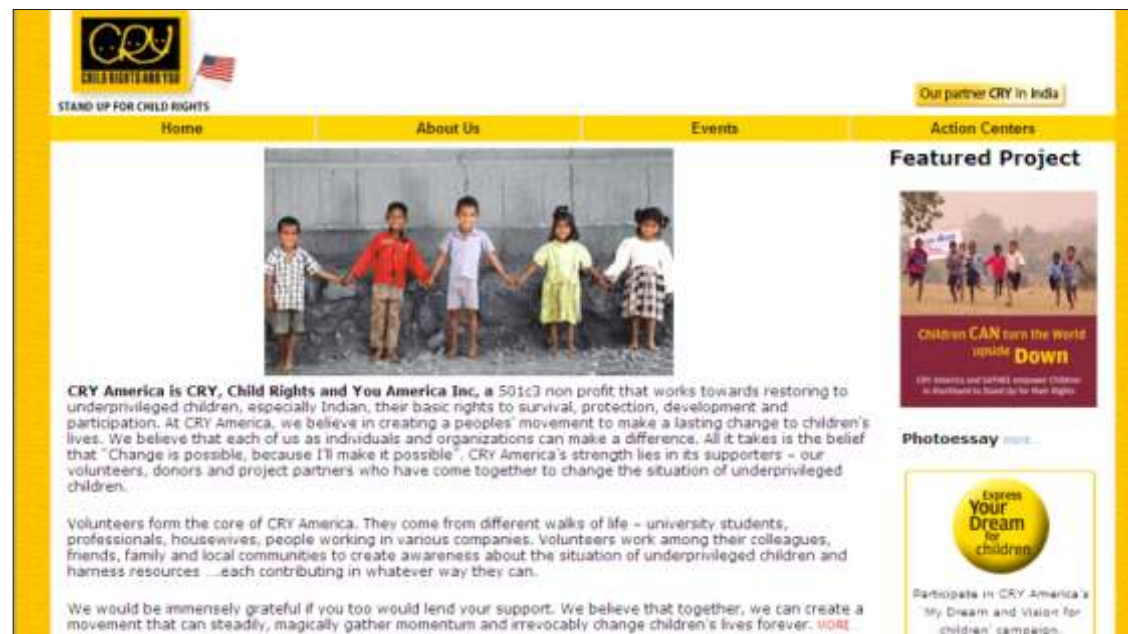


Opinion Poll

1 in 6 girl children do not live to see their 15th birthday

- ☒ True
- ☐ False
- ☐ Cannot say

Submit



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Child issues namely child labor and girl child discrimination were promoted on the CRY America website all through the year via the home page, opinion polls and case stories.

[Our community website](#) was also updated to enable individual Action Centers to present and promote their activities on a common online platform towards volunteer acquisition and retention. Ten Action Centers used this online platform actively to promote their volunteer engagement activities and events.

We acquired 2414 new individual donors and 80 new institutional donors in 2008 through employee giving programs, matching gifts, website, direct mail, virals, donor get donor campaigns, products and events.



CRY America expanded our donor base from 3679 donors in 2007 to 4142 donors in 2008 from across 48 states in the US. We thank all our donors, who donated generously to make a permanent change in the lives of underprivileged children.

We acquired 2414 new individual donors and 80 new institutional donors in 2008 through employee giving programs, matching gifts, website, direct mail, virals, donor get donor campaigns, products and events.

Donors and supporters were kept updated of our activities through newsletters, reports and mailers. The focus in 2008 was on improving the frequency and quality of mailers. We also continued with telecalling to keep in touch with donors and appeal for support.

Greeting cards continued to be an inherent part of CRY America's fund-raising and brand building strategy. Our new Greeting Card designs for 2008 were chosen through an online poll in which donors and volunteers voted for their favorite design

There were many orders from individuals, especially for the holiday season, and several companies like Hellenic Rug Imports, Booz Allen, Symphony Corporation and InvestHR ordered customized CRY cards for their stakeholders.



