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Ensuring lasting change  
for children



# ANNUAL REPORT

April 2010 - March 2011



Dear Friends,

At CRY UK, we're committed to the cause of child rights. With our partner, CRY India, and supporters like you, we have supported two projects Jago & Mon in east India and reached out to 6600 children in just one year! CRY India has worked with over 300 grassroots level non-governmental organisations across the country to ensure the rights of children in India for over 30 years.

CRY UK funds projects in India that work on child development initiatives. In this way, we ensure that your contributions are invested in our shared vision - ensuring the rights of all underprivileged children in India.

Here's a quick look at some of the highlights for CRY UK in 2010.

- Our flagship campaign 'Just Want What's Right' earned accolades from our audience.
- Anwar Hassan, (Managing Director) of Tata Ltd, joined our group of Trustees
- A high profile celebrity dinner was organised at the exclusive Mint Leaf Restaurant in London, with guests of honour Sharmila Tagore and Soha Ali Khan
- We established our presence at local community events in London, Birmingham and Leicester
- Our team of volunteers grew stronger by 90 individuals.

This has helped us strengthen our ability to ensure more children in India receive their rights. But there are millions more that still need your help. Partner with us today and help us bring a lasting change in their lives too.

In faith and goodwill,

The CRY UK Team



# TRUSTEES OVERVIEW

for the year ended 31 March 2011



## ACHIEVEMENTS AND PERFORMANCE

During the year CRY UK carried out various fundraising initiatives to raise funds for the children's projects it has supported in India and also to raise awareness amongst the public on the plight of underprivileged children.

The following are highlights of 2010 / 2011 in which every member at CRY UK has worked in unison to enable a Child Rights movement:

- Organised our annual corporate cricket tournament
- Organised a high profile celebrity dinner
- Organised a dinner and dance to celebrate the festival of lights (Diwali)
- Organised a dinner, dance and traditional 'throwing of colours' to celebrate the festival of colours (Holi)
- Arranged for supporters to participate in the monthly 10K Regents Park Run to raise sponsorship funds
- Raised funds through individual and corporate donations

## FINANCIAL REVIEW

The key responsibility of the charity is to transfer the maximum amount of money raised from donations to the beneficiaries at the ground level in accordance with the charity's objects.

It is the trustees' policy to maintain sufficient reserves to meet budgeted transfers and payments or meet sudden needs of the field programme. This year has been a difficult one due to the prevailing recessionary economic climate. As a result reserves at

31 March 2011 were in deficit by £2,220. Post year end, the trustees have taken steps to remedy this situation by forming a voluntary advisory committee comprising nine influential professionals/businessmen. One of the advisory committee's roles is to assist the trustees in raising funds in furtherance of the charity's objects. The committee have been extremely successful and have assisted the trustees in raising significant funding post year end. It is the trustees' intention to produce sufficient future income to maintain the reserves at a surplus position.

The trustees evaluate requests for funding from various grassroots organisations as per the charity's objectives.

On behalf of the board

T O Picton Howell  
Trustee

# HELPING GIRIDIH STAND ON ITS FEET

Project Jago, Jharkhand  
CRY Employee, Nina



"I was excited about my first project visit to a rural area but not so much of the long travel. Several modes of transport and 12 hours later I arrived in Giridih in Jharkhand where I met Baidyanath who heads Jago (CRY UK's partner NGO) and his team members. We planned to visit the coal fields one day and non-coal field areas the next.

In the coal field areas, most men in the community collect and buy coal from the coal wells of contractors. They load it on cycles to sell in markets far away. The cycles are so loaded that the children go along to push it. And all this, for a pittance. What's worse is that at times the well collapses with the men inside, taking their lives. The families are not compensated, as this mining is illegal.

The non-mining areas depend on tilling agricultural land and forest produce for their livelihood. But climate change and deforestation have left them high and dry too. In all this, children suffered the most. Due to lack of a steady income, children would work to help their parents or drink or play cards to kill time.

Through Jago, the village communities came together to fight for their rights. They formed Mahila Samitis (women's groups), Youth Groups and "Kishori Samuhs" (adolescent girls groups) to consistently campaign against social evils, seek ownership of natural resources and become self-sufficient.

## Kumari Samuha (Adolescent Girls Group)

The girls' group meets to discuss topics like healthcare, hygiene, education, nutrition and social evils like child marriage. It gives them a voice and the confidence to stand up for themselves.

