

GIFT OF SIGHT

CATALOGUE
2019-2020



Change a life. Give the gift of sight today.

seva.ca/giftofsight



OUR VISION IS A WORLD IN WHICH NO ONE IS NEEDLESSLY BLIND OR VISUALLY IMPAIRED

Seva Canada restores sight and prevents blindness in developing countries. Since 1982, Seva donors have given over 5 million people the power of sight through life-changing surgeries and provided eye care services to millions more.

We work with local partners to create sustainable eye care programs that achieve long-term change, are culturally sensitive and reach those most in need – women, children and people living in extreme poverty and isolation.

Everything we do at Seva, from training to providing supplies to conducting research and funding surgery, glasses and medicine, is for one reason: to provide communities with access to high-quality eye care that will restore sight and prevent blindness, now and in the future.

We work in some of the poorest areas of some of the poorest places in the world: Benin, Burundi, Cambodia, Congo-Brazzaville, Egypt, Ethiopia, Guatemala, India, Madagascar, Nepal, Tanzania, Tibetan Areas of China and Uganda.



THE PROBLEM

WHO IS BLIND?



36 MILLION
people worldwide
are blind



20 MILLION
women are blind

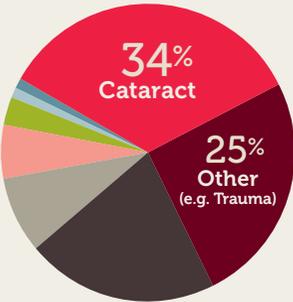
Women are **1.3 times** more likely to be blind than men



1.4 MILLION
children are blind

2 out of 3 children who are blind are girls

WHAT ARE THE CAUSES?



- 21% Uncorrected refractive error
- 8% Glaucoma
- 6% Age-related macular degeneration
- 3% Corneal opacity
- 1% Diabetic Retinopathy
- 1% Trachoma

WHY?



Lack of available services



Unaware of treatment options



Travel and geographic barriers



Financial and social barriers



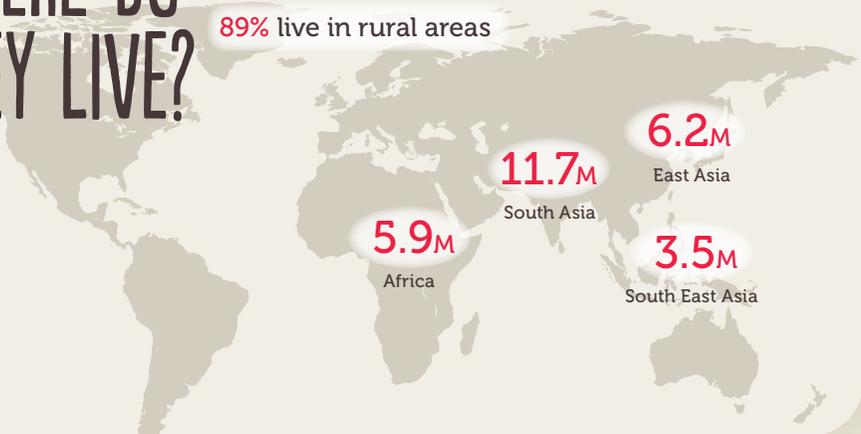
Fear and misconception

WHERE DO THEY LIVE?

Number of blind in millions

Most live in low-income countries

89% live in rural areas



THE SOLUTION



4 OUT OF 5 PEOPLE WHO ARE
BLIND DON'T NEED TO BE.

80% of blindness is avoidable by prevention or treatment

HOW SEVA HELPS:



Surgery

To treat blindness



Glasses

To correct refractive error



Medicine

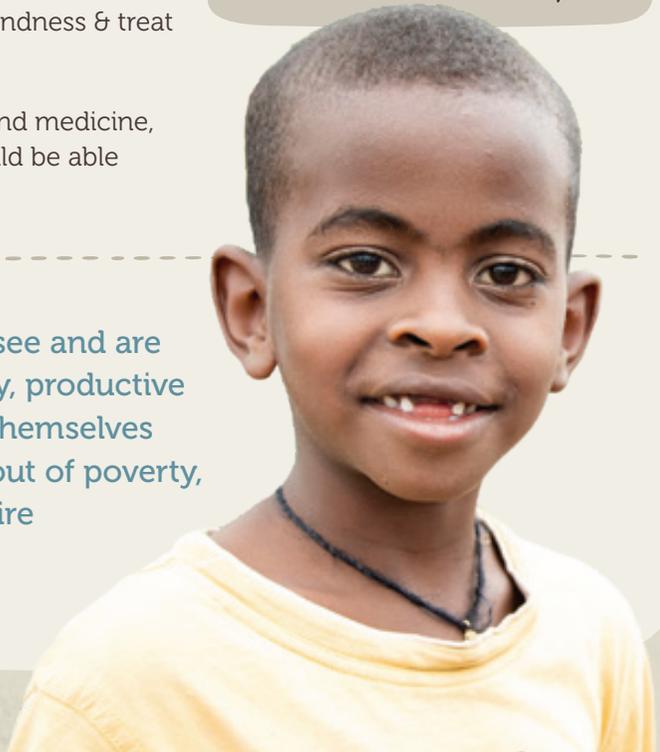
To prevent blindness & treat eye disease

With surgery, glasses and medicine, **29 million** people would be able to see today.

Thanks to donors like you, **over 5 million people** have been given the power of sight through life-changing surgeries. Each year Seva-funded programs provide eye care services to **1 million** of the world's most marginalized people.



When people can see and are able to lead healthy, productive lives, they can lift themselves and their families out of poverty, which benefits entire communities.



SEVA WORKS AROUND THE WORLD



LOVE AT FIRST SIGHT



24-year-old Sabitri and her husband migrated from their tribal village to West Bengal for work in a brick field. Things had been tough for the young couple and they were hoping that the fresh start and income from their manual labour would improve their lives.



SABITRI BEFORE CATARACT SURGERY

But their troubles continued. They lost their first two children from illness and then within just 6 months Sabitri went blind in both eyes. They did not seek any medical treatment for her because of their fears and superstitions. Their one joy was the birth of their third child, Lakshmi, named after the Goddess of Fortune and Wealth.

Their joy, however, was coupled with sadness. Sabitri could not see her baby Lakshmi's face and couldn't care for her without the help of her sister. She dreamt about gazing into Lakshmi's face and seeing her baby smile back at her.

Sabitri's luck was about to change. A community field worker found Sabitri and brought her to a screening camp where she was diagnosed with cataract in both eyes. She and her family were transported to the eye hospital where she underwent life-changing cataract surgery.

When Sabitri's eye patch was removed, she saw her beautiful baby, Lakshmi, for the first time and smiled with immense joy. She said "she's even more beautiful than I imagined." Lakshmi looked lovingly into her mother's eyes and giggled.

The young family feels positive about their future for the first time. Now that Sabitri can see, she can care for her baby, she can return to work and her family can thrive.



SABITRI SEEING LAKSHMI FOR THE FIRST TIME

ONE DONATION MANY POSSIBILITIES

Choose how you give

A close-up photograph of a woman with a red bindi on her forehead, wearing a red and green plaid shirt, holding a baby wrapped in a dark hood. The background is blurred, suggesting an outdoor setting.

HELP THOSE IN GREATEST NEED

Restore sight and prevent blindness in some of the poorest regions of the world through training, surgery, glasses, medicine and outreach. We will put your gift to work where it is needed most. **Any \$ amount or give monthly**



HELP CHILDREN SEE with sight-restoring surgery or prescription glasses. With healthy vision, children can go to school, play with friends and flourish. For each additional year a child stays in school, their potential income rises by **10-20%**, helping break the cycle of poverty.



PRESCRIPTION GLASSES FOR 5 CHILDREN

Help 5 children see. Glasses will bring their world into focus and transform their lives.

\$25



EYE SCREENINGS FOR CHILDREN

Screen children in schools and orphanages to catch eye problems early and ensure they have healthy vision for life.

\$50

RESTORE THE EYESIGHT OF A CHILD

Cure a child's blindness with cataract surgery including a lens implant. Follow-up care is provided along with glasses, medications and transportation.

\$150





HELP ADULTS SEE – give the power of sight to the most marginalized and isolated people in low-income countries so they can lead independent and productive lives.