With the economic downturn, we initiated a new strategy of co-hosting small, cost-effective events with CRY supporters. One such event was an evening of cocktails hosted by Meera Gandhi, former Goodwill Ambassador, CSRI, United Nations, at her residence in New York, the historic former townhouse of First Lady Eleanor Roosevelt. The Honorable Cherie Blair was the special guest for the evening. In her inspiring address, she emphasized the value of rights-based organizations such as CRY that transform children's lives by empowering the communities that they serve. "It is through such organizations", she said, "that communities are enabled to develop their own solutions to the issues affecting them and their children".



She also asserted that it is imperative that the ongoing investments in ensuring children's rights continue despite the current economic downturn. The evening raised close to \$5000 and was attended by Indians and Americans who came together to celebrate the successes that CRY America has had in impacting the lives of underprivileged children this far and to make future achievements a reality. The event got significant publicity in ethnic media TV channels and publications.

Two additional dinners were organized: one in San Francisco on 22nd May and another in New York, hosted by John Jacob and Shawn Jones on 14th November.

The 2008 small events enabled CRY America to gain the support of over 160 prominent members of the New York and the Bay Area communities.

In honor of individuals who make a difference, The Lavender Fund 2 with the Community Foundation of Louisville made a Challenge grant to CRY America. Every dollar raised by CRY America through individuals was matched by them dollar for dollar up to \$25,000.

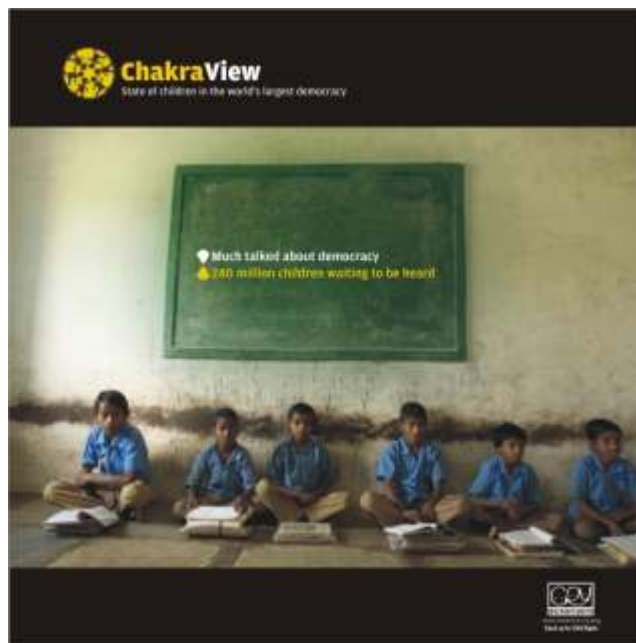
We would also like to acknowledge Gil and Barbara Kemp for their generous donation of \$25,000 in 2008, their third year of support to CRY America.



Our donor management software was upgraded to enable more efficient processing of financial and non-financial contributions received by CRY America.

The geographic focus in 2008 was on building 3 key markets New York, Chicago and the Bay Area. CRY America set up corporate office representation in New York with the transfer of our Marketing Head from Boston to New York.

- Issues Campaign - in order to make our communication on child rights easily understood, we emphasized specific issues affecting children and focused on projects case stories to bring out the impact of our work in all pieces of communication to prospective and current donors, volunteers and media contacts. The Issues campaign taken up covered child labor, girl child discrimination and education through the website, mailers, case stories, newsletters, online banners, text ads, online poll and articles in media.



- Our annual Media Conference was held in New York on 28th May. The conference focused on India's dichotomy of unprecedented economic growth and success on one hand, and deep deprivation and discrimination on the other. India is yet to attain the most basic social development indicators for nearly 240 million of its children, such as quality education and health care. With the dichotomy theme, a booklet titled 'Chakraview' (unbreakable cycle) was published and released at the conference. The conference was attended by 12 journalists and covered by 23 TV, print and online channels.



- An animated video on the impact of CRY America's work on children was created and shared with donors and volunteers with an appeal to spread the word on child rights. A project photo-essay was created as a more engaging means of reporting on the work of supported projects.
- Google continued to provide CRY America with Ad word support which increased traffic to our website. Through the Google grant partnership, CRY America received a budget for search engine marketing.

OTHER ACTIVITIES IN 2008

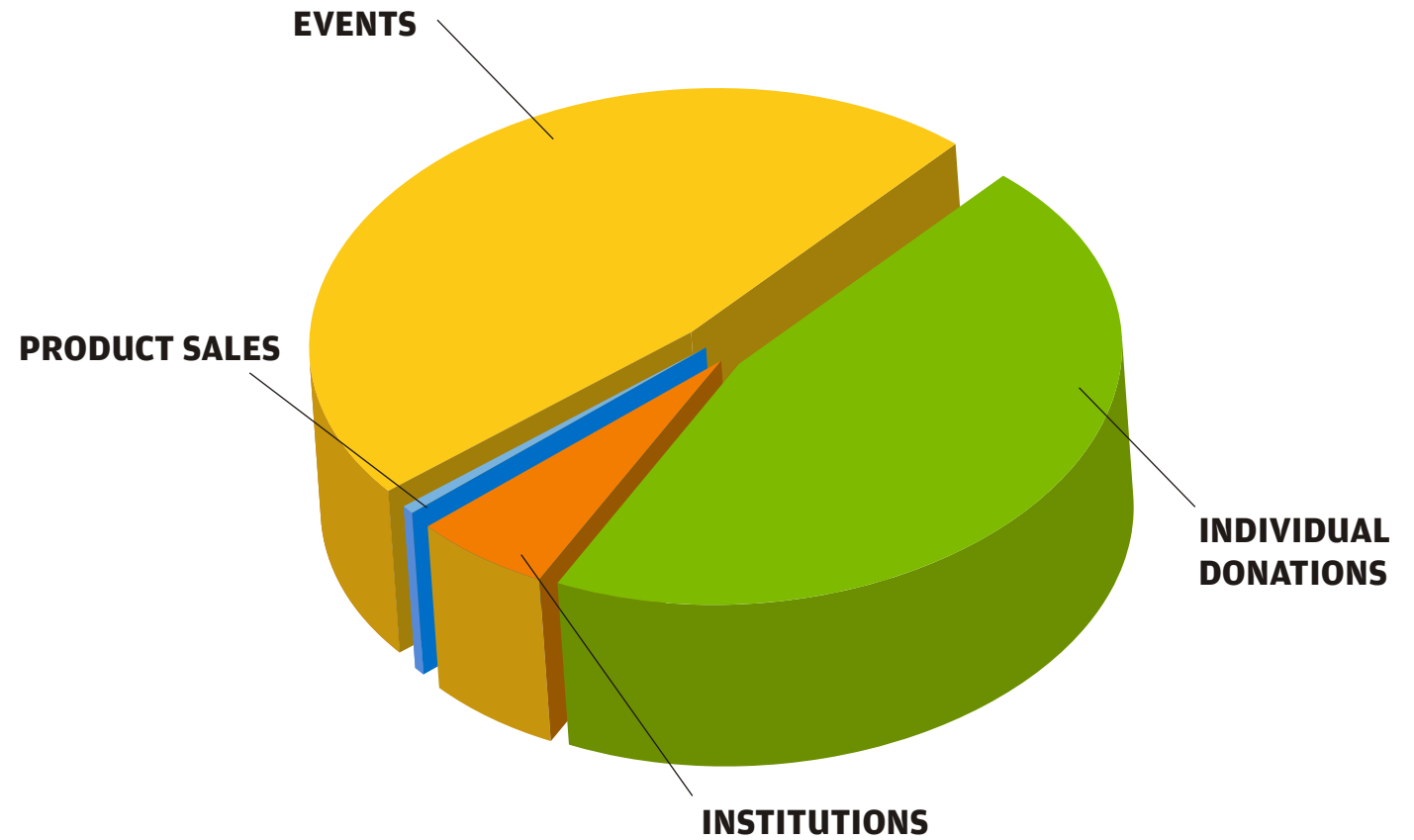
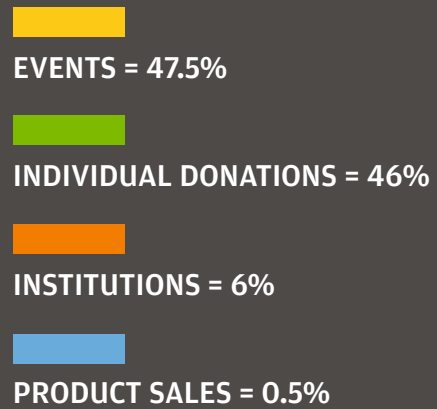


- The 2008 Annual Volunteer Conference held in Boston on 7th & 8th November was attended by 30 leaders, including the board, staff and volunteer leaders to review activities, resolve issues and set direction for 2009. New initiatives for the organization such as the My Vision for Children Campaign, Grants Deployment to US Projects and the Volunteer Awards Program were discussed and finalized by the leadership collective.
- The CRY America Board met six times in 2008 to monitor activities, resolve issues and set direction.
- Shefali Sunderlal, President of CRY America gave talks at the Google and CISCO offices in California in May 2008. [View the talk delivered at Google.](#)
- Shefali also gave a talk at the NETIP National Conference and to the Asian Students Association of Harvard in Boston.



- Kreeanne Rabadi represented CRY America at the Council of Foundations National Summit in Maryland in May 2008.
- Dr. Niraj, the head of Project SATHEE visited the USA in May 2008 to meet with CRY America donors, volunteers and the media. Volunteers from Seattle, Bay Area, Detroit, Connecticut and Pittsburgh were inspired by their interactions with Dr. Niraj.
- Projects visits were organized for volunteers and donors visiting India during their winter and summer vacations.
- Our thanks to Adam MacGregor for interning with CRY America during the 2008 summer which enabled us to create Media lists and provide ongoing support to Action Centers for the CRY Walk event.

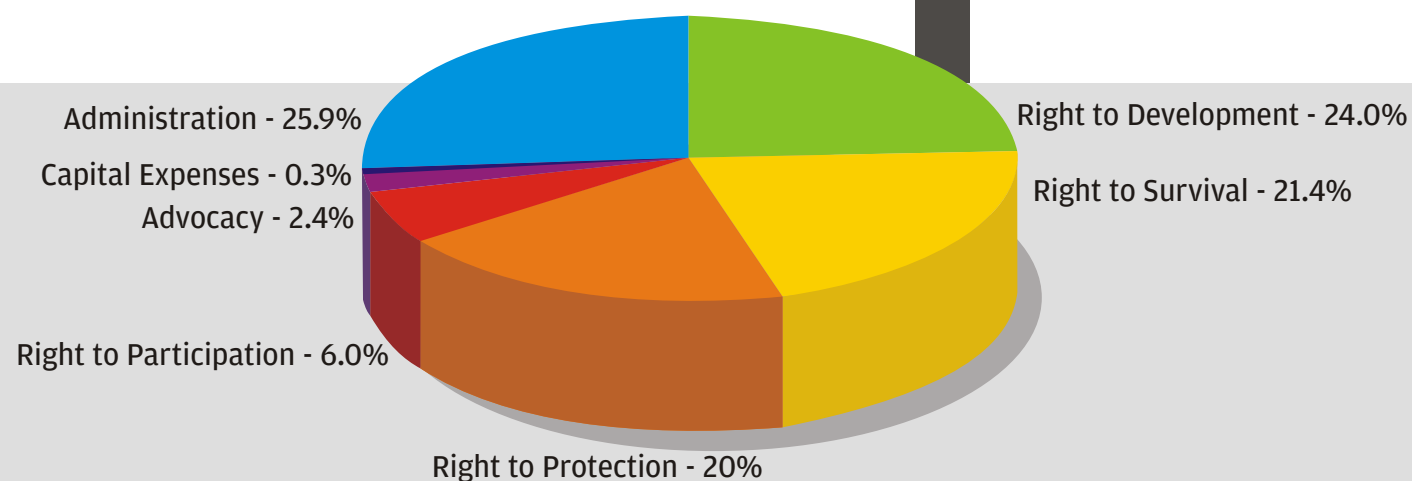
WHERE DID EACH DOLLAR IN 2008 COME FROM?



SECTORAL DISBURSALS IN 2008



BUDGET HEAD	SECTORAL%
Right to Development	24.0%
Right to Survival	21.4%
Right to Protection	20.0%
Right to Participation	6.0%
Advocacy	2.4%
Capital Expenses	0.3%
Administration	25.9%



GRANTS & PROJECTS SUPPORTED IN 2008

NAME OF PROJECT	REGION	2008 GRANT
Mahan Seva Sansthan	India - Rajasthan	42,593
Vatsalya	India - Rajasthan	36,042
Mahila Mandal Barmer Agor	India - Rajasthan	26,247
Lok Kalyan Santhan	India - Bihar	24,224
Jai Bheem Vikas Shikshan Sansthan	India - Rajasthan	12,160
Children Welfare Society	India - Uttar Pradesh	53,211
A I M	India - Uttar Pradesh	3,508
Himalayan Society for Alternative Development	India - Uttarakhand	18,961
Deenbandhu Samajik Sanstha	India - Madhya Pradesh	17,042
SPAN	India - West Bengal	20,516
Praajak Development Society	India - West Bengal	8,028
Disha - Bihar	India - Bihar	22,024
SPREAD-Society for Promotion of Rural Education and Development	India - Orissa	15,617
OMRAH - Orissa Institute for Medical Research and Health Services	India - Orissa	22,200

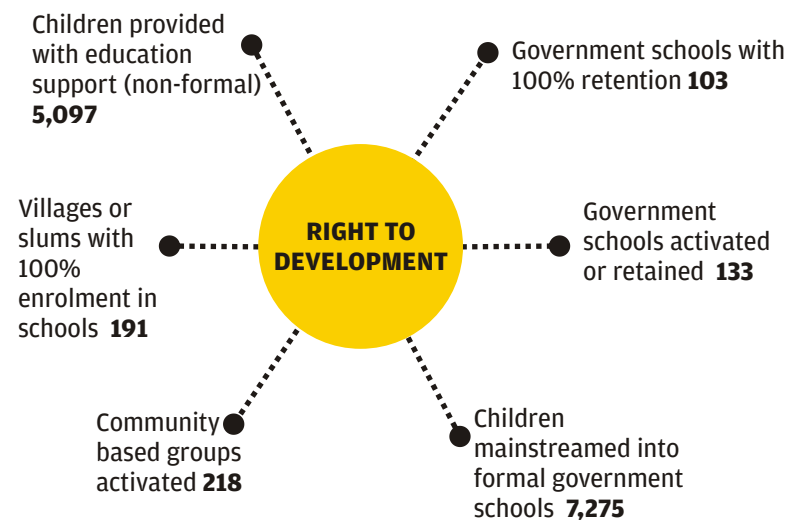
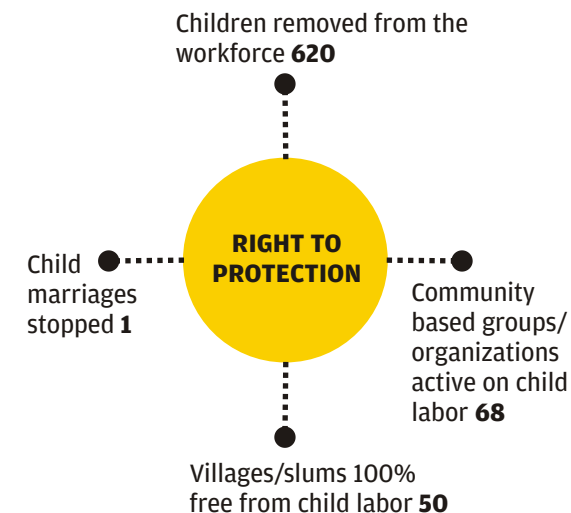
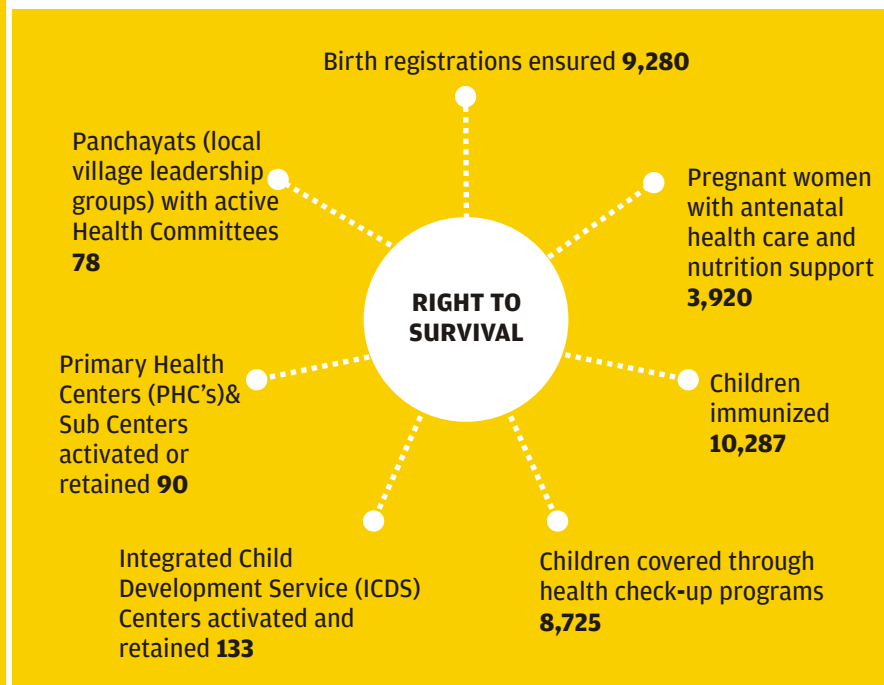
NAME OF PROJECT	REGION	2008 GRANT
SATHEE - Society for Advancement in Tribes Health, Education, Environment	India - Jharkhand	41,184
Centre for Social Development	India - Manipur	34,077
Wide Angle	India - Manipur	18,634
Avehi - Abacus (2007 balance c/f)	India - Maharashtra	13,577
Kalapandhari Magasvargiya & Adivasi Gramin Vikas Sansthan	India - Maharashtra	41,384
Shramik Vikas Kendram	India - Andhra Pradesh	45,934
Vikramshila Education Resource Society	India - National	49,689
Grant to CRY for Capacity Building	India - National	31,587
CRY Grant Management Services	India - National	56,685
Voices for America's Children	USA - National	25,000
Child Rights Inc	USA - New York	25,000
Boys & Girls Clubs of America	USA - National	25,000
Child Welfare League of America	USA - National	25,000