- They fought against fake marriages where pimps would 'marry' girls by paying money to the girl's parents. They put a stop to this with the help of the Mahila Samiti.
- The age for marriages went up from 5-12 years to 18 years.

## Mahila Samiti (Women's Group)

Initially met with scepticism from the men folk, the women's success in resolving problems changed opinions and they now have the support of the men too.

- Children who whiled away time or were working are in school now
- Pre-natal care and vaccinations is now a regular feature
- Birth registrations of new-born children are taking place
- They stopped alcoholism in their village by organising a "jhadoo" (broom) procession
- They stopped men from other villages who would come to their village and abuse the women.
- In the non-coal field areas they formed a security force to protect the forest.
- Every day 2-3 women take turns in guarding it and anyone caught cutting the trees is fined.

# HELPING GIRIDIH STAND ON ITS FEET

Project Jago, Jharkhand  
CRY Employee, Nina



Youth Groups too have played peace keepers in caste disputes and joined hands to demand facilities like ration cards. This project gave me an opportunity to meet and understand the women power of rural India - Mahila Samitis and Kumari Samuhs. ownership of natural resources and become self-sufficient.

Together with CRY UK, Jago Foundation has achieved the following so far:

- 100% of birth registration for the new born
- 241 children in the age group 0-1 immunised
- 1 PHCs, 1 sub-centers and 6 ICDS centers activated
- 1 public distribution centers with regular food supply activated
- 5 child marriages have being stooped
- The children are joining high school specially the girls 30 girls passed the matriculation.

Of course, all is not perfect. There is still discrimination in wages. Women are paid half of what is paid to men for the same job. The high school is 12 km away and so girls, unable to travel have to drop out.

But with the momentum of your support to CRY UK, Jago's movement continues and it will be a matter of time when all the children."



# 2010-11 EVENTS



At CRY UK, hosting of various events last year helped us extend our presence and visibility. Participation in community events also played its role in creating a buzz about the issue of child rights.

## PLEDGE 2010 fundraising dinner

A charity dinner was organised on 2nd November 2010 at the exclusive Mint Leaf Restaurant. Supporting the cause and attending the dinner, were celebrities Sharmila Tagore and Soha Ali Khan.

Voicing her support, Soha Ali Khan said, "There are stories of immense hope and joy from some of India's most neglected areas that support from the global community has made possible. I think it's time for us to step up to our responsibility and make sure children in India don't go unschooled or undernourished."

The funds raised from the dinner went towards supporting Project Jago Foundation which works with displaced communities in Jharkhand in the Eastern region of India.



## CRY UK Corporate Cricket Challenge

16 companies participated in this mega sporting challenge held during the months of May and June 2010 at Regents Park, Central London. This initiative gives an opportunity to the CRY UK supporters to play a role not just in bettering the lives of underprivileged children by raising funds, creating awareness and sensitising people to child rights in India but also by enjoying a good game of cricket with tough very experienced teams.



# STATEMENT OF FINANCIAL ACTIVITIES

(Incorporating the Income and Expenditure Account) For the Year Ended 31 March 2011



		Total Funds 2011	Total Funds 2010
	Note	£	£
<b>INCOMING RESOURCES</b>			
Incoming resources from generating funds:			
Voluntary income	1	24,708	27,998
Activities for generating funds	2	40,379	8,573
<b>TOTAL INCOMING RESOURCES</b>		<b>65,087</b>	<b>36,571</b>
<b>RESOURCES EXPENDED</b>			
Costs of generating funds:			
Fundraising trading: cost of goods sold and other costs	3	(70,745)	(27,647)
Governance Costs	5	(2,248)	(1,175)
<b>TOTAL RESOURCES EXPENDED</b>		<b>(72,993)</b>	<b>(28,822)</b>
<b>(OUTGOING)/INCOMING NET RESOURCES FOR THE YEAR</b>		<b>(7,906)</b>	<b>7,749</b>
<b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward		5,686	(2,063)
<b>TOTAL FUNDS CARRIED FORWARD</b>		<b>(2,220)</b>	<b>5,686</b>

The Statement of Financial Activities includes all gains and losses in the year and therefore a statement of total recognised gains and losses has not been prepared.

All of the above amounts relate to continuing activities.