PRESCRIPTION GLASSES FOR 5 ADULTS

Help 5 people see. Five pairs of glasses will bring the world into focus and transform lives. **\$25**



PROVIDE TREATMENT FOR GLAUCOMA

Help provide treatment for glaucoma, a chronic and potentially blinding condition. A lifetime of treatment can include medicine and/or surgery. **\$75**



RESTORE THE EYESIGHT OF AN ADULT

Help a person who is blind see with a 15-minute cataract operation including a lens implant, post-op care, medications and transportation. **\$50**



PROVIDE MEDICINE TO PREVENT BLINDNESS

Prevent a lifetime of blindness by supplying eye drops to treat infections. **\$15**



TRAIN EYE CARE ADVOCATES

Train a village member to become a community eye care advocate who identifies, counsels and refers community members to local eye care services. **\$50**



HELP WOMEN AND GIRLS SEE

The majority of the world's blind are women and girls. Women are **1.3 times** more likely to be blind than men. With this gift you are supporting community-based programs that help women and girls get the eye care they need and deserve. **\$100**



TRAIN LOCAL PEOPLE at every level of eye care so they can serve their own people now and in the future.



OPHTHALMIC NURSE TRAINING

Help train an ophthalmic nurse to provide basic eye care to a community. With this knowledge they can diagnose and treat 90% of all eye conditions.

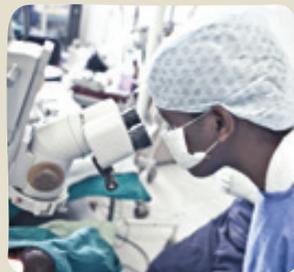
\$100



COMMUNITY FIELD WORKER TRAINING

Assist in training field workers to find people with blindness and eye disease in remote communities and ensure they get to the hospital for care.

\$75



CATARACT SURGEON TRAINING

Create a sustainable eye care program for generations to come by helping train a local eye surgeon to do thousands of cataract operations per year.

\$250



COMMUNITY EYE CENTRE

Help prevent blindness before it happens. Your donation will contribute toward a permanent Community Eye Centre. The facility provides remote communities with year-round access to basic care covering 90% of all eye conditions and timely referrals to hospitals when surgery is needed. **\$500**



COMMUNITY EYE SCREENING

Give people in remote, rural areas access to eye care by contributing towards screening entire communities for eye disease. **\$100**



CATARACT SURGICAL AND TREATMENT CAMP

Fund an entire eye camp and provide life-changing cataract surgery, medicine and glasses to hundreds of people living in isolation with no other access to care. **\$10,000**

GIVE THE GIFT OF SIGHT

TRANSFORM A LIFE

STEP 1

CHOOSE YOUR GIFT

STEP 2 (OPTIONAL)

CHOOSE THE COUNTRY

Or, leave it to us to use where the need is greatest.

STEP 3 (OPTIONAL)

IS IT A PRESENT?



Let us know and we'll send the recipient a beautiful card telling them how their gift will help transform lives.

STEP 4

MAKE YOUR GIFT



A tax receipt will be sent to you.

WAYS TO GIVE:

- Online at seva.ca/giftofsight
- By phone at **604-713-6622** or toll-free at **1-877-460-6622** (Monday to Friday, 8am to 4pm PST)
- By mail, using the enclosed form and envelope
- By fax to **604-733-4292**

OTHER WAYS TO GIVE

SEVA GREETING CARDS

A set of 7 cards with envelopes, featuring the inspiring people we help every day. Additional packages are available online at seva.ca/giftofsight

\$20^{+tax}



'Reflections' set shown



GIFT OF SIGHT DONATION CARDS

Donate to an eye care program as a gift in honour of a friend or family member. Each card is the equivalent of a \$12.50 donation. Includes 4 cards with envelopes and a \$45 tax receipt. **\$52**

'Transformations' set shown. See more at seva.ca/waystogive

SEVA CALENDAR

A 12-month calendar featuring breathtaking photos by Jon Kaplan. Proceeds from each sale go directly to restoring a person's sight. **\$25^{+tax}**



Canadian shipping included in all prices above

BECOME A MONTHLY DONOR

RESTORE SIGHT AND PREVENT BLINDNESS. EVERY MONTH.

Join ForSight and become a monthly donor to give the power of sight all year-round.

Sign up today using the enclosed form. Each month we'll withdraw your donation directly from your bank account or credit card and put it straight to work changing lives.

FOR SIGHT

RESTORE MORE THAN SIGHT

For many, blindness means poverty and loss of opportunity. Millions could see if only they had access to care. When you give the power of sight, you also give access to education, employment and the foundation for a better life.

**GIVE THE GIFT OF SIGHT.
FIND OUT HOW INSIDE.**

SEVA CANADA

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Vancouver, BC V6J 2G2
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1-877-460-6622 toll-free
seva.ca



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