



## Message from Murali Krishnamurthy

Dear Friends,

Warm greetings from San Jose, California. This year has surely been a very tough year but we are working very hard to meet our commitments. Even though our revenue is down, our donor base is growing well and we are confident of eventually achieving 'Vision 20/20 by 2020' with your active participation and support.

Exactly a year ago, we inaugurated the two hospitals, Shimoga and Gujarat and now, we are very happy to report that we have acquired two acres of land in Ludhiana, Punjab for our next Hospital. We are very grateful to our friend and supporter Mr. Jessie Singh of BJS, Electronics in the Bay Area for facilitating this acquisition. We hope to have the Sankara Eye Hospital, Punjab operational in less than two years with your support. The budget for the Punjab Hospital is around \$3 Million so we urge you to become a Founding Donor of this Hospital by donating \$1,000 (or only \$500 with Company matching funds) and make the hospital a reality for Punjab. By becoming a Founding Donor, you can get your name or a name of your beloved on the "Wall of Founders" at the Punjab Hospital. We are also looking for volunteers for this project throughout the USA. Our longtime supporter and advisor Mr. Anil Lal of the Bay Area is committing to raise \$100,000 for the Punjab Hospital and he will become a 'Partners-in-Service' of the Hospital. A Banquet to raise funds for the Punjab hospital is going to be held on November 14, 2009 in the San Francisco Bay Area. Please try to attend if you can. You can contact me at 408 425 1268 or murali777@yahoo.com for more information.

We are in the process of identifying a place in Uttar Pradesh for our Sankara Eye Hospital, UP and we invite you to become a Founding Donor of this Hospital today.

Our volunteers all over the country are working hard. After a successful 1000+ people iWalk, we organized four grand Dandias attended by close to 11,000 people in the Bay Area. We also organized Dandias in Dallas, New Jersey and Seattle for the first time.

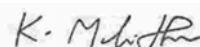
We are extremely happy to announce that SEF has its first-ever Official College Chapter at Rutgers University in New Jersey. The organization name is RU 20/20 for Rutgers University 20/20. We wish to start a similar Chapter at each and every College in the USA and if you want to take the initiative at your college, please contact me now! Help SEF get to Vision 20/20 by 2020.

Our Sankara Eye Hospitals in India are doing very well we performed close to 50,000 free eye surgeries in the first six months of the year. Sankara Eye Hospital, Shimoga and Sankara Eye Hospital, Anand reached their first year anniversary recently. Our new hospitals are picking up momentum. Our goal is to perform around 100,000 free eye surgeries this year and we will need your support to achieve this goal. Please support the 'Open an Eye a Month' program for only \$30 a month or only \$15 a month with company matching funds.

We are very happy to inform you that our Sankara Eye Care Institutions, India was recently awarded the "Health Care Excellence Award" in New Delhi by FICCI (Federation of Indian Chamber of Commerce and Industry). Many National Hospitals competed for this award and SECI won the prestigious award.

Please join our movement wherever you are and help prevent our brothers and sisters becoming needlessly blind.

Jyot se jyot jalate chalo, Prem ki Ganga bahate chalo [Light a lamp with a lamp, spread love].



Yours sincerely,  
Murali Krishnamurthy

## Overall Progress from 6 Sankara Eye Hospitals (Jan, 2009 to Jul, 2009)

|  |         |
|--|---------|
| Total number of paying Outpatients seen        | 127,820 |
| Total number of paying surgeries performed     | 6,202   |
| Total number of patients seen at the camp site | 145,142 |
| Total number of free surgeries performed       | 53,120  |

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## Lets GO GREEN

Please send email to [gogreen@giftofvison.org](mailto:gogreen@giftofvison.org)  
Indicate preference for one of two options  
A)E-newsletter only or B) E-newsletter + Print

Please include your donor id and full name in the e-mail, as seen in the address of this newsletter