# BALANCE SHEET

31 March 2011



		2011	2010
	Note	£	£
<b>FIXED ASSETS</b>			
Tangible assets	9	666	952
<b>CURRENT ASSETS</b>			
Debtors	10	2,625	238
Cash at bank and in hand		12,244	10,407
		<u>14,869</u>	<u>10,645</u>
<b>CREDITORS</b>			
Amounts falling due within one year	11	<u>(17,755)</u>	<u>(5,911)</u>
<b>NET CURRENT ASSETS/ (LIABILITIES)</b>		<u>(2,886)</u>	<u>4,734</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>(2,220)</u>	<u>5,686</u>
<b>NET ASSETS/(LIABILITIES)</b>		<u>(2,220)</u>	<u>5,686</u>
<b>FUNDS</b>			
Unrestricted income funds	12	<u>(2,220)</u>	<u>5,686</u>
<b>TOTAL FUNDS</b>		<u>(2,220)</u>	<u>5,686</u>

# NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 March 2011



	Unrestricted Funds 2011	Unrestricted Funds 2010
	£	£
<b>1 VOLUNTARY INCOME</b>		
Donations	<u>24,708</u>	<u>27,998</u>
<b>2 INCOMING RESOURCES FROM ACTIVITIES FOR GENERATING FUNDS</b>		
Fundraising events	<u>40,379</u>	<u>8,573</u>
<b>3 FUNDRAISING COSTS</b>		
Fundraising costs	54,697	700
Support costs (note 4)	<u>16,048</u>	<u>26,947</u>
	<u>70,745</u>	<u>27,647</u>
<b>4 SUPPORT COSTS</b>		
Accountancy fees	1,079	3,695
Consultancy fees	9,700	21,849
Printing, post and stationery	1,155	-
Bank and other charges	1,068	948
Advertising	219	265
Depreciation	286	190
Travel	1,446	-
Telephone	1,095	-
Total	<u>16,048</u>	<u>26,947</u>

# NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 March 2011



	Unrestricted Funds 2011	Unrestricted Funds 2010
Note	£	£
<b>5 GOVERNANCE COSTS</b>		
Accountancy fees	<u>2,248</u>	<u>1,175</u>
	2011	2010
	£	£
<b>6 NET INCOMING/(OUTGOING) RESOURCES FOR THE YEAR</b>		
This is stated after charging:		
Depreciation	<u>286</u>	<u>190</u>
<b>7 STAFF COSTS AND EMOLUMENTS</b>		
Total staff costs were as follows:		
Wages and salaries	40,149	-
Social security costs	3,928	-
	<u>44,077</u>	<u>-</u>
Particulars of employees:		
The average number of employees during the year, calculated on the basis of full-time equivalents, was as follows:		
Full time	1	-
No employee received remuneration of more than £60,000 during the year (2010 – Nil).		
<b>8 TRUSTEES</b>		
None of the Trustees (or any persons connected with them) received any remuneration or reimbursed expenses during the year.		
The charity employs Penningtons Solicitors LLP as its solicitors a firm which T O Picton-Howell is a partner. No amounts have been paid by the charity to Penningtons Solicitors LLP during the year.		

# NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 March 2011



## Equipment

£

### 9 TANGIBLE FIXED ASSETS

Cost		
At 1 April 2010		1,142
Additions		-
At 31 March 2011		<u>1,142</u>
Depreciation		
At 1 April 2010		190
Charge for the year		286
At 31 March 2011		<u>476</u>
Net book value		
At 31 March 2011		<u>666</u>
At 31 March 2010		<u>952</u>

2011

2010

£

£

### 10 DEBTORS

Trade Debtors	600	-
Prepayments	2,025	238
	<u>2,625</u>	<u>238</u>

### 11 CREDITORS: Amounts falling due within one year

Taxation and social security	14,488	-
Other creditors	1,376	-
Accruals	1,891	5,911
	<u>17,755</u>	<u>5,911</u>

# NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 March 2011



	Balance at 1 April 2010	Incoming resources	Balance at 31 March 2011
	£	£	£
<b>12 UNRESTRICTED INCOME FUNDS</b>			
General Funds	<u>5,686</u>	<u>(7,906)</u>	<u>(2,220)</u>

General Funds - this relates to unrestricted and undesignated funds which are available for expending in line with the charity's objectives.

