**CRY – Stakeholder Report**

Child Rights and You or as it is more famously known, CRY, is one of the most prominent non-profit, non-government organisations fighting for child rights. It has its presence in India, US, and UK. It was founded in 1970s by Rippan Kaur and six of his friends, in India, with a mere 50 rupees(“About - History of CRY and its Founder, Rippan Kapur,” n.d.). CRY is not, however, a grassroots level implementing organisation. It is a link between the privileged people and organisations of the country and the organisations that work from the grassroots level for the underprivileged children(“About - History of CRY and its Founder, Rippan Kapur,” n.d.). They ensure that the projects they support have free access to quality education, primary healthcare, and keep them safe from violence, abuse, and exploitation (“CRY’s Child Rights Approach,” n.d.).

The stakeholders for this organisation would be the different grassroots level organisations that are supported by CRY, volunteers, the local communities, CRY Staff, donors, organisations, people influencing child-friendly policies (policy influencers) like ministers, legislators, alliances, networks, and coalitions and media. The table below is a summary of what each group is interested in:

|  |  |
| --- | --- |
| Stakeholder | Interested in |
| Grassroots level organisations supported by CRY | Getting funding, better organisation and monitoring, building skills, perspectives and capacities to further their mission of protecting children. |
| Organizations | Donations, sponsoring a project, conducting events, as a part of CSR (Corporate Social Responsibility) activities |
| Volunteers | Gain volunteer work experience to enhance their understanding of life and play their part in helping children lead a better, safer life |
| CRY Staff | Fulfilling their mission of supporting projects that protect child rights by supporting organisations and creating awareness in local communities |
| Local communities | Supporting CRY and affiliated organisations for a better environment for children to grow up in |
| Policy Influencers | Influencing policies that help children lead a better, safer life |
| Donors | Donating money and other supplies like clothes, books etc to do their part in the betterment of the society |

Stakeholder engagement is important in order to evaluate the success of the organisation and to check where improvements and changes are required. The below table shows a stakeholder engagement plan:

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| Stakeholder | Input on.. | Engagement Strategy |
| Grassroots level organisations supported by CRY | * Requirements for the on-going project * Progress report on the on-going project * Feedback about CRY’s role in furthering their cause | * One-on-one meetings with the key stakeholders of the organisation * General meetings with the staff |
| Organizations | * Why CRY * What project they support and why | * Meeting with CSR representatives, once |
| Volunteers | * Their area of expertise * What they would like to do (or are already working on) as a part of volunteer work | * Interviews, feedbacks, and opinions, once |
| CRY Staff | * The internal working of the organisation * Project reports | * Staff meetings and one-on-one meetings as required |
| Local Communities | * Whether projects supported by CRY are having a positive influence in the society * If the awareness about children’s rights has increased in the communities | * One-on-one interviews of interested candidates of the communities, once |
| Policy Influencers | * How CRY can help influence child rights policies | * Meetings and interviews as and when permitted |
| Donors | * Why CRY * Their opinions on whether the organisation is meeting its expectations | * Interviews and meetings with different donors as permitted * Feedback forms |

Once the information from the stakeholders is gathered through the above means, a report can be put together that showcases the work done by the organisation and how each stakeholder feels about the working of the organisation. That report will be used by each of the stakeholders in different ways as shown in the table below:

|  |  |
| --- | --- |
| Stakeholder | The use of report |
| Grassroots level organisations supported by CRY | Information about how CRY works to provide necessary resources, may affect how they collaborate with CRY |
| Organizations | Information may affect how much they engage with CRY, event sponsorships, project adoptions, and donations |
| Volunteers | Information may affect how they work with the organisation |
| CRY Staff | To evaluate their work, find out the areas of improvement |
| Local Communities | Information may affect how they work and collaborate with the organisation |
| Policy Influencers | Information may affect how they work and collaborate with the organisation in order to influence the policies related to child rights |
| Donors | Information may affect how and how much they donate |

CITATION:

About - History of CRY and its Founder, Rippan Kapur. (n.d.). Retrieved November 22, 2018, from https://www.cry.org/history

CRY’s Child Rights Approach. (n.d.). Retrieved November 22, 2018, from https://www.cry.org/our-approach