## Awards for Sankara Eye Care Institutions

We are thrilled to inform that Sankara Eye Care Institutions has won the Federation of Indian Chambers of Commerce and Industry (FICCI) Healthcare Excellence Award in the category “Best Community Driven Healthcare Programme.” The FICCI Healthcare Excellence Awards 2009 aims at recognizing organizations across India that have tried to improve healthcare services to masses; commemorate the increased efficiency and improved performance of healthcare sector and honor those who have resolved key challenges faced by Indian healthcare industry. Managing Trustee of the institutions Dr. R.V. Ramani received the award on Sep 15, 2009 at a function in New Delhi. Minister of State for Health, Mr. Dinesh Trivedi presented the award in the presence of Mrs. Shabhana Azmi, actor, MP, and social activist. The contestants included corporate hospitals such as Fortis and Apollo as well as Aravind Eye Hospitals. The event at New Delhi, ‘FICCI HEAL 2009’, was organized by the federation in partnership with the Union Ministry of Health and Family Welfare on the theme “Future of Healthcare: Integration, Inclusion & Quality – What is Good for Indian Health Care.” The event was attended by 300 invitees. Sankara institutions were praised for their three-decade community eye care. Their Gift of Vision Community Outreach Programme was the unanimous choice of the judges due to the scale achieved by the program with more than five lakh free eye surgeries to-date. This is the second recognition this year for SECI close on the heels of it winning the Asian Management Award. The Minister specifically mentioned Sankara’s strategy of serving the community at large while at the same time making the institution self-sustained and called on other organizations to follow the same methodology. It certainly is a great moment to cherish for the Sankara team in India and US.



Mrs. Shabhana Azmi, Mr. Dinesh Trivedi and Dr. R V Ramani



## Government approved program for Guntur Hospital

We are happy to inform that the AP Govt. has approved the Govt. of AP employees & retired staff empanelment program. The team at Sankara Eye Hospital, Guntur met with Govt. of AP on 30th September 2009 for an induction and introduction meeting with DHS. With this scheme, Guntur hospital is expected to increase workload by 10% more in OPD per day resulting in increased revenue of Rs. 300,000 per month. This is a cash scheme and no delay in payment expected, as the Govt will reimburse the amount to patients directly. Expected number of patients will exceed 25,000 and this program is open to all in the state. This achievement will accelerate the path to self-sustained strategy of the hospital with more paying patients.

## Focus Punjab reaches significant milestone!

Land acquisition for Sankara Eye Hospital, Punjab finalized! Balle Balle!

Focus Punjab project in SEF reached an important milestone towards its goal of building the first free eye care specialty hospital in Punjab. The auspicious moment of finalizing the location for the Punjab hospital took place on September 14th, setting into motion the activity towards the hospital construction. It was the generous initiative by the Vipul Builders team and the tenacity of Mr. Jessie Singh of the Bay Area that made it all happen. Two acres of land on the Ferozepore Road, Ludhiana has been leased to Sankara Institution. Sankara team is very grateful at this noble effort from the builders and Mr. Jessie Singh’s effort. The hospital should start the operations within 30 months of signing the lease deed and that sets the accelerated pace for fundraising by the Sankara Eye Foundation team.

SEF is fortunate to have patrons like Mr. Anil Lal who have supported the other Sankara Eye Hospital construction by sponsoring the Operation Theatre//Pediatric Ward in all the hospitals. He has now committed to raising \$100,000 for the Punjab hospital. This has energized the SEF teams to push forward on the fundraising campaign. Mr. Lahori Ram, a Sikh community leader was a great supporter of SEF and envisioned SEF making successful strides into the Sikh community. With his untimely demise, his sons are taking on the responsibility to promote the cause in the community. Mr. Jessie Singh who orchestrated the land acquisition, Mr. Jayaram Komati who championed the Guntur hospital and the FIA organization are stepping forward to help with fundraising efforts. Many other organizations like the Sikh community center have joined efforts to promote the cause.

The event that launched the Focus Punjab fundraising into high gear for hospital construction was the SEF Dandia in the Bay Area, which raised around \$100K. The next event is an elegant Foundation Banquet Gala on November 14 at the Canyon View Dining in San Ramon. Please come forward and help complete the hospital construction in record time

## Rotary Club: Strengthening Partnership



The enduring partnership of SEF and Rotary Club of Cupertino started in 2007 with a rotary grant for a 60 - seat bus for the Bangalore hospital to transport rural patients back and forth to the hospital for surgeries. Within 10 months of service, the bus served over 21,000 patients from surrounding rural districts. This grant was followed by donations for a \$25,000 specular microscope for the Bangalore hospital, driven by Stanford University Rotaract club. The microscope has been used in 38 rural camps resulting in screening of 1,483 patients and free surgeries for 158 patients, all this within 3 months of installation. Since then, the relationship has grown with participation of the Rotary members in SEF events like the iWalk, Dandia and with individual \$1000 donations from Rotarian, Hung Wei and her club for Gujarat hospital. 2009 is a special year as the partnership generated two grants for a 60-seat bus for the Coimbatore and Anand hospital. This is also the year of the planned Rotary visit to India for 15 days in November. Several Rotarians plan to visit Sankara Eye hospitals to meet the recipients of the gift of vision that has been delivered with the strong partnership of Rotary Club Cupertino and SEF. SEF is much honored to be associated with such a great institution.