CRY AMERICA'S IMPACT IN 2008

General Indicators

Children impacted by supported projects
141,223

Villages/slums covered by supported projects
572





STATEMENT OF FINANCIAL POSITION

December 31, 2008

ASSETS

Current Assets

Cash	\$ 651,630
Accounts receivable	92,945
Prepaid expenses	24,220

Total Current Assets	768,795
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Property and Equipment

Office equipment	5,109
Less accumulated depreciation	(2,576)

Total Property and Equipment	1,400
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Security Deposit	1,400
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Total Assets	772,728
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LIABILITIES AND NET ASSETS

Current Liabilities

Accounts payable	101,664
Accrued expenses	-
Grant payable	-

Total Current Liabilities	101,664
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Unrestricted Net Assets	671,064
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Total Liabilities and Net Assets	\$ 772,728
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STATEMENT OF ACTIVITIES**For the Year Ending December 31, 2008****Revenue and Support**

Contributions	\$ 683,568
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Fundraising Events

Revenue raised	619,096
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Expenses incurred	<u>(126,247)</u>
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Net Fundraising Event Revenue	<u>492,849</u>
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Interest income	2,967
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Total Revenue and Support	<u>1,179,384</u>
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Expenses

Program/grant expenses	755,123
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Fundraising expenses	203,507
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Administrative expenses	<u>216,776</u>
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Total Expenses	<u>1,175,406</u>
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Increase in Net Assets	3,978
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TNet Assets as of	<u>667,086</u>
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Beginning of Year	
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Net Assets as of End of Year	<u>\$ 671,064</u>
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STATEMENT OF FUNCTIONAL EXPENSE
December 31,2008

Program/Grant Expenses:

India projects	\$ 655,123
US projects	100,000

Total Program/Grant Expenses	\$ 755,123
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Fundraising Expenses

Professional fees	\$ 27,412
Postage	22,247
Marketing	153,848

Total Fundraising Expenses	\$ 203,507
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Administrative Expenses

Payroll	\$ 95,243
Professional services	47,144
Service Charges	23,065
Travel and transportation	14,328
Rent	7,330
License and registration fees	7,833
Insurance	9,911
Telephone	4,469
Postage	4,317
Depreciation	889
Electricity	445
Office supplies	803
Dues	1,000

Total Administrative Expenses	\$ 216,777
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Undeterred by threats from the local police, state government administration and the Cashew Corporation, the tribals regained their rights to the cashew plantations and restored their means to a livelihood generating the income of nearly 88,000 USD at community level.



