



EYE 2 EYE

March 2014, Volume 17, Issue 1

GIVE THE GIFT OF VISION



MESSAGE FROM EXECUTIVE CHAIRMAN

Dear Friends,

Warm greetings from San Jose.

What a fantastic year 2013 was for Sankara Eye Foundation (SEF)! With your tremendous support, we completed our one millionth free eye surgery, performed over 150,000 free eye surgeries, raised close to \$3.5 million and acquired land in Jodhpur, Rajasthan, for our tenth community eye hospital.

I am also very happy to inform that in the US, we received the prestigious 4-star rating from Charity Navigator for sound fiscal management, commitment to accountability and transparency. In India, we won the IMC Ramakrishna Bajaj National Quality Performance Excellence trophy in the health care category.

We have much to be proud of at SEF. I would like to take this opportunity to highlight, with pardonable pride, some of our other achievements:

- SEF is one of the largest charitable eye care institutions in the developing world, with over 500 free eye surgeries performed every day.
- SEF is the only pan-Indian eye care institution addressing the needs of the rural poor across India.
- SEF is the only eye care institution functioning on a 80:20 ratio of free to paying patients.
- Self-sufficiency is built into all our hospital plans and two of our eight hospitals have already achieved self-sufficiency.

All this has been possible only because of your unstinting support throughout all these years and we, at SEF, sincerely appreciate that. In order to get to 20 hospitals by the year 2020, we have a multi-pronged strategy and one way is to expand our reach across the United States. Towards achieving this, we are organizing a 12-city tour of a wonderful Trigalbandi event called Sangam 2014. In

May, we are bringing top Bollywood singer, Sonu Nigam, to San Jose, Los Angeles and Seattle. More information on these events is available on our website.

By mid-2014, our ninth community eye hospital will be inaugurated in Kanpur and construction will start in Jodhpur as soon as we raise \$2 million. I appeal to all of you to take the lead and help us make this hospital a reality. Surely, we can do it!

We still need to raise over \$500,000 to start the expansion of our Guntur Hospital to serve more people. Please consider becoming a founding donor of our upcoming Rajasthan hospital or contributing to the expansion of our Guntur hospital that has reached its capacity. For a donation of only \$1,000, you can become a founding donor and have the name of a beloved on one of the Hospital Wall of Founders. If you want to support free eye surgeries, then please consider "Open an Eye a Month" for only \$30 a month.

Jyot se jyot jalate chalo, prem ki Ganga bahate chalo.

Sincerely yours,

Murali Krishnamurthy
Executive Chairman,
SEF, USA



MARK YOUR CALENDARS TO MAY 6, 2014!



Support SEF by donating online on May 6, 2014 - an online giving day hosted by Silicon Valley Community Foundation. (More details on Page 6.)

SEF HOSTS FIRST SYMPOSIUM

SEF USA and Sankara Eye Care Institutions - India (SECI) hosted its first symposium focused on scaling and replicating successful development models on Friday, November 15, 2013 at the Microsoft campus in Mountain View.

The symposium's aim was to bring together non-governmental organizations, impact investors, social enterprises, academics, foundations, think tanks, and development professionals to share their experiences in scaling up social impact. There were three panel discussions on the topics - community outreach and demand generation, replicating high impact solutions without compromising service quality and overall mission, and emerging trends in philanthropy in scaling and long term sustainability.

The panelists included well known leaders such as John Anner, President of the East Meets West Foundation, Karen Pak Oppenheimer, Vice President of World Health Partners, Stanford Distinguished Visiting Scholar Neerja



Raman, and Lakshmi Karan, Senior Advisor to the Hero Group. The symposium also featured Narayan Sunderajan, CTO of Grameen Intel, Xiaochen Ma from Stanford, John Kohler, Director of Impact Capital, Prakash Tyagi, Director of GRAVIS, and Dr. Nikki Rai, Assistant Professor of Optometry and former SECI project coordinator. Three operational leaders from SECI - C. N. Srivatsan, Honorary Director of Project Vision 20/20, Bharath Balasubramaniam, Director of Operations and Dr. Kaushik Murali, Technical Director of Operations, also attended the event.