## Volunteer Initiatives

Any contribution, big or small and any age, young or old, all are needed in making the cause successful. SEF volunteers have exemplified by doing their part in raising funds for this cause.



SEF Europe really scaled new heights and this is no exaggeration. The SEF team organized a Himalayan trek and scaled the peaks of Sethidar. The team of 28 members of age ranging from teenage to 70 yrs, braved the adverse weather conditions to complete the 10-day expedition, started on Aug 31 2009. The donations to their just giving pages have accumulated to 35,000 pounds thus far with friends and family in Europe and Asia donating to this cause. Please visit <http://www.justgiving.com/jayantpatel> for donating to this initiative.



Recently a group of Cognizant associates in the Bridgewater office decided to do their part to help SEF reach their goal. They encouraged their co-workers to “eat for a cause” by taking reservations for a home-cooked Indian lunch, which they prepared themselves. Posters went up; emails were sent; and awareness was raised for SEF and the lunch. The full lunch included appetizer (Dhokla), entrée (Chicken or Veggie Biryani, plus Dahi Vada), and dessert (pineapple soufflé). Patrons could sign up for individual courses or the whole meal. Those who purchased the full meal also got an SEF T-shirt -- and the knowledge that they had just paid for one eye surgery. Malavika Khullar reports that nearly 100 lunch orders were sold and the group raised \$2,740. In addition, Cognizant pledged to make a corporate match for up to \$2,500. Overall, \$5,240 was raised for the Sankara Eye Foundation through this initiative.

Sweta Shah from Purdue University is driving an initiative to get donations for Sankara through Delta Phi Omega's third annual Gandhi night. Delta Phi Omega is the nation's largest, strongest, and fastest growing South Asian Interest Sorority, which focuses on Children's education, and Literacy. They host an annual Gandhi event to raise funds for a charity and this year, they have selected SEF to receive donations to be raised at this event on Oct 23, 2009

Pooja Chirala, 13, has been learning Bharatanatyam since she was 5 years old. In a short span, she has mastered the dance form and in March of 2008, she and her team won first place at the Barcelona Dance GrandPix, an International Amateur Dance Festival. Following in her parents' efforts to support SEF's cause, she performed a dance recital and dedicated the program proceeds to SEF. The friends and family of the Chirala family raised around \$2,300 in funds for Sankara in one evening.



Our young donor Meenaxi, a 10 year old, told her mother, “Mom, I don't want to celebrate my birthday this year.” “I'd like to donate the money I would otherwise be spending on my birthday. I want to help someone restore his or her eyesight.” Her desire is driven by her own condition. Three years ago, she suffered from Astigmatism and Near Sightedness that hampered her abilities to swim and play. Says Meenaxi: “I feel bad when I see people suffer. I have been to Sankara many times before for my check up. When I see these poor patients, I feel my problems are nothing when compared to what these people have. There are people who have more problems than I do.” This year she donated \$100 to Sankara Eye Centre, Coimbatore during her visit to India

### Gift of Vision: One Child at a time

Anil Lal has always been a strong supporter of SEF and has been a role model to his family and friends to serve the community. Mr. Lal who donated \$25,000 to each of our Hospitals is requesting all the invitees to his son's wedding in India to donate to Sankara. In the past, Mr. Lal had placed a similar request to invitees to his older son's wedding. It is no surprise that his daughter-in-law to-be, Ruchika Arora also shares same passion to help the needy.



She and her best friend, Vaishali Ahuja, volunteer at Akhil Bhartiya Netrahin Sangh, a school for the visually challenged in New Delhi.



| SEF Event Calendar         |                                 |
|----------------------------|---------------------------------|
| SEF Dandia                 | Oct 10 <sup>th</sup> , Seattle  |
| Punjab Foundation Banquet  | Nov 14 <sup>th</sup> , Bay Area |
| Jugalbandi Musical concert | Dec 5 <sup>th</sup> , Bay Area  |

They had a keen desire that a Sankara visit to the school would help with restoring eyesight to at least one child. With the help of Dr. Ramani and his team, a special eye camp was conducted and it was a total success. The doctors screened 45 children. Of the 45, the team was able to make a difference in the lives of 21 children. Seven need corrective glasses and with these, they will now be able to go to regular schools. Nine need devices called Telescopic Glasses.



Though a bit cumbersome, with these the children will be able to see. Five need surgical intervention. Restoration of vision is possible for four but one will need a glass eye to alleviate her constant pain. The impact cannot be described with words since almost 50% of the children in this blind school will benefit to some degree due to the efforts of Sankara. The seven children who simply need corrective lenses should never have been placed in this school in the first place. Without the intervention of Anil Lal's family and the partnership with Sankara, they would have continued passing their childhood assuming that this was their destiny. Now several children do not need to be in this school for the visually challenged. It was distressing to find out that children who could manage their lives normally with just glasses were studying in this school due to their parents' ignorance and due to lack of screening. The next step for us that will make this initiative fruitful is to convince the parents of these children that there is a cure. Indeed, there will be challenges but we can start with small steps in making this happen. And as Mr. Anil Lal always says "Making a Difference...One Child at a Time", We too believe we can make a difference in these lives.

## iWalk and Dandia: Reach new heights



iWalk was a flagship event for Sankara in the Bay Area, with record number of participants exceeding 1000 people walking and running for the cause at record temperatures of 100 degrees. The SEF team created innovative ways with publicity, track coordination, and pulled every details into a flawless executed event that has attracted recurring set of participants. The event set the tone for other fundraising events like the Dandias held across the different US cities for the first time. In addition to the Bay Area, Dallas team and the New Jersey team held their first Dandias which were successful and another planned in Seattle on Oct 10,'09.

Sankara Eye Foundation has been celebrating Navrathri for the past 6 years with the Bay Area community in a grand and ceremonious manner. SEF team continued it's tradition of sold out programs and introduced an additional show due to popular demand for a total of 4 shows, hosting crowds that totaled more than 10,000 people.





The event was a fundraiser for the Sankara Eye hospital projects, planned in Punjab and UP and for increasing number of free surgeries across all the hospitals. The events raised a total of more than \$117,000 in pledges and donations. The Dandia events were attended by key patrons like Anil Lal, who has committed to raise \$100K for the Punjab hospital, Prakash Agarwal and Nilu Gupta, president of UPMA who also committed to raise \$100K for the Focus UP hospital, Jayaram Komati, Pankaj Patel and other entrepreneurs who pledged support for the cause.



## CafeGive: e-scrip like program for Non-profits

Sankara Eye Foundation is excited to announce a new relationship with CafeGive, an innovative company created to bring together people, products, and causes. CafeGive combines the power of social networking with a great online shopping experience. You can contribute to SEF from the comfort of your home by shopping online for your favorite products via Cafegive's website & widgets.

Each time such a purchase is made through a widget or their site, SEF will earn a percentage of the purchase price (excluding taxes and shipping)!

It's as simple as:

- ▶ Create an id on [www.cafegive.com](http://www.cafegive.com)
- ▶ Pair SEF as your primary cause in your account/profile.
- ▶ Start Shopping using the merchants listed on their site.
- ▶ Additionally, you can become an advocate! Advocate is a person who creates widgets, which can then be shared and promoted on social networks, blogs and through e-mail! Others can use these widgets for the online purchases directly contributing to SEF!

For more details visit: [www.cafegive.com/tips](http://www.cafegive.com/tips)

We would like to invite you to help us launch this relationship by becoming a member of the CafeGive community and specifically becoming an advocate for Sankara Eye Foundation!

Please visit SEF's page on Cafegive at <http://www.cafegive.com/causes/giftofvision>

Between Mid-Oct & Mid-Nov:

Every purchase (over \$10) made through a link from CafeGive or through a CafeGive, widget earns an extra \$1 on top of the earned commission!

We are very excited to be part of this new fundraising model and we are confident your participation will contribute to our success!

## Help with SEF publicity

We have achieved many milestones with help of the generous donors and patrons as you have provided continued support to the cause. If you are happy with our progress, please participate in the "InDiya" contest organized by [www.GreatNonProfits.org](http://www.GreatNonProfits.org) and review the work of SEF at <http://greatnonprofits.org/reviews/profile2/sankara-eye-foundation-usa>. If you decide to participate, Please select "InDiya Awards" from the drop down menu. You can help us promote SEF cause by participating in these reviews. Deadline is October 20, 2009



## Sankara Eye Foundation Donation Form

501(C)(3) Non Profit Organization Tax ID 77-6141976  
1-866-SANKARA [www.giftofvision.org](http://www.giftofvision.org)