Communities Get Their Rights When They Get United (SPREAD)

In the early seventies, the Government of Orissa implemented construction of the Machkund dam displacing twelve villages in Lamantapur, Koraput district in Orissa, India.

Left vulnerable and marginalized from their ancestral land, the tribals of this region not only faced economic deprivation, but also a loss of tribal identity.

After the Dam construction, the government displaced the tribal community from the plains to the hills. However in order to stop soil erosion from the hilltop and protect the dam, the government handed over the hilltop to the State Conservation department, which in turn developed the land for production of cashew plantations.

As income generation for the tribals living in these villages, the soil conservation department engaged the tribals to maintain the plantations with the promise of returning the land to the tribals eventually. But when the plants reached the fruit bearing stage, the revenue department gave a major portion of the plantations on lease to the Cashew Corporation. The few gardens remaining, allotted to the tribals, were also forcibly taken by the Cashew Corporation. After its lease period expired, the Cashew Corporation continued to occupy the same gardens and enjoy profits from the gardens without reporting to the state revenue department.

As non-tribal classes started managing the plantations, the tribals became dependent on them for wages and livelihood having an adverse effect on the economic structure of the tribal society and on their children there upon. Being dependent on non-tribals for wages, made it difficult to feed their children. 45% of tribal children were malnourished.

- The children were also used as bonded labor on the plantations, doing agriculture and husbandry instead of going to school and enjoying their childhood.
- Educational facilities did not meet tribal needs.
- Language barriers, survival vulnerability and economic pressure forced many children to drop out of school. And the Government had no facilitation to mainstream them if they wanted to return.

CRY America supported project - Society for Promoting Rural Education and Development (SPREAD) understood that for any lasting change to come about, they must preserve, promote the tribal cultural identity and also take into account the knowledge and skill of the community. Through workshops, SPREAD initiated community level discussion and debate educating tribals on the government system and formed the Dangar Adhikar Samti (DAS), a People's Movement created to re-establish control of land rights, livelihood, health, and education.

DAS spurred the people in the Lamantapur area to raise their voices against exploitation and injustice.



By putting pressure on Government officials, DAS was able to push their concerns. DAS retained its political identity at Block and district level by regaining control of the cashew plantation. Undeterred by threats from the local police, state government administration and the Cashew Corporation, the tribals regained their rights to the cashew plantations and restored their means to a livelihood generating the

SPREAD impact

Operating in 75 villages, SPREAD achieved the following impact in 2007-08:

- 6 Integrated Child Development Services (ICDS) centers were activated and opened to provide children supplementary food and health services.
- Malnutrition amongst tribal children decreased 34%.
- Equal wages enforced for male and female workers 64 families got the job. under the National Rural Employment Guarantee Scheme (NREGS).
- In 4 villages the child panchayat (parliament) has presented problems related to school before the village meeting.
- 215 children participated in organized Children's Convention to garner interest in school, to encourage cultural pride and to form a Children's forum at the regional level.
- Encouraged dialogue with youth/tribal college students to become aware and sensitized on the issues of the tribal people and organized a Youth camp which 150 youths participated in.

income of nearly 44 lakhs (88,000 USD) at community level.

To encourage children towards school, a 'go to school' campaign was organized in 12 villages. 656 children from these villages participated in the campaign, which moved from street to street convincing reluctant parents to send their children to school.

CRY America along with SPREAD helped:

- Build a critical mass around issues of their interest which was the first step to influence them towards advocacy for Child Rights
- Encourage collective action through alliance building as an effective means to pressurize the State
- Analyze macro policies
- Provide political perspective that is required for the sustained involvement of the reference group in the larger movement for Child Rights
- Guide the leadership movement along with the alliances to emerge from the affected communities
- Bring to the table the fact that children are effective actors in and for issues concerning their development.