



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.

Dear CRY America Supporter,

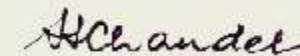
The twelve villages in Koraput district (Orissa) where Society for Promoting Rural Education and Development (SPREAD), a CRY America supported project works now have access to education, health and livelihood. This is yet another example of the change that you have enabled. Left marginalized from their 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

WHAT WE HAVE ACHIEVED
ACROSS 41 PROJECTS

248,323 children impacted by the projects

1,376 villages, slums and tribal communities covered by the projects

29,875 birth registrations ensured

91,006 children immunized

36,663 children covered through health check up programs

ENABLING CHANGE

14,631 pregnant women provided ante natal health care and nutrition support

191 Panchayats with active Health Committees

139 Primary Health Centers (PHC's) & Sub Centers activated and retained

164 Integrated Child Development Service (ICDS) centers activated and retained

16,003 children provided non formal education support

35,447 children mainstreamed into formal government schools

355 government schools activated and

370 villages and slums with 100% enrollment of children in schools

326 government schools with 100% retention of children

1016 community based organizations active in education



487 children's groups/clubs formed and strengthened

991 Community Based Organizations (CBO's) active on anti child labor

355 villages and slums made 100% free from child labor

7240 children removed from the labor workforce

57 child marriages stopped

VOLUNTEER MOBILIZATION & ACTION

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.

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.





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

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





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.

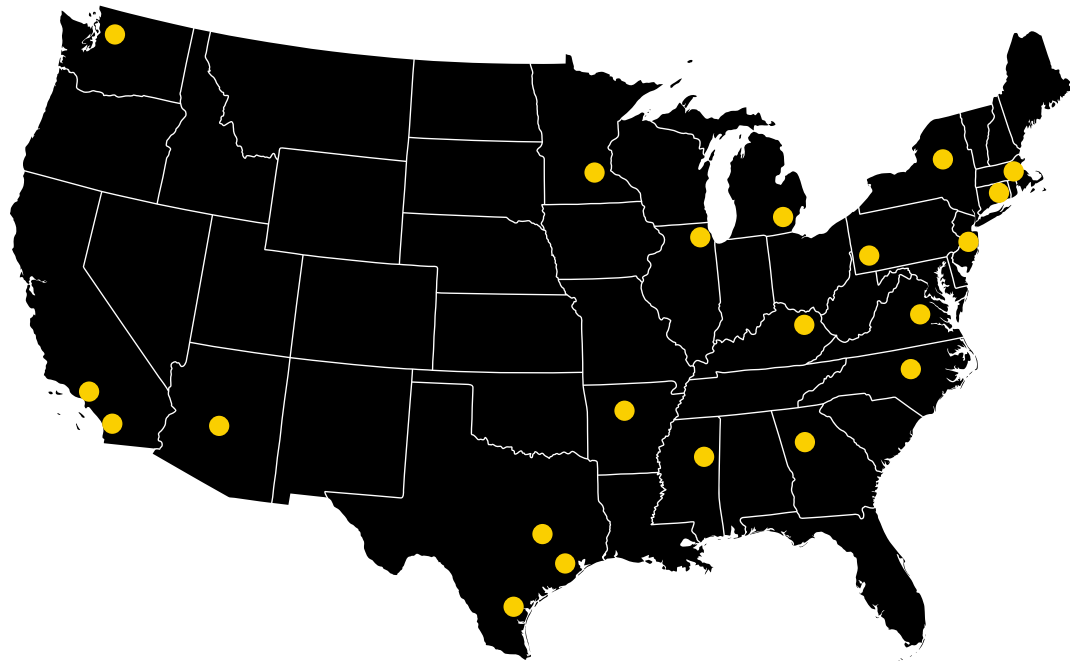


CRY AMERICA ACTION CENTERS AT A GLANCE IN 2008

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 to 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.





Meera had a little lamb,
whose fleece was white as snow,
Everywhere that Meera went,
the lamb was sure to go.



Opinion Poll

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

- True
- False
- Cannot say

Submit

1 in every 2 children is denied their right to primary education




The screenshot shows the CRY America website with a yellow header and navigation menu. The main content area features a photo of five children holding hands, with text describing CRY America's mission and a call to action for volunteers. A sidebar on the right highlights a 'Featured Project' titled 'Children CAN turn the World upside Down' and a 'Photoessay' section with a 'Express Your Dream for children' button.

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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".

The screenshot shows the CRY America website with a navigation bar (Home, Volunteer, Shop, Action Center, Events) and a date of July 2008. The main content area features several articles:

- There is no stopping the Girl Child**: A photo of four young girls in blue and green saris.
- Opinion Poll**: A poll asking if users get children they wish for, with options: Yes, No, and Cannot say.
- Matching Gift**: An article about how companies and foundations match donations.
- CRY America in the Media**: An article about media coverage of CRY's work.
- Show your Support for the Girl Child**: A call to action for donations.
- Join our Upcoming Events**: A list of events including "CRY America Launches Action Center presents Indian Women's Day on August 15th, 2008" and "Share It to Art Gallery & CRY America Awards & Honors Ceremony Indian Women's Day on August 15th, 2008".
- Uphar 2008**: An article about a walk for child rights.

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.

The infographic is a circular diagram with a central cartoon girl. The cycle consists of the following elements:

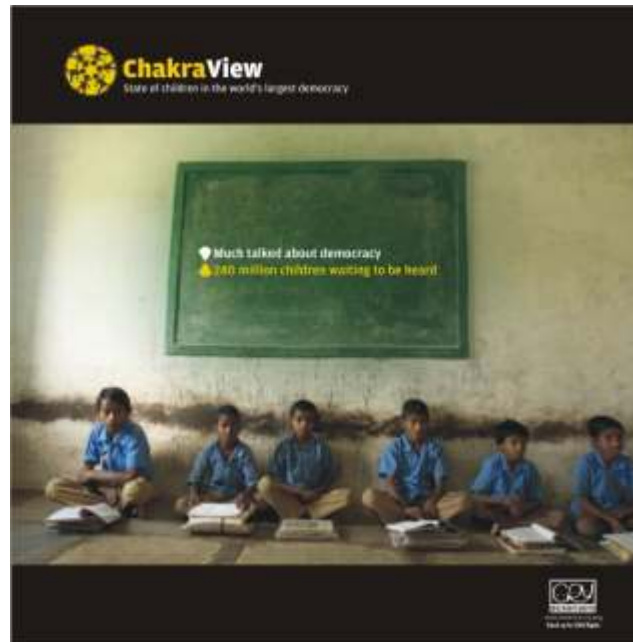
- Born to a malnourished mother** (top left)
- Denied access to healthcare** (top right)
- Under developed due to inadequate nutrition** (right)
- Deprived of an education** (bottom)
- Married off below the legal age** (bottom left)

In the center of the circle, it says: **You can help break this vicious circle**. Below the circle, it reads: **21th September International Girl Child Day**. At the bottom left, there is a logo for **CRY CHILD RIGHTS AND YOUTH PARTICIPATION** and the text **Stand up for Child rights**. At the bottom, there are three buttons: **Child Rights**, **The Girl Child**, and **Get Involved**. Below these is a **Donate Now** button. At the very bottom, there is contact information for CRY - Child Rights and Youth America Inc. and a request to forward the message to a friend.

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.



From left to right: Dr. Doo Vaidyanathan, Dr. Nitya Kumar Mishra, Shafiq Sanderford and Adam MacGregor

Noted Experts: Change for India's Forgotten Children is Possible — With the Right(s) Approach

By VISHVA KARNAD

In India, the world's largest democracy, millions of children are still denied their rights. But this situation can change. This was the claim made recently at a press conference at the Roosevelt Hotel by CRY — Child Rights and You America Inc., CRY America, a US non-profit organization that works towards securing their rights to underprivileged children, especially in India.