### Cataract Surgeries & Other Services

- |   |   |
|---|---|
| <input type="checkbox"/> <b>\$3,000</b> | <b>Open 100 Eyes for a Whole Day</b> (100 cataract surgeries)   |
| <input type="checkbox"/> <b>\$1,500</b> | <b>Open an Eye a Week for one Year</b> (50 Cataract Surgeries)  |
| <input type="checkbox"/> <b>\$1,000</b> | <b>One outreach Camp</b>  |
| <input type="checkbox"/> <b>\$360</b>   | <b>Open an Eye a Month</b> for one Year (12 Cataract Surgeries) |
| <input type="checkbox"/> <b>\$200</b>   | <b>Food for patients for one day</b>                            |
| <input type="checkbox"/> <b>\$90</b>    | <b>Open 3 Eyes</b> (3 Cataract Surgeries)                       |
| <input type="checkbox"/> <b>\$30</b>    | <b>Open an Eye</b> (One Cataract Surgery)                       |
| <input type="checkbox"/> <b>Other</b>   | \$ _____  |

Want surgery done on a special day like Birthday, Anniversary? Please let us know and where possible, we will try and accommodate your request.

**Special Request:**

### Capital Projects – Hospital Construction

- \$1,000** Become a **Founding Donor** and get your name inscribed on the **“Wall of Founders”**

Visit [www.giftofvision.org](http://www.giftofvision.org) for latest information on each capital project.  
\$5,000 and up --- **Sponsor a room** in the hospital of your choice.

- \$5,000+** Become a **Facility Donor and Sponsor a room** --- get a Personal Plaque  
\$ \_\_\_\_\_ Facility: \_\_\_\_\_
- Other** \$ \_\_\_\_\_

### Choose the Capital Project

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> <b>Punjab (New!)</b> | <input type="checkbox"/> <b>Uttar Pradesh (New!)</b>   | <input type="checkbox"/> <b>Shimoga, Karnataka</b> |
| <input type="checkbox"/> <b>Bangalore</b>     | <input type="checkbox"/> <b>Guntur, Andhra Pradesh</b> | <input type="checkbox"/> <b>Anand, Gujarat</b>     |

**Special request – eg Donation in name of**

**-We will contact you to get details for the names:**

### Payment:

I would like to donate by:  **Cash**  **Check**  **Credit Card** Amount enclosed: \$ \_\_\_\_\_

Make checks payable to **Sankara Eye Foundation, USA**

Credit Card # (Visa or Master Card only) \_\_\_\_\_ Exp Date: \_\_\_\_/\_\_\_\_

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](http://www.giftofvision.org)

**Car Donation:** email to [cargiving@yahoo.com](mailto:cargiving@yahoo.com)

**Stocks, Payroll, Bank Transaction etc:** contact SEF at [info@giftofvision.org](mailto:info@giftofvision.org) or 1866-726-5272

**How did you hear about us?** Newspaper/Magazine: \_\_\_\_\_ TV: \_\_\_\_\_

**Mail to: Sankara Eye Foundation, 1851 McCarthy Blvd. # 218, Milpitas, CA 95035**

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Thank you for your support

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## Case Studies : Kanne Guttemma

Smt Kanne Guttemma is a 60 years old female residing in Gogulapalli Village, CS Puram Mandal, near Kanigiri, Prakasam District.

Gogulapalli is a remote village located at dry land and hill area and has no proper amenities. It is around 200 KMs away from Guntur, Andhra Pradesh. Due to lack of awareness, the population suffers through illness without reaching out to doctors or Public health centers. Smt Kanne lost her husband and elder son to some illness and is currently with her second son. She was hoping to help her son's family which has hardships living in the village with a difficult terrain. Her hope was crushed when she added to these hardships instead because she was handicapped due to decrease in vision



When we conducted a camp at Kanigiri on Sep 14, 2008, her son brought her to the site. Doctor diagnosed the reason for the diminishing vision as cataract, and surgery was advised for the left eye. She was very much scared and rejected to come to the hospital for surgery. In addition, she had a belief that because of her known or unknown sins, God had punished her and she had to accept it. Our camp people explained and after proper counseling, she accepted.

She was admitted on Sep 28 2008, and her left eye was operated on the next day. After the surgery on the second day, her postoperative vision was 6/9 unaided. She was surprised to see the world, which she could not imagine even in the dreams.

It was a real festival of lights "DEEVALI" to Smt Kanne Guttemma. With her sparkling eyes, she said, "I can go to the fields and help my family and I am not dependent on anybody"

Sankara Eye Hospital has brought changes in the so many lives like Guttemma, fighting against curable blindness to bring lights in the poorest of the poor celebrating the real 'Deepavali'.