Mr. Srivatsan shared our journey of scaling eye care services in nine hospitals across six states in north, south and western India as well as highlighted the enabling factors to reach the goal of establishing 20 total hospitals by year 2020. Dr. Murali highlighted the importance of protocols and procedures in providing high quality, high volume eye care to millions of patients. Mr. Balasubramaniam talked about the demonstrated system of performing high volume of surgeries that has enabled SECI to provide over one million free eye surgeries to India's vulnerable population.

SEF INAUGURATES KANPUR CITY HOSPITAL



Shri. Mahesh Gupta, Divisional Commissioner, Kanpur inaugurated Sankara Eye City Hospital in Kanpur on January 11, 2014, to

serve paying patients. Our community eye hospital will be inaugurated later this year in the outskirts of Kanpur to serve the disadvantaged rural poor.

BANGALORE HOSPITAL ORGANIZES "ACCESSIBLE SCIENCE" WORKSHOP

Sankara Eye Hospital, Bangalore along with Enable India and National Association for Blind (NAB), India organized a two-day teacher training workshop on December 27, 2013, to teach science to visually impaired students at the hospital.

The initiative, the first of its kind in southern India, has 21 students and includes teachers from Tamilnadu, Kerala, Andhra Pradesh and Maharashtra. The program is part of SECI's flagship 'Nanna Kannu' comprehensive eye care program supported by Sightsavers.

The lead faculty, Shizuko Hamada and Naoshi Terasaki from

SNESVI, Tsukuba University, Japan, demonstrated how equipment in the lab can be adapted to make experiments safe for visually impaired students. Nine experiments including those involving light principles and chemistry were demonstrated.

Dr. Kaushik Murali, Director of Nanna Kannu, shared his thoughts about the workshop - "The lack of trained science teachers adept at training visually impaired students denies the option of science education to most of these students. This workshop showcases the potential and provides visually impaired students access to educational and career opportunities which require science as a foundation."

SECI RECEIVES MEDICAL EXCELLENCE AWARD

SECI, India was conferred the Medical Excellence Award by the President of the Indian Medical Association and the Chairman of the Quality Council of India at a function in New Delhi at the IMA House on January 25, 2014. The award recognizes leading luminaries from all streams of medicine, who have worked with an unfettered mission to maintain a tradition of excellence.

Retired Brigadier M. G. Gujral, member of the senior management team, represented SECI and received the award. Speaking about the award, Dr. R. V. Ramani, Founder and Managing Trustee, SECI said, "Adopting high standards of

quality and systems in our functioning has helped us scale up from a single hospital to 13 hospitals (nine community hospitals for the disadvantaged and four city hospitals for paid patients), performing over 150,000 free surgeries annually. This award is a reiteration that quality is central to our activities, and patients at Sankara Eye Hospitals, irrespective of their socioeconomic status, can expect eye care beyond compare."



SEF PRESENTS HISTORIC TRIGULBANDI FUNDRAISER - SANGAM 2014



Sankara Eye Foundation

Presents

SANGAM 2014

A Historic Trigulbandi of Carnatic-Hindustani-Odissi Dance
A Glamorous blend of Tradition & Innovation



Sangeet
Samrat Chitravina
N Ravikiran



Guru Sanchita
Bhattacharya
- Odissi



Pt Tarun
Bhattacharya
- Santoor

Accompanying Artists
Tabla:
Pt Prosenjit Poddar
or Hindol Majumdar

Mridangam:
Shri Ramesh Srinivasan
or Dr Rohan Krishnamurthy

Multi-City Tour

Feb 23	Livermore, CA
Feb 28	Sacramento, CA
Mar 2	Tustin, CA
Mar 8	Detroit, MI
Mar 9	Chicago, IL
Mar 15	Memphis, TN
Mar 16	Atlanta, GA
Mar 21	Rockville, MD
Mar 23	Hockessin, DE
Mar 28	Flushing, NY
Mar 29	East Brunswick, NJ
Mar 30	Allen, TX
Apr 4	Austin, TX

YOUTH VOLUNTEER RAISES FUNDS THROUGH ONLINE WRITING COURSE

Rhea Dash, a youth volunteer who has helped during SEF events and other activities, has started a new venture to raise funds for SEF. She has designed and implemented RayofWrite, a web and email-based online writing course for 4-7th graders that is customizable and self-paced.