People comprising Shafiq Sanderford, founder of CRY America and Dr. Nitya Kumar Mishra, founder of a grassroots organization in India, SATHREE (Society for Advancement in Tribes, Health, Education, Environment) highlighted the dire situation of such children and presented a proven, lasting solution.

At the conference, Sanderford cited India's weak democracy, "Whereas in our state India is enjoying unprecedented economic success, it is yet to attend the most basic social development indicators for its children. Millions of underprivileged children have their rights threatened on a daily basis due to malnutrition, literacy, child labor, preventable disease, and social exploitation."

"Sustainable change is possible only if underprivileged communities are actively engaged in seeking solutions collectively and issues are addressed holistically from a social justice perspective," said Sanderford. "Through this rights-based approach, the needs of communities have access to public health facilities and the best practices research to benefit their children. Not finding out or reaching children from communities are important solutions. It is essential for communities to address age-old issues such as gender and caste discrimination which are deeply rooted in ways of living change."

Mishra presented a holistic system of the success of the rights-based approach at SATHREE, a CRY America-supported project. One of SATHREE's unique community initiatives is the formation of 'Self-Sustained' children's parliaments in villages across Karnataka. In these houses, children present their situation to the presence of local officials and demand that their basic rights to education, health, safety and livelihood for their parents and freedom from labor and exploitation be restored. "Self-children who are now confident in the face of the house have become key leaders of their communities by having a say in decisions affecting their lives, like saying 'no' to child marriage," said Mishra.

CRY America replicates the success of projects like SATHREE across India and has had a positive impact on the lives of 150,000 children in 1,531 villages and towns throughout the country in past 30 years of its existence. "This change would not have been possible," said Sanderford, "if not for the support of 1,000 donors and 500 volunteers working in chapters in 19 US states." However, Sanderford stressed the continuing need for such action. "CRY America believes in the power of people" and Sanderford, "Our individuals and organizations worldwide to be the best for change is possible, because it will make it possible."

For further information contact CRY America/USA. usa@cryindia.org

Yurveda Not Practicable Under US Malpractice Law, Says AAPI



Dr. Nitya Kumar Mishra, AAPI President, Dr. Manoj Patel, AAPI President and Dr. Manoj Mishra, Chief of Press, California Women's Union, at a press conference.

NEW YORK, NY — Law of science in the US makes it difficult for Yurveda to be practiced in the US, given the strong emphasis on the scientific method. The American Association of Physicians of Indian Origin (AAPI) has announced that it will sponsor a press conference on June 25 at Las Vegas. Patel also said that Indian Health Minister A. Bhargava will be the keynote speaker at the event.

The event, which is expected to be attended by about 2,000 of its 42,000 members, will discuss, among other things, how the organization can more effectively participate and help in the improvement of the healthcare system in India.

Announcing a three-day annual convention of AAPI to be held from June 25 at Las Vegas, Patel also said that Indian Health Minister A. Bhargava will be the keynote speaker at the event.

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INDO-AMERICA

Change for India's Forgotten Children is Possible Say Experts

It is essential for communities to address age-old issues such as gender and caste discrimination which are deeply rooted in ways of living change. This was the claim made recently at a press conference at the Roosevelt Hotel by CRY — Child Rights and You America Inc., CRY America, a US non-profit organization that works towards securing their rights to underprivileged children, especially in India.

People comprising Shafiq Sanderford, founder of CRY America and Dr. Nitya Kumar Mishra, founder of a grassroots organization in India, SATHREE (Society for Advancement in Tribes, Health, Education, Environment) highlighted the dire situation of such children and presented a proven, lasting solution.

At the conference, Sanderford cited India's weak democracy, "Whereas in our state India is enjoying unprecedented economic success, it is yet to attend the most basic social development indicators for its children. Millions of underprivileged children have their rights threatened on a daily basis due to malnutrition, literacy, child labor, preventable disease, and social exploitation."

"Sustainable change is possible only if underprivileged communities are actively engaged in seeking solutions collectively and issues are addressed holistically from a social justice perspective," said Sanderford. "Through this rights-based approach, the needs of communities have access to public health facilities and the best practices research to benefit their children. Not finding out or reaching children from communities are important solutions. It is essential for communities to address age-old issues such as gender and caste discrimination which are deeply rooted in ways of living change."

Three Indian Organizations Receive Red Ribbon Award

NEW YORK, NY — Three Indian organizations are among 20 agencies chosen by the United Nations from across the globe to receive the Red Ribbon Award for outstanding community leadership and progress in the fight against HIV/AIDS. They are People Like Us (PLU), the International Red Ribbon Rehabilitation Trust, from San Francisco, and the National Federation of Women Leaders (NFWL).

The award is presented annually to recognize individuals and organizations that have made significant contributions to the fight against HIV/AIDS. The award is presented by the United Nations and the World Health Organization.

Media relationship building efforts continued through the year across New York, Bay Area, Chicago, Boston, Connecticut, Pittsburgh and Detroit through news pitches, newsletters, press releases, bylined articles and event announcements. Two TV commercials on the issue of child labor and education aired on Zee TV and Aaj Tak.

CRY makes its case for children's rights in India

MOHANA JOSHI

While India is witnessing unprecedented economic growth, one third of its population remains below the poverty line — and the children among them suffer the double whammy of illiteracy and exploitation. Shafiq Sanderford, president, CRY America, told a press conference in New York May 20.

CRY America came up five years ago, extending to the United States the work its Indian partner has been doing for almost 30 years. Two years ago, CRY changed its name to 'Child Rights and You from 'Child Relief and You,' embracing a rights-based approach and demanding active citizenship from all.

The conference, at Manhattan's Roosevelt Hotel, focused on the dichotomy of growth and poverty that exists in India, informed participants of CRY America's mission and achievements, and introduced Nitya Kumar Mishra, founder of a grassroots organization that CRY supports in Jharkhand, northern India, and which empowers children by connecting them with division-level officials.

Mishra's organization, Society for Advancement in Tribes, Health, Education, Environment (SATHREE), works in four districts of Jharkhand.

One of SATHREE's community initiatives is forming children's parliaments in several villages. The 100 members (child village heads) meet at the office of the divisional commissioner and demand their rights to education, health, freedom from labor and exploitation, and livelihood for their parents.

"They ask the officials why the teachers are not coming to school, why they have to walk long distances to get to school," Mishra said. "They pose questions related to their parents, who often work as bonded laborers" after having borrowed from the money lenders and being unable to return it. SATHREE's children come from impoverished populations, most of them drop out of school, and more than 80 per cent have no toilet facilities in their homes.

The four speakers included CRY trustee R. Doo Vaidyanathan who asked people to contribute their time or money, and help end the cycle of exploitation by starting projects from industries that employ children and free them from the cycle of debt.

"Speak out if you see a friend in India employing a child as a household help," he said, adding that many children work in such areas in the US too, "but not at the cost of school." Behind the speakers hung a curt curtain showing the newly launched logo, ChakraView: State of Children in the world's largest democracy.

Adam MacGregor, a volunteer at CRY America's Pittsburgh Action Center, whose interest in Indian history and culture drew

him to the organization, he met CRY volunteers at a Patel's Ravi Shankar concert, said to be an American. It was difficult for him to imagine the conditions these children live in, MacGregor, who spends on an average 14 to 20 hours a week working for CRY, has now visited two CRY-supported projects in India.

As many as 8,100 dances and 300 job interviews in 29 US cities make CRY America's mission possible. In its early days, the organization was involved only in raising funds, Sanderford said. It has since sustained a greater role — capacity-building, training, forming networks and influencing policy, making an impact on 29,000 children in 221 villages and states in the five years of its existence.

One of its main fundraising events is the "Walk for Child Rights," which takes place simultaneously in several cities. This year the Bay area walk is June 23 and Minneapolis will walk June 28. The annual fundraising Uphaar dinner, the benefit event "Plugs" where Newsweek Editor Fareed Zakaria, delivered the keynote address in 2007, concerns and networking events are the other features.

While 50 per cent of CRY's funds come from donations, a small portion (less than 5 per cent) come from the sale of CRY products, which were conceptualized as a way to showcase children's art.

Two TV commercials on the issue of child labor and education aired on Zee TV and Aaj Tak.

For further information contact CRY America/USA. usa@cryindia.org

Media relationship building efforts continued through the year across New York, Bay Area, Chicago, Boston, Connecticut, Pittsburgh and Detroit through news pitches, newsletters, press releases, bylined articles and event announcements. Two TV commercials on the issue of child labor and education aired on Zee TV and Aaj Tak.

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'Child Rights and You' Marks Successes in India



A group of children in the Jharkhand state, which has been helped by CRY working with its locally based support groups.

NEW YORK, NY — The work of the 'Child Rights and You' (CRY) organization in India is being recognized by the United Nations. The organization has been awarded the Red Ribbon Award for outstanding community leadership and progress in the fight against HIV/AIDS.

The award is presented annually to recognize individuals and organizations that have made significant contributions to the fight against HIV/AIDS. The award is presented by the United Nations and the World Health Organization.

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Manohar T. Santwani Certified Classical Homeopath

Manohar T. Santwani is a Certified Classical Homeopath with over 20 years of experience in the field of homeopathy. He is a member of the American Association of Homeopaths (AAH) and the International Association of Homeopaths (IAH).

He has a deep understanding of the principles of homeopathy and has successfully treated a wide range of conditions, including chronic diseases, allergies, and autoimmune disorders.

