

FROM FRONT PAGE

best-in-class brand and visual identity. Seva has a colourful and innovative history and very loyal donor base so it was important to create a brand that honours the past, while positioning Seva for the future.

A key component in Seva's brand model is our brand promise. A brand promise is the unique, defining end-benefit that our brand delivers. Seva's brand promise is **the power of sight**.

When we restore someone's vision we really:

- Break the cycle of poverty
- Open access to education
- Allow people to reach their full potential
- Make a profound and immediate impact
- Generate a ripple effect, across geography and time
- And so much more....

As Seva continues to grow and work internationally it was important to have a logo that still honoured our roots but was more global and friendly.

Seva's new brand and visual identity is revealed starting with this newsletter! Thank you again to Cossette Communications for their generosity, talent and creativity in creating this amazing brand.

If you haven't seen Seva's new Public Service Announcement "Cause and Effect" done by Cossette, Head Gear Animation and Wave Productions visit seva.ca

BEYOND THE DARKNESS 30TH ANNIVERSARY EVENT

From April 23 – May 12th Seva Canada's 30th Anniversary celebration focused on the awe-inspiring photo exhibition, Beyond the Darkness by award-winning artist Larry Louie.



PHOTOGRAPHER LARRY LOUIE
CREDIT: @ELLEN CRYSTAL PHOTOGRAPHY

The opening gala brought together Seva supporters and sponsors to celebrate giving the power of sight to over 3 million people in Nepal, India, Tibet, Egypt, Guatemala, Cambodia, Malawi, Madagascar and Tanzania. The participants acknowledged the significant achievements to date while sharing a vision of the challenges ahead.

The Minister of State for Multiculturalism, John Yap, joined the reception and pledged his support for Seva Canada and its mission in a letter of congratulations.

Larry Louie and Joanna Wong deserve most of the credit for producing the exhibition. Larry's insightful speech at the reception showed his passion for photography, and making a difference through Seva.

Thank you to our volunteers, the musically talented long-time Seva supporter, David Hickey, and sponsors QLT Inc., Pacific Medical Technologies, Assante Wealth Management, CI Investments, Georgia Straight and the Shaw Multicultural Channel. We couldn't have done it without all of you!



EXECUTIVE DIRECTOR PENNY LYONS WITH THE MINISTER OF STATE FOR MULTICULTURALISM JOHN YAP
CREDIT: @ELLEN CRYSTAL PHOTOGRAPHY

Stay tuned for upcoming 30th Anniversary events.

UPCOMING EVENTS

Delta Optical fundraiser for Seva – the entire month of October

Thursday October 11th is World Sight Day. To mark the occasion, Delta Optical (deltaoptical.ca) will donate \$30 for every pair of prescription glasses sold at

their 4 locations in Mississauga, Oakville, Toronto and Richmond Hill for the entire month of October. The funds will support childhood blindness programs in East Africa.

Annual General Meeting (AGM) & donor reception Friday, November 30th Heritage Hall, Vancouver

Join us for our 30th Anniversary AGM celebration! Special guests:

- Ram Prasad Kandel, Seva Nepal

- R.D. Thulasiraj, Aravind Eye Care System

Come hear about the work being done in Nepal and India directly from those in the field.

Time: 7 p.m.

Location: Heritage Hall
3102 Main Street, Vancouver, BC

Space is limited. RSVP at 604-713-6622 or admin@seva.ca

A STORY OF HOW SMALL EFFORTS CAN LEAD TO BIG CHANGES

BY MR. RAM PRASAD KANDEL, SEVA NEPAL PROGRAM DIRECTOR

May 21st marked Mother's Day in Nepal this year and in the Hindu culture, it is the custom for sons and daughters to offer good food and clothes to their mothers. My mother is no longer living, but to honour her I go each year to Bridha Ashram Debghat, a place where many old and impoverished women receive shelter and one meal a day courtesy of a local Nepali NGO. The ashram is located on the

street shelter. My wife suggested that we give her all the remaining packages of biscuits, so I stopped my motorcycle and went over to the woman. As soon as I saw her face, I realized that she was completely blind from dense cataracts in both eyes. I spoke with her for a while, gave her the biscuits and returned home with my wife. I told my wife that the woman was blind due to cataracts and

go to Devghat and pick up the woman and take her to the hospital for cataract surgery. I assured him that all the costs of her two cataract surgeries (less than \$50 each) would be covered by Seva and that my wife and I would cover the costs of her food.

The Bharatpur Eye Hospital brought the blind woman in for care and performed cataract surgery on both eyes. My wife provided the woman with used saris and also arranged for the canteen to provide her with food.

The woman's name is Fulmaya Gharti and she is 60-years old and this is her story.

She comes from Purkot in the Gulmi District of Nepal. She married at age 12, but because she never had any children, her husband took a second wife. She lived with them and worked very hard for the family for years, but slowly her sight deteriorated as cataracts clouded her vision.

Four years ago, as her vision got worse, her husband's other wife began to give her a lot of grief for not being able to keep up with her work. A year later her husband and his new wife kicked her out of her home. By the following year, Fulmaya was completely blind and unable to care for herself. Her only means of survival was to sit on the side of the road and hope people would give her food. She told me, "I have no idea how I survived for those two years."

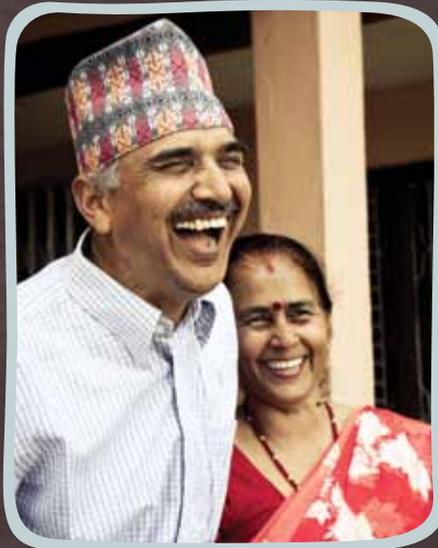
Two weeks after the eye surgeries, my wife asked me again about Fulmaya so I went to find her. I found her in a place of prayer. She was 100% different than she was two weeks earlier. She had joined the prayer group, where she prays morning and evening, and receives two meals a day. She asked me to send her gratitude to the Seva donors who helped her regain her sight and her life.

Thank you, Seva donors!

On a personal note, I feel I am the luckiest person in the world because I can share the happiness and smiles of people like Fulmaya.

Kandel, Seva Nepal

Meet Kandel at this year's Annual General Meeting! Details on the previous page.



MR. & MRS. R. P. KANDEL

banks of the holy Narayani River, 5 km away from the Bharatpur Eye Hospital where my office is. Currently, there are 150 women living there.

For the past five years, my wife and I have gone to the ashram each year to mark Mother's Day. We provide one package of biscuits to each of the women and take 25-30 kg of rice to the NGO that runs the ashram.

This year my wife and I purchased 150 packages of biscuits, but we saw only 141 women at the ashram. On the way back to our home, my wife saw an old woman begging near the roadside in a small



FULMAYA GHARTI

that if we could take her to the hospital she could have good vision. My wife immediately asked me to take her to the hospital. However, it was Saturday (the weekly holiday in Nepal) and the hospital was closed so I said OK and that we would do something for this woman.

The next day, I needed to travel to Lumbini, over 500 km away, and I completely forgot about the blind woman. That evening, my wife called me and asked, "What are you doing about the blind woman who we met in Devghat?" I immediately called the hospital manager of Bharatpur Hospital and I forced him to

30 YEARS OF SEVA

1976

Dr. Venkataswamy (Dr. V) in India establishes an alternate health care model to provide low cost, high quality, self-sustaining eye care. He established the Aravind Eye Hospital by turning his former home in Madurai into an 11-bed hospital.

1978

Seva Foundation is formed and a meeting is held in Michigan in December.

Work began in India with partner Aravind Eye Care System.

1980-81

Seva conducts the world's first nationwide, population-based study of the causes and distribution of blindness in Nepal. The study showed that, contrary to contemporary belief that most blindness was due to trachoma, that 2/3 of blindness was due to cataract.

1982

Seva Canada is established by Alan Morinis and Bev Spring.

1987

Dr. Marty Spencer, Seva board member and ophthalmologist, conducts the first intraocular eye camp in Nepal. He revolutionizes eye care in the developing world by using these modern surgical techniques.

1978

After working with the World Health Organization (WHO) to end smallpox in India, Dr. Larry Brilliant and his wife Girija Brilliant, a public health specialist, published an article entitled Death of a Killer Disease. They concluded the article with an appeal to readers to find the compassion and understanding to support international health programs to benefit those struggling with poverty. Readers were moved, and soon \$20,000 of donations arrived — with the first \$5,000 coming from not-yet-famous computer inventor, Steve Jobs.

1979

First Grateful Dead concert to benefit Seva.

1981

Leo Boon "Cycles for Sight". During his 4500 mile ride from Vancouver to San Francisco to Miami Leo asks people to pledge a penny a mile.

1985

Nepal government officially recognizes Seva. The Seva Nepal office is opened in Kathmandu and initiates a National Eye Health Education program.

GROWN'S NEW SUSTAINABLE WOODEN EYEWEAR HELPS THE ENVIRONMENT AND THE BLIND.

GROWN® Eyewear (growndesigns.com), an innovative new company, launched their sustainable wood and bamboo eyewear collection that also 'does good' in Canada in June. For every pair of

glasses sold, GROWN will fund eye testing for 12 children and for every 4 pairs sold GROWN will fund a sight-restoring cataract operation for a child through the GROWN Vision™ project.

"The idea behind GROWN has always been to design, produce and provide original and sustainable wooden eyewear that looks great and does good. Our vision was to create a socially responsible brand that would allow us to do what we love while supporting meaningful and life-changing efforts. Not long after the initial prototypes were created we saw a message on TV about the large numbers of people who are affected by blindness or poor vision in the developing world. It was surprising that this was something that could be easily treated, often with a simple 15-minute cataract surgery," said Canadian-born founder Jeff Phillips.

"Besides restoring vision, we like that Seva Canada concentrