



# EYE 2 EYE

September 2012, Volume 16, Issue 2

## GIVE THE GIFT OF VISION



### MESSAGE FROM CHAIRMAN, SEF

Dear Friends,

Warm greetings from San Jose.

We visited India again in May this year for our daughter's marriage and went to our Coimbatore hospital several times. The hospital is so beautiful. More than a thousand birds fluttered about the hundreds of trees and shrubs. Mynahs, koels, sparrows, parrots, peacocks and crows fill the air with birdcall. Rows of trees yielding red and yellow flowers provide the much-needed shade and make for a pleasant sight for those who look at the world with new eyes.

We met with all 300+ staff members. Some of their comments - "I have been here for more than 15 years and I sweep the roads and floors"; "I am a plumber here for the past 11 years"; "I am a cook here and I prepare food for the patients and staff"; "I am the agriculturist and I make sure that the plants and trees are healthy". Every one of them is happy to be a part of this hospital and I saw the ownership and pride in them. Then, the young girls from Kanpur who are being trained as the paramedical staff for our Kanpur hospital, came and asked us "Do you know Hindi?". I immediately burst out with my favorite song "Jyot Se Jyot Jalate Chalo" and they completed the next line. We promised them that we would visit Kanpur next year for the Sankara Eye Hospital, Kanpur inauguration.

This trip reenergized and reinforced our belief that each and every one of us - donors, volunteers, and staff - is a stakeholder of this wonderful movement.

We are very busy here at Sankara Eye Foundation. Several donor-initiated fundraisers are happening all over the country. Dr. Kancherla, Dr. Mandava and Dr. Atluri organized a banquet in New York this year and raised over \$120,000 for the expansion of our popular Sankara Eye Hospital, Guntur. Several youngsters dedicated their events

to SEF - vocal music concert, violin concert and birthdays. Pooja and Lekha Chirala raised more than \$40,000 for SEF from their Bharatanatyam event.

SEF was a major partner of Sevathon in the Bay Area where more than 100 Non-Profit Organizations walked for "Seva". Many youngsters walked and raised close to \$60,000 for SEF. SEF Youth Wing has emerged out of this and they helped organize our all-volunteer meeting in the Bay Area.

The Kanpur hospital construction is progressing well and is slated for inauguration in April/May 2014. Land is being transferred to our trust in India for our hospital in Jodhpur, Rajasthan. We need to raise \$1.5M by the end of the year to start the construction of the Jodhpur hospital early next year. We still need to raise about \$600K to start the expansion of our Guntur hospital.

Please become a founding donor of Focus-Rajasthan or Focus-AP expansion.

Jyot Se Jyot Jalate Chalo  
Prem Ki Ganga Bahate Chalo

Sincerely yours,

Murali Krishnamurthy  
Executive Chairman, SEF USA



**OPEN AN EYE A MONTH**  
For \$30 you can sponsor  
a cataract surgery

## LOOKING BACK.....A DECADE AGO

This year is special with the achievement of the one millionth free eye surgery. Let's look back in the past decade to see the growth and scale achieved by Sankara.

|                          | FY 2001-2002 | FY 2011 - 2012 | Growth in 10 years |
|--------------------------|--------------|----------------|--------------------|
| Number of hospitals      | 1            | 9              | 9x                 |
| Free Eye Camp Screenings | 69,450       | 281,641        | 4x                 |
| Free Surgeries           | 30,867       | 125,174        | 4x                 |
| Paid Surgeries           | 1,280        | 18,770         | 14x                |

Thanks to our donors, supporters and volunteers, Sankara has made phenomenal progress in the last decade. Sankara Eye Care Institutions are now the fastest growing and largest free eye care provider in India.

While we talk about the achievements of Sankara in terms of completing one million free eye surgeries and 9 hospitals across India, there are many other achievements that need to be highlighted.

Presently, Sankara is serving 69 districts covering 11 states in the nation. The number of people that Sankara has reached through screening in various programs is close to seven million.

The impact of our initiatives around preventative

measures, especially with children as young as newborns, will speak volumes in the effort toward eradicating curable blindness. Sankara was among the first in the country to come forward in preventing childhood blindness. We have different programs for different age groups:

1. Swagatham: Neo-natal screening program for the newborn.
2. Maithri: A program for under-privileged children between the ages of 3 and 6 years
3. Rainbow: A school screening program in which teachers are identified and trained to do the preliminary screening
4. Nanna Kannu: A unique comprehensive program for children with visual defects in South Karnataka



Mega Camp, Andhra Pradesh; Sept 14, 2013



## LOOKING FORWARD.....INTO THE END OF THIS DECADE

In 2020, Sankara is projected to perform:

|                | 2012    | 2020    |
|----------------|---------|---------|
| Free Surgeries | 150,558 | 341,000 |

To achieve our vision, we need to complete rapid expansion by opening 11 more hospitals across as many states in eight years. This way, we will impact over one million poor year after year.

While this seems like a daunting task, we believe we can achieve it if we work in partnership with our donors, supporters and volunteers.

## ANAND HOSPITAL'S MOST ARDENT SUPPORTER - DR. BABUBHAI PATEL

**Dr. Babubhai Patel** is an accomplished physician holding a license to practice medicine in at least five different countries and is currently serving as Medical Director of General Medical Services at North Texas State Hospital.

As a great philanthropist, he has given a lifetime of service to people in need throughout the world and has received numerous awards and recognitions. Dr. Babubhai is one of the only 30 Indians worldwide to receive the Mahatma Gandhi Pravasi Gold Medal for significant contributions in medicine and for the service of the wider global community.

Dr. Patel became involved with Sankara Eye Foundation with the initial construction of the Anand Hospital. The hospital has been making great progress and has conducted over 1,130 camps and over 52,000 surgeries since its inception in 2008. When the need for a City Centre arose, Dr. Patel stepped in and made a generous donation once again.

According to Dr. Patel, he is proud of Sankara's ambition to help the rural blind who cannot help themselves. Sankara is very fortunate to have supporters like Mr. Babubhai in this journey towards eradicating curable blindness in India. He has joined the Sankara movement aiming towards the next million surgeries.



### Inauguration of "Sankara Eye Hospital - Dr. Babubhai Patel City Centre"

We are extremely happy to inform that the celebrations for the formal inauguration of "Sankara Eye Hospital - Dr. Babubhai Patel City Centre" are being finalized for the second week of October. A morning puja will be followed by an inaugural celebration in the evening

## CITY HOSPITAL/CENTRE MODEL

For the last few years Sankara's strategy of building or acquiring City Hospitals/Centres to attract more paying patients within the city premises is proving to be a huge success. The City Hospitals/Centres will serve to attract paid patients and become part of our 80/20 model for self-sufficiency. The proceeds from the paid patient will support our efforts for the Gift of Vision Rural Outreach Program for the non-paying patients at the Base Hospital and thus make the hospitals self-sufficient.

Currently, we have city hospitals in Coimbatore, Vijayawada (Andhra Pradesh) and Mumbai. Anand City Centre will be inaugurated this year.

## OUTREACH PROGRAMS - PROJECT RAINBOW UPDATE

Project Rainbow is a national program at all Sankara Eye Hospitals, which focuses on screening children at their schools or in community public health screenings. The goals of the program are to increase early detection of eye disease and to improve access to quality care.

The Sankara Eye Team provides screenings for the children, ages 0-6 years. School aged children are screened by teachers, who are trained by Sankara Eye Staff to recognize basic eye problems. Because a child's eyes and brain continue to develop until age 12, early detection of pathology will provides children with the best chance possible for normal visual development. Under this program, one teacher per school is trained by Sankara Eye Hospital to identify basic eye problems and shortlist them for further examination by the Sankara team. The children requiring eye-glasses are given glasses free of cost and those needing surgery are brought to the base hospital and provided free treatment. The program has proven to be a huge success since its inception.



| Progress since inception through 2013      |           |
|--|-----------|
| Children screened                          | 4,602,743 |
| Children provided with free Eye glasses    | 98,601    |
| Children provided with free eyes surgeries | 5,966     |
| Teachers trained through the program       | 12,467    |

## SEF UNDERTAKING SOME KEY ACTIONS AND NEEDS YOUR HELP

### MATCHED WITH CASH PROGRAMS

Fast and simple ways to leverage a donation for Sankara Eye Foundation.

#### Employee Matching Gifts Program

Many companies and corporations offer an employee matching gifts to qualifying non-profit charitable organizations with a cash contributions program. Many of our donors have taken advantage of this generous. Did you know that the first corporate gift matching was done by Benjamin Franklin. In 1954, the GE Foundation created the concept of a corporate matching gift program.

On average, SEF has been generating around \$350,000 via company matching annually but we can surely do more. Please contact SEF office and let us know about Giving Campaigns at your company.

#### Corporate Volunteer Hour Match Program

Besides gifts, many employers pledge to match employee time volunteering for a non-profit organization.

Rules and regulations vary from company to company so please check with your HR Department about "Employee Gift Matching Program". Contact Sankara Eye Foundation's office at 1-866-SANKARA (726-5272) or [info@giftofvision.org](mailto:info@giftofvision.org) for more information.

### SEF YOUTH WING

The **Sankara Eye Foundation Youth Wing** was launched on August 3d at the annual Volunteer Get-Together in Santa Clara. The group strives to bring together Sankara Youth Volunteers from Kindergarten through College and mobilize the next generation of philanthropers.

Our team organizes and helps out at SEF events, and is in the process of pitching new fundraising ideas to expand our volunteer base and rake in more donations.

The SEF Youth Wing is a fun way to get involved with our communities at home and in India, as well as an amazing opportunity to meet new friends, gain marketing skills, and earn community service hours.

#### The Wing is easy to join:

Email: [sefyouthwing@giftofvision.org](mailto:sefyouthwing@giftofvision.org)  
Let us know your age, your school and your location

Like our Facebook page:  
[www.facebook.com/SEFYouthWing](http://www.facebook.com/SEFYouthWing)

#### Join Our Community

Learn & share the word about our cause!



[www.twitter.com/sankaraeye](http://www.twitter.com/sankaraeye)  
[www.facebook.com/giftofvision](http://www.facebook.com/giftofvision)  
[www.youtube.com/user/sankaraeyefoundation](http://www.youtube.com/user/sankaraeyefoundation)

### SEEKING EMPLOYEE CHAMPIONS & GRANT / SPONSORSHIP OPPORTUNITIES!

SEF has an active team of volunteers writing grant proposals to seek funds from various foundations for outreach programs like the "Gift of Vision", hospital expansion, and training for the nurses and doctors. The aim is to raise \$20 million in the next eight years to enable "Vision 2020 by Year 2020". Recent grant successes include grants from NVidia (\$50,000) and Yahoo (\$5,000).

The Foundations team is also seeking grant and sponsorship opportunities is for various programs related to screening, surgeries and care among children, youth, adults, and elderly who are at risk for visual impairment or blindness, capital funds for expansion of hospitals, and training programs.

#### We need your help!

Best chance of receiving grants is personal contacts and striking conversations with the decision makers on the Boards of appropriate foundations.

#### You can play a key role in helping us as follows:

- Does your company offer Grants and Corporate Sponsorships?
- Do you have any contacts to help leverage grants?
- Some corporations require Employee Champions to advocate for grants on behalf a 501(c)(3) tax-exempt charitable organizations.

Be our Employee Champion or alert us of grant or sponsorship opportunities.

#### Please get involved and contact

Himanshu Chokshi at [hjchokshi@giftofvision.org](mailto:hjchokshi@giftofvision.org)  
or Geeta Kumar at [geeta.kumar@giftofvision.org](mailto:geeta.kumar@giftofvision.org)

## BECOME A VOLUNTEER!

Join one of the local teams or start your own team

### JOIN

**Focus Rajasthan and Focus AP-Phase III Teams  
and help us build our next hospital.**

[Info@giftofvision.org](mailto:Info@giftofvision.org)

## WAYS YOU CAN HELP...

### DONATE

**Open an Eye a Month for \$30 a month!**

**Become a Founding Donor and leave a lasting legacy!**

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

#### Let's Go Green!

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



**SANKARA**  
EYE FOUNDATION

# UPCOMING SANKARA EVENTS



Shri Balaji Entertainment Presents  
SANKARA EYE FOUNDATION

*Live in Concert*  
**Shreya Ghoshal**  
with Hrishikesh

VVIP, VIP, \$99, \$79, \$59, \$39  
Buy tickets on-line at:  
[www.giftofvision.org](http://www.giftofvision.org)

Sponsorship and Information  
[shreyaghoshal@giftofvision.org](mailto:shreyaghoshal@giftofvision.org)  
Suveen Reddy - 425-522-3584

Sunday, September 29, 2013  
7:00 p.m.  
ShoWare Center,  
625 West James Street, Kent  
1-866-SANKARA  
[www.giftofvision.org](http://www.giftofvision.org)




Shreya Ghoshal with Sankara Eye Foundation, 2010





**SEF Annual Banquet**  
to raise funds for  
Sankara Eye Hospitals, Jodhpur, Rajasthan  
and expansion of Guntur, AP (Phase III).

Date: Saturday, November 16th 2013  
Place: Milpitas, CA

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SANKARA EYE FOUNDATION **SEF DANDIA 2013**

**Oct 4, 5, 11, 12**  
Santa Clara Convention Center  
7:30 pm

**Buy Tickets On-Line**  
[www.giftofvision.org](http://www.giftofvision.org)

Early Bird till Sept 30: \$15  
Regular Price: \$17  
Door Price: \$20  
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SANKARA EYE FOUNDATION **SEF DANDIA 2013**

**Dandia for a cause...  
Dandia with style...**

**Saturday, September 28**  
8:00 PM  
Kellogg Gym  
Cal Poly, Pomona

**Music**  
Preetysya & Her Troupe

**Tickets**  
\$10 advance purchase  
\$15 at the door

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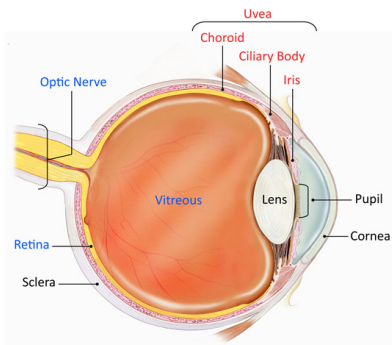
**For inquires & Sponsorship**  
714.5.VISION (714.584.7466)

**Event Manager: DesiBeatz**

## EYE 2 EYE EDUCATION

### Uveitis - The third leading cause of blindness worldwide

Uveitis is inflammation of the uveal tract, which consists of the iris (the colored part of the eye), the ciliary body (behind the iris, responsible for manufacturing the fluid inside the eye) and the choroid (vascular tissue under the retina, providing oxygen and nutrients to the retina).



Infections, injury and autoimmune disorders may be associated with the development of uveitis, though the exact cause is often unknown

Uveitis can have minimal to severe symptoms, including red painful eyes and may be a recurrent or a chronic condition.

Symptoms of uveitis can include some or all of the following:

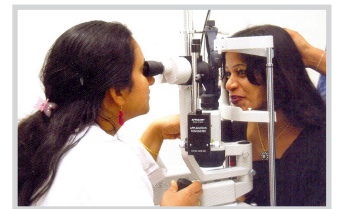
Redness of the eye

- Blurred vision
- Eye pain
- Sensitivity to light or photophobia
- Floaters or dark spots that float in the vision

### Uveitis Care at Sankara Eye Hospitals

Retina Times, a publication from the 2013 meeting of the American Society of Retinal Specialists, recently featured the care provided at Sankara Eye Hospital in Bangalore, India. The hospital was commended for “providing comprehensive eye care services to all sections of Indian society, irrespective of socioeconomic status.”

The article highlighted the care provided by the Sankara-trained medical Retina and Uveitis specialist, Minija CK, MD. She uses state-of-the-art imaging and diagnostic testing to evaluate and care for her patients. She performs necessary therapeutic interventions, including laser treatments, intravitreal injections, and anterior segment surgery. Dr. Minija CK shares the challenges of specialists worldwide in educating her patients of the recurrent nature of uveitis and the need for long term therapy to prevent vision loss. The article also highlights the financial support programs offered to patients at Sankara, including the Gift of Vision Rural Outreach Program, which provides up to a 100% subsidy to help provide the care that many patients need.



### Fellowship Training at Sankara

At the Sankara Eye Institute in Bangalore, fellowship training is offered in Uveitis and Medical and Surgical Retina. Dr. Minija CK, who was featured in Retina Times, completed her anterior segment fellowship at the Sankara Eye Hospital in 2003 and a Medical Retina and Uveitis fellowship in 2006. She now provides exceptional care for the wide variety of patient problems that arise from uncontrolled intraocular inflammation. She is a true example of how developing educational training programs translates into excellent patient care for years to come.



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#### Contributors from India:

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Bharath Balasubramaniam



# DONATION FORM

| <b>Capital Funding</b> (Hospital Construction)     |  |  |   |
|--|--|--|---|
| <input type="checkbox"/> <b>\$20,000</b>           | <b>Facility Donor</b> - 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"/> <b>\$10,000</b>           | <b>Founding Donor</b> and get your choice of name(s) inscribed on the <b>"Platinum Wall of Founders"</b>   |  |   |
| <input type="checkbox"/> <b>\$5,000</b>            | <b>Founding Donor</b> and get your choice of name(s) inscribed on the <b>"Gold Wall of Founders"</b>   |  |   |
| <input type="checkbox"/> <b>\$1,000</b>            | <b>Founding Donor</b> and get your choice of name(s) inscribed on the <b>"Wall of Founders"</b>  |  |   |
| <input type="checkbox"/> <b>Other</b>              | \$ _____   |  |   |
| <b>Choose the Capital Project</b>                  |  |  |   |
| <input type="checkbox"/> <b>Jodhpur, Rajasthan</b> | <input type="checkbox"/> <b>Guntur, AP, Phase III</b>  | <input type="checkbox"/> <b>Uttar Pradesh</b>      | <input type="checkbox"/> <b>Anand, Gujarat Phase II</b> |
| <input type="checkbox"/> <b>Bangalore</b>          | <input type="checkbox"/> <b>Ludhiana, Punjab</b>   | <input type="checkbox"/> <b>Shimoga, Karnataka</b> | <input type="checkbox"/> <b>Any Hospital</b>            |
| Special request - e.g. Donation in name of:        |  |  |   |

| <b>Cataract Surgeries</b> ( & Other Services Donations)   |                               |   |
|---|-------------------------------|---|
| <input type="checkbox"/> <b>\$3,000</b>   | <b>100 Cataract Surgeries</b> | <br>Scan to Donate On-line |
| <input type="checkbox"/> <b>\$1,500</b>   | <b>50 Cataract Surgeries</b>  |   |
| <input type="checkbox"/> <b>\$360</b>   | <b>12 Cataract Surgeries</b>  |   |
| <input type="checkbox"/> <b>\$90</b>  | <b>3 Cataract Surgeries</b>   |   |
| <input type="checkbox"/> <b>\$30</b>  | <b>1 Cataract Surgery</b>     |   |
| <input type="checkbox"/> <b>\$200</b>   | <b>Food for the Patients</b>  |   |
| <input type="checkbox"/> <b>Other</b>   | \$ _____                      |   |
| 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: |                               |   |

| <b>Payment:</b>  |  |
|--|--|
| <input type="checkbox"/> <b>Check</b> (Payable to Sankara Eye Foundation)  | <input type="checkbox"/> <b>Credit Card</b> Amount: \$ _____ |
| <b>Credit Card #</b> (Visa or Master Card only) _____ <b>Exp Date:</b> ____/____/____<br>(Call the SEF office 1-866-SANKARA for Installment Plans) |  |
| <b>First Name:</b> _____   | <b>Last Name:</b> _____ <b>Spouse:</b> _____                 |
| <b>Address:</b> _____  |  |
| <b>City:</b> _____   | <b>State:</b> _____ <b>Zip:</b> _____                        |
| <b>Phone #:</b> _____  | <b>Email:</b> _____  |
| <b>Signature:</b> _____  | <b>Date:</b> ____/____/____                                  |
| <input type="checkbox"/> My employer will match my donation. Employer: _____   |  |
| <input type="checkbox"/> 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 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

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1-866-726-5272  
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FAX 1-408-456-0790

## RESTORING KUMAR'S FUTURE FROM BLINDNESS

How many of us in school have tried to fill ink with a syringe in spite of our teachers telling us that it is dangerous...

15 year-old Kumar is the youngest of 4 children. His father works at the loom and his mother is a daily wage coolie. Hailing from Thiruvallur district, this family works hard to make ends meet and educate their children.

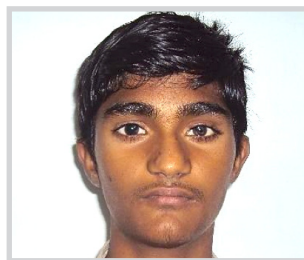
One month ago, Kumar found that the syringe he usually uses to fill ink was not working well. He found that the needle was blocked with dried-up ink. Kumar tried to fix it by pumping air into the syringe, while he peeked into the needle. The air unfortunately dislodged the needle which landed in his left eye. Piercing his cornea and rupturing the lens capsule, resulting in traumatic cataract.

When Sankara Eye Hospital, Coimbatore, conducted an eye camp at Arakkonam, Kumar's worried parents brought him to the doctors. He was immediately shifted to the base hospital. Kumar

was operated on May 11, 2013 and now his vision is 6/36 with PH 6/12. He will return to studying and playing soon, albeit a little more careful and wary. "I will tell my friends how dangerous it is and to never do it." he resolves, shuddering at the scary incident!

"We are really thankful to the almighty and the entire Sankara team to restore my son's vision, said Kumar's mother.

Before surgery



After surgery