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OTHER ACTIVITIES IN 2008

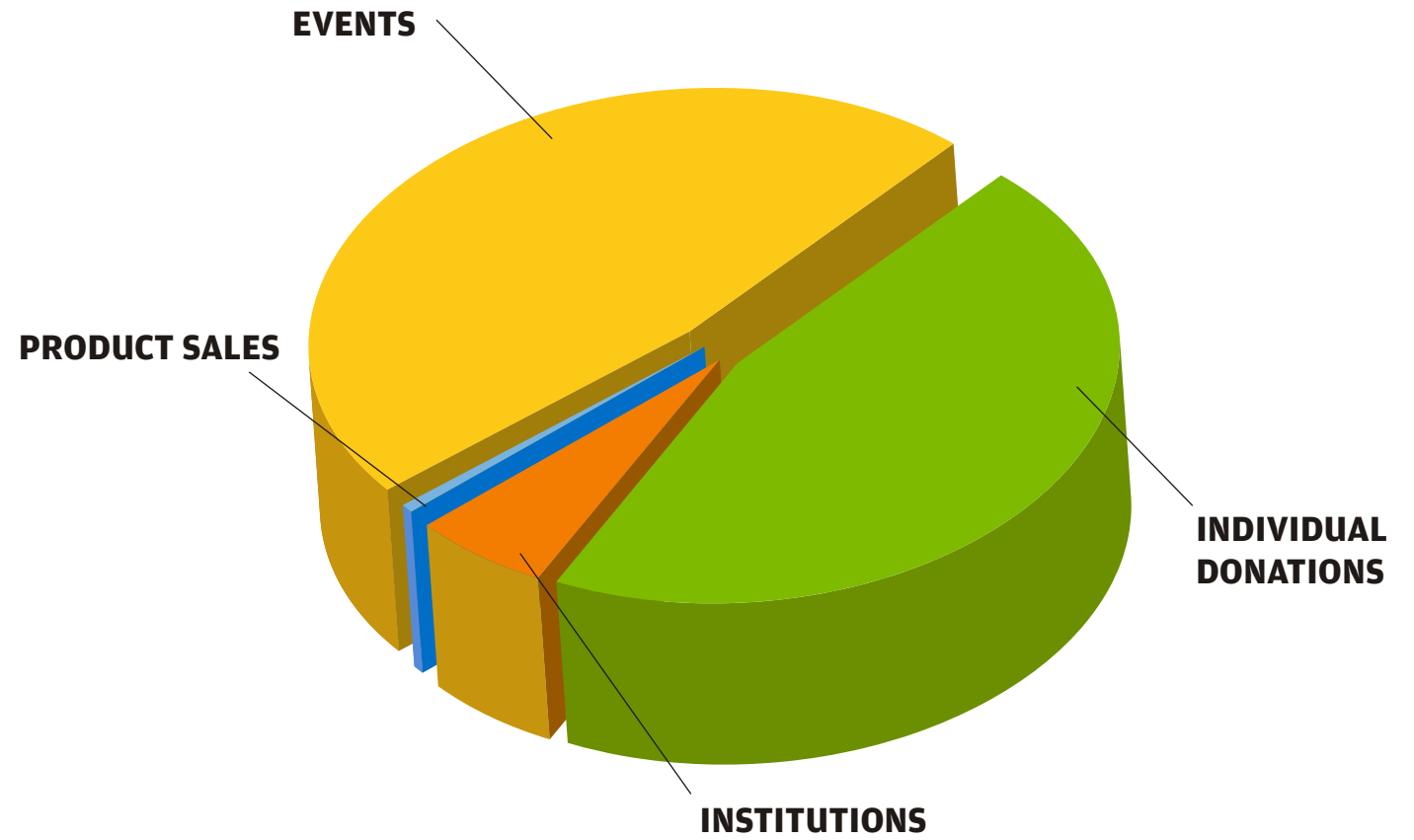






- The 2008 Annual Volunteer Conference held in Boston on 7th & 8th November was attended by 30 leaders, including the board, staff and volunteer leaders to review activities, resolve issues and set direction for 2009. New initiatives for the organization such as the My Vision for Children Campaign, Grants 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?