Rhea is a freshman at Evergreen Valley High School in San Jose, CA who loves to write and has completed several writing and critical thinking courses from Johns Hopkins University. She decided to use her passion for writing in this creative manner - what better way to raise money than by doing something you love to do!

RayofWrite was launched in summer 2013, and Rhea has so far helped more than 25 elementary and middle school students, in the US and India, work on their writing.

Rhea has received excellent reviews from parents and students and is looking to help more kids improve their writing. For a nominal monthly fee of \$20, you can enroll your kid in the course; all the proceeds go to SEF.

Rhea can be reached at rayofwrite@gmail.com and the website <http://rayofwrite.com> has more details and testimonials about the course. Please spread the word and encourage our youth volunteer in her efforts to raise funds for SEF.

SEF SELECTED FOR 12TH ANNUAL GLOBAL SOCIAL BENEFIT ACCELERATOR PROGRAM AT SANTA CLARA UNIVERSITY

The Global Social Benefit Accelerator Program (GSBI) is an acclaimed 10-month program that provides excellent mentorship from Silicon Valley leaders and many opportunities to network with impact investors, large donors, foundations, and others

interested in accelerating the work of social entrepreneurs. For more information on the program and the official press release, visit www.scu.edu/socialbenefit/entrepreneurship/gsbi/

SEF RECEIVES 4-STAR RATING FROM CHARITY NAVIGATOR

SEF, USA has been awarded the coveted 4-star rating for sound fiscal management and commitment to accountability and transparency, for the second consecutive time.

and consistently executes its mission in a fiscally responsible way. Only 19 percent of the charities Charity Navigator has rated, have received at least two consecutive 4-star evaluations.

Commending SEF for its efforts, Charity Navigator, in its award letter, stated that a four-star rating indicates that the organization adheres to good governance and best practices

SANKARA ACADEMY OF VISION (SAV): TRAINING FUTURE VISIONARIES

The Sankara Academy of Vision was established to address our need for trained eye care professionals such as ophthalmologists, optometrists, paramedics, technicians, eye care managers and support personnel – to train resources for both Sankara Eye Hospitals as well as other organizations in India and abroad. SAV offers professional courses and programs catering to the entire eye care sector in India. While we leverage in-house experts as far as possible, outstanding external faculty/ practitioners are also deployed when required. A few highlights of the SAV courses/programs are excellent coursework, interactive sessions, demos, fieldwork, 'hands-on' experience (where required), and holistic evaluation.



Courses/Programs offered include:

Sankara College of Optometry: Ranked among the top five optometry colleges in India, it is also the most affordable college in this field in India. The four-year BSc (Optometry) course, including compulsory internship in the fourth year, provides students modern theoretical and practical knowledge and skills to become a qualified and successful optometrist. Optometrists

do far more than opticians who supply spectacles and contact lenses. An optometric examination includes screening for signs of disease that may need medical attention. Optometrists also offer special advice and treatment to patients having low vision or binocular vision, or those requiring 'vision training' and patients who have specific learning difficulties like dyslexia.

Vision Care Technician (VCT): This program trains technicians to conduct preliminary eye exams, perform basic investigations, assist surgeons and take care of patients. To meet these specific needs of eye care delivery, we run a carefully designed Vision Care Technician (VCT) course in which students are taught the fundamentals of ophthalmology including the basic sciences, diseases of the eye, investigations, medical treatment and surgical procedures and patient care. A university recognized diploma is awarded on successful completion of the course.

Post-Graduation: Diplomate of the National Board (DNB), Fellowships in General Ophthalmology and Other Sub-Specialties: SAV offers medical fellowships in General Ophthalmology (IOL) and in various sub-specialties of ophthalmology in all units of Sankara Eye Hospitals.

SEF MEETS DONORS ACROSS THE US DURING THE HOLIDAYS

SEF, in collaboration with the Telugu Association of North Texas, organized a dinner banquet in Dallas, TX on December 13, 2013, to raise funds for Guntur Hospital Phase III. The event, attended by around 200 people, was able to raise \$10,000 for the cause. People have also pledged to adopt villages for eye care.

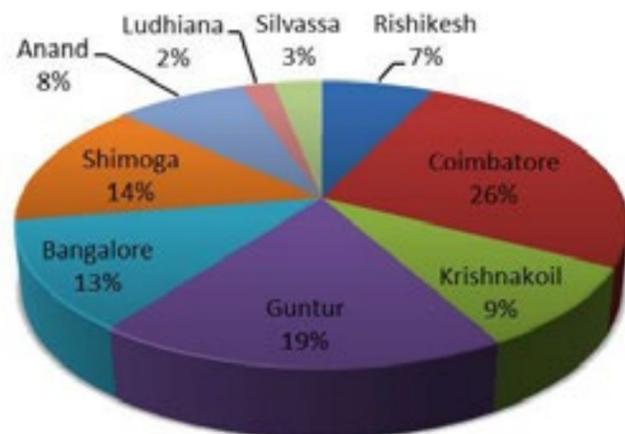
Our NJ chapter hosted an appreciation dinner for our top donors on December 8, 2013. A few of our chapter volunteers as well as donors discussed what drives them to support SEF. Our donors had very interesting questions for SEF management and

also opened up their hearts, further supporting us with their donations.

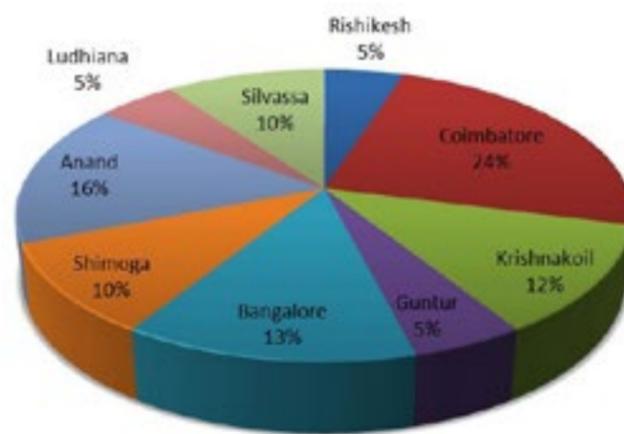
SEF organized its annual banquet dinner in the Bay Area on November 16, 2013 to raise funds for Jodhpur Hospital, Kanpur Hospital and Guntur Hospital Phase III. Donors donated generously, helping to raise more than \$200,000 that evening. Founders of Pari Networks and Cloupia together donated \$100,000 towards a 100-bed free ward at Guntur Hospital.

SANKARA EYE HOSPITALS: PERFORMANCE (APRIL 2012 - MARCH 2013)

Free Surgeries: 150,558



Camps Conducted: 2,025



SANKARA EYE HOSPITALS: PERFORMANCE (APRIL 2012 - MARCH 2013)

1985 SANKARA EYE CENTER, COIMBATORE



Paying surgeries performed	4,264
Camp patients screened	89,695
Free surgeries performed	38,439

2004 SANKARA EYE HOSPITAL, KRISHNAN KOIL



Paying surgeries performed	1,386
Camp patients screened	23,306
Free surgeries performed	13,505

2004 SANKARA EYE CENTER, GUNTUR



Paying surgeries performed	6,618
Camp patients screened	48,289
Free surgeries performed	27,379

2008 SANKARA EYE HOSPITAL, BANGALORE



Paying surgeries performed	4,776
Camp patients screened	51,077
Free surgeries performed	19,740

2008 SANKARA EYE HOSPITAL, SHIMOGA



Paying surgeries performed	3,972
Camp patients screened	49,087
Free surgeries performed	21,300

2008 SANKARA EYE CENTER, ANAND



Paying surgeries performed	1,871
Camp patients screened	33,856
Free surgeries performed	11,785

2007 BHOJRAJ EYE HOSPITAL, SILVASSA



Paying surgeries performed	1,344
Camp patients screened	12,851
Free surgeries performed	3,977

2010 NIRMALA EYE INSTITUTE, RISHIKESH



Paying surgeries performed	1,000
Camp patients screened	44,162
Free surgeries performed	11,223

2012 SANKARA EYE HOSPITAL, LUDHIANA



Paying surgeries performed	603
Camp patients screened	20,934
Free surgeries performed	3,210

FUNDRAISING EVENTS AT SEF: A CALL FOR ACTION

SEF is undertaking some key actions and needs your support in achieving our goals!

Seeking Employee Champions & Grant / Sponsorship Opportunities!

Our Foundations Team has been working on developing relationships and obtaining funding from institutional donors including foundations by submitting grant proposals and award applications. In December 2013, the Calvert Foundation invested \$700,000 in SEF. One of the leading social impact investors, the Calvert Foundation provides flexible and affordable financing to organizations that promote social good.

Our Foundations Team seeks your support. If you work for a corporation which provides grants or sponsorships, know any potential grant or sponsorship opportunities, or would like to learn more, please contact Himanshu Chokshi at hjchokshi@giftofvision.org.

Promote SEF's cause through social media

SEF requests its supporters to 'tell a friend' and help raise awareness and amplify the cause. We are looking at various ways to do this effectively through social media and Extramile is one such program we are exploring. Please stay tuned for more details about Extramile.

FUNDRAISING EVENTS AT SEF: A CALL FOR ACTION (CONTD.)



SVCF will raise money for local nonprofits through a single online donation platform, starting 12.00 am Tuesday, May 6, 2014, providing a great way to connect donors to the charitable causes they care about most. This 24-hour online fundraising effort will give community foundations, like SEF, the opportunity to raise millions of dollars.

Why donate online to SEF on May 6, 2014?

- Matching Funds - Silicon Valley Gives will also be offering several prizes and incentives to inspire and encourage donor participation including dollar for dollar matches. This would be in addition to matching funds offered by your company. So each dollar that you donate can generate two additional dollars in matching funds. We need your support to avail the matching funds to the

maximum. Note that the matching funds are offered on a first-come-first-serve basis and some matching restrictions apply. Please visit the following website for more details - <http://www.svgives.org/prizes-and-matches>

- Increased visibility for SEF among large donors such as the Knight Foundation, Sobrato Family Foundation, and Packard Foundation and in mainstream media such as NBC Bay area. You can support SEF on May 6, 2014, by donating online through the SEF website - www.giftofvision.org/donate. You can also support SEF by rallying your friends and family to support SEF on the giving day. Together, we can win the fight against curable blindness in India.

MARK YOUR CALENDARS TO MAY 6, 2014!

SEF PRESENTS BENEFIT CONCERT WITH SONU NIGAM

Sonu Nigam
Live in Concert

San Jose
SAP Center
Sunday, May 25

Seattle
SHOWARE Center
Friday, May 30

Los Angeles
NOKIA Theatre
Saturday, May 31

Tickets:
Sponsor, VVIP, VIP, \$99, \$79, \$59, \$39
Group Discounts (25+)
www.giftofvision.org

Info and Sponsorships
1-866-SANKARA
sefconcert@giftofvision.org

FROM RELUCTANT PATIENT TO OUR NEWEST BRAND AMBASSADOR

Shri. Ponniah, a 65-year-old tribal from Virudhunagar District, was the lone breadwinner of his family and despite his age and ill health, worked as a daily wage laborer in the forests. He developed cataract in both his eyes a few years ago, and more recently, had almost zero vision. Unable to tend to even his basic day-to-day activities, he was completely dependent on his wife's help.

In spite of all these problems, Ponniah was not willing to consult a doctor due to lack of funds. Cynical about his sight being restored, he had given up hope and refused to visit a doctor, even if it was offered free of charge. When Sankara Eye Hospital, Krishnan Koil and Dr. Thillai Vallal from Venkateswara Hospitals, Chennai partnered with Indian Overseas Bank to conduct a mega cardiac and eye camp in his region in November 2013, doctors and officials managed to get Ponnaiah to come to the camp for a check-up. Soon, he was brought to Sankara Eye Hospital, Krishnan Koil, where he underwent a cataract surgery on his right eye on November 19, 2013.

An old man who had to depend on his wife for his day to day activities, Ponnaiah is now able to walk freely without help. He is now our newest brand ambassador in his community and promises to mobilize deserving patients for our future camps. Of course, he will also be back in our hospital shortly to get his left eye operated!



Newsletter Sponsor



Sankara Eye Foundation Donation Form

Capital Funding (Hospital Construction)			
<input type="checkbox"/> \$20,000	Facility Donor - Sponsor rooms at the hospital and get a personalized plaque at the hospital. Please contact SEF Office at 1-866-SANKARA (726-5272) for latest information on the facility sponsorship opportunities.		
<input type="checkbox"/> \$10,000	Founding Donor and get your name(s) inscribed on the "Platinum Wall of Founders"		
<input type="checkbox"/> \$5,000	Founding Donor and get your name(s) inscribed on the "Golden Wall of Founders"		
<input type="checkbox"/> \$1,000	Founding Donor and get your name(s) inscribed on the "Wall of Founders"		
<input type="checkbox"/> Other	\$ _____		
Choose the Capital Project			
<input type="checkbox"/> Jodhpur, Rajasthan	<input type="checkbox"/> Guntur, AP, Phase III	<input type="checkbox"/> Uttar Pradesh	<input type="checkbox"/> Anand, Gujarat Phase II
<input type="checkbox"/> Bangalore	<input type="checkbox"/> Ludhiana, Punjab	<input type="checkbox"/> Shimoga, Karnataka	<input type="checkbox"/> Any Hospital
Special request - e.g. Donation in name of: _____			

Cataract Surgeries (& Other Services Donations)	
<input type="checkbox"/> \$3,000	Open 100 Eyes (100 Cataract Surgeries)
<input type="checkbox"/> \$1,500	Open an Eye a Week for one Year (50 Cataract Surgeries)
<input type="checkbox"/> \$360	Open an Eye a Month for one Year (12 Cataract Surgeries)
<input type="checkbox"/> \$90	Open Three Eyes (3 Cataract Surgeries)
<input type="checkbox"/> \$30	Open an Eye (One Cataract Surgery)
<input type="checkbox"/> \$200	Food for the Patients
<input type="checkbox"/> Other	\$ _____

Scan to Donate On-line

You can sponsor the surgery on a special day like birthday, anniversary. Please let us know and where possible, we will try and accommodate your request:

Payment:

Amount: \$ _____ Check (Payable to Sankara Eye Foundation) Credit Card

Credit Card # (Visa/Master/Amex) _____ Exp Date: ____/____/____
(Call the SEF office 1-866-SANKARA for Installment Plans)

First Name: _____ Last Name: _____ Spouse: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Email: _____

Signature: _____ Date: ____/____/____

My employer will match my donation. Employer: _____

I would like to volunteer

Online Donation: www.giftofvision.org **Car Donation:** email to cargiving@yahoo.com
Stocks, Payroll, Bank Transaction etc: contact SEF at info@giftofvision.org or 1-866-SANKARA (726-5272)
 How did you hear about us? Newspaper/Magazine: _____ TV: _____
 Online (Samachar.com, Sulekha.com): _____ Other: _____

Mail to: Sankara Eye Foundation, 1900 McCarthy Blvd. # 302, Milpitas, CA 95035

1-866-SANKARA (726-5272)

Fax: 408-456-0790

Email: info@giftofvision.org



SANKARA
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www.giftofvision.org
FAX 1-408-456-0790

Let's Go Green!



If you would like to receive your SEF Newsletter via email, please send an email to GoGreen@giftofvision.org. Please include your donor ID and full name as seen on mailing address.

Join Our Community

Learn & share the word about our cause!



www.twitter.com/sankaraeye
www.facebook.com/giftofvision
www.youtube.com/user/sankaraeyefoundation

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WAYS YOU CAN HELP...

BECOME A VOLUNTEER!

Join one of the local teams or start your own team

DONATE

Open an Eye a Month for \$30 a month!
Become a Founding Donor and leave a lasting legacy!

JOIN

The Rajasthan Core Volunteer Team and
help us build our next hospital.

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