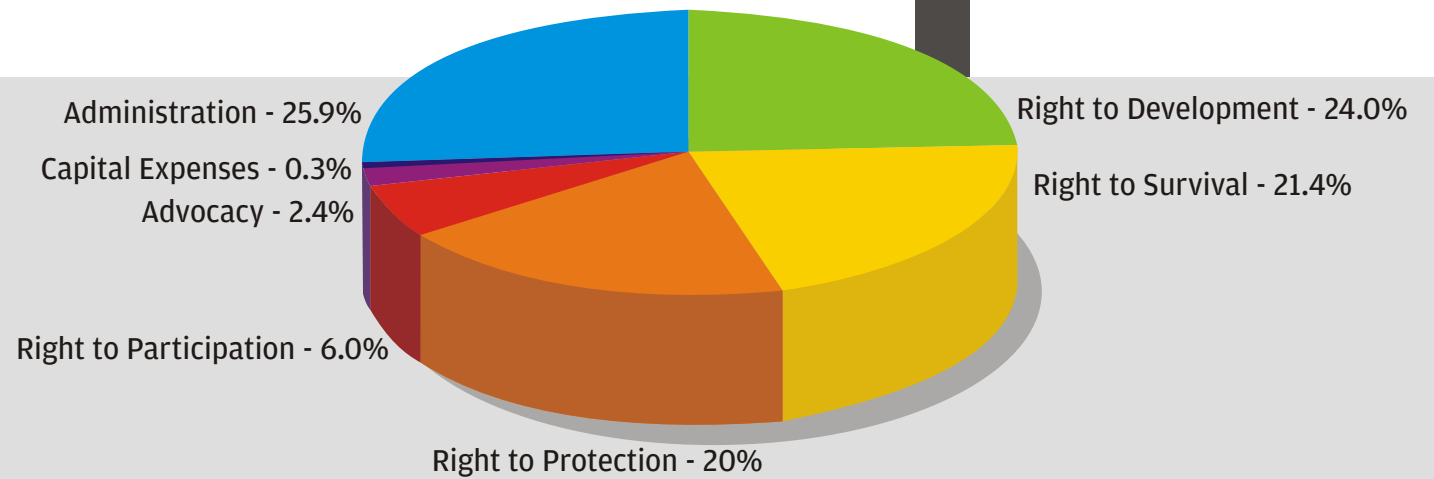


-  EVENTS = 47.5%
-  INDIVIDUAL DONATIONS = 46%
-  INSTITUTIONS = 6%
-  PRODUCT SALES = 0.5%

SECTORAL DISBURSALS IN 2008

- RIGHT TO DEVELOPMENT
- RIGHT TO SURVIVAL
- RIGHT TO PROTECTION
- RIGHT TO PARTICIPATION
- ADVOCACY
- CAPITAL EXPENSES
- ADMINISTRATION

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

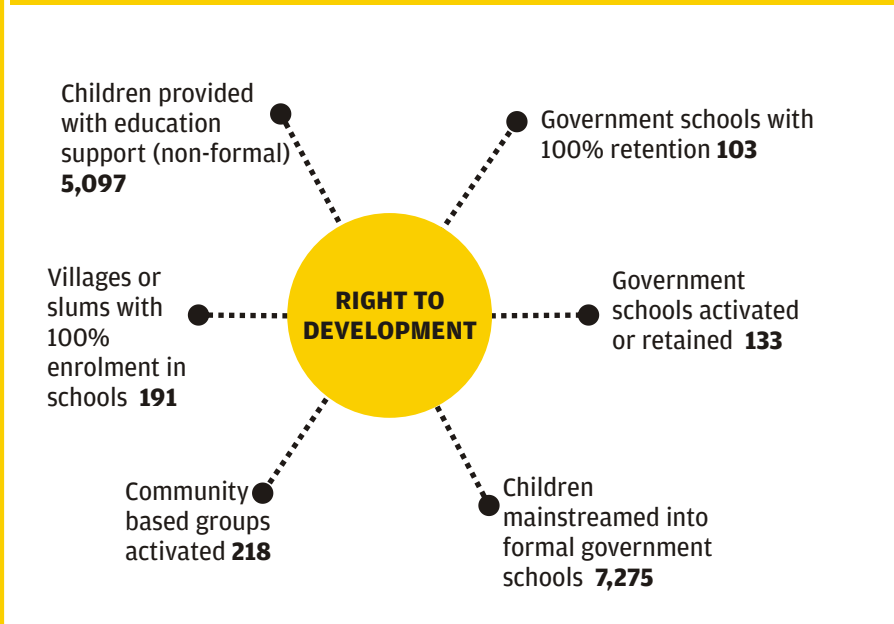
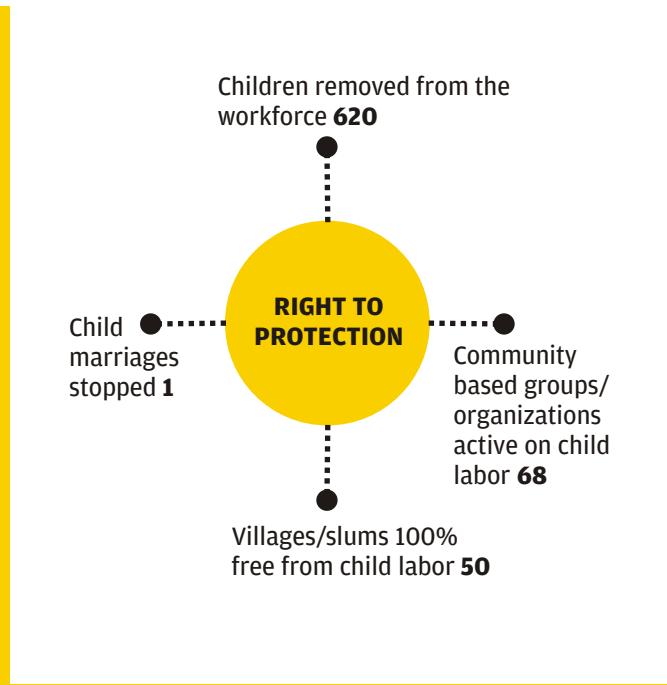
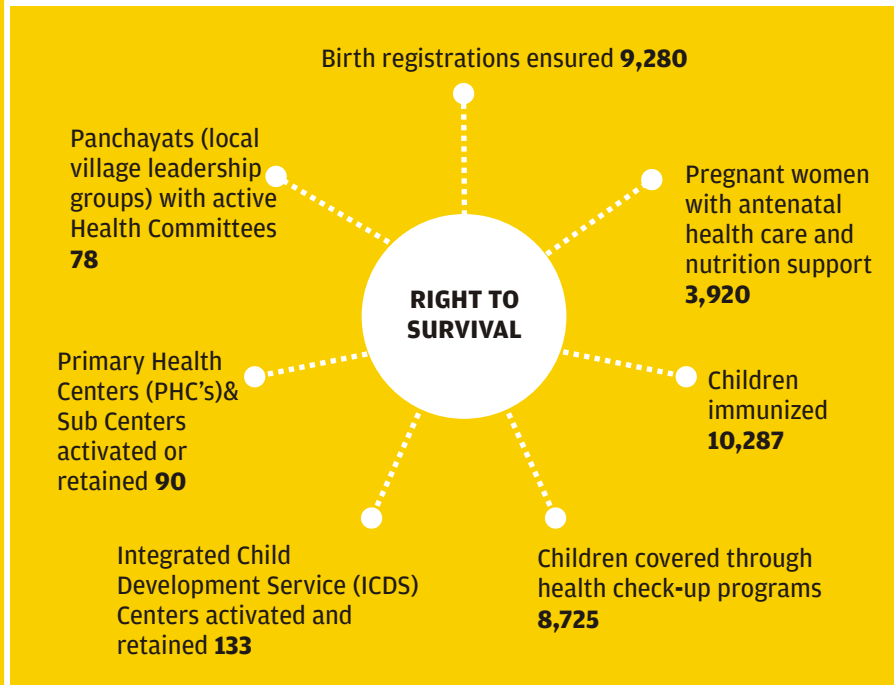
NAME OF PROJECT	REGION	2008 GRANT
Mahan Seva Sansthan	India - Rajasthan	42,593
Vatsalya	India - Rajasthan	36,042
Mahila Mandal Barmer Agor	India - Rajasthan	26,247
Lok Kalyan Santhan	India - Bihar	24,224
Jai Bheem Vikas Shikshan Sansthan	India - Rajasthan	12,160
Children Welfare Society	India - Uttar 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

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

Property and Equipment

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

Total Property and Equipment 1,400

Security Deposit 1,400

Total Assets 772,728

LIABILITIES AND NET ASSETS

Current Liabilities

Accounts payable	101,664
Accrued expenses	-
Grant payable	-

Total Current Liabilities 101,664

Unrestricted Net Assets 671,064

Total Liabilities and Net Assets \$ 772,728

STATEMENT OF ACTIVITIES
For the Year Ending December 31,2008

Revenue and Support	
Contributions	\$ 683,568
Fundraising Events	
Revenue raised	619,096
Expenses incurred	<u>(126,247)</u>
Net Fundraising Event Revenue	<u>492,849</u>
Interest income	2,967
Total Revenue and Support	<u>1,179,384</u>
Expenses	
Program/grant expenses	755,123
Fundraising expenses	203,507
Administrative expenses	<u>216,776</u>
Total Expenses	<u>1,175,406</u>
Increase in Net Assets	3,978
TNet Assets as of Beginning of Year	<u>667,086</u>
Net Assets as of End of Year	<u>\$ 671,064</u>

STATEMENT OF FUNCTIONAL EXPENSE
December 31,2008

Program/Grant Expenses:

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

Total Program/Grant Expenses \$ 755,123

Fundraising Expenses

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

Total Fundraising Expenses \$ 203,507

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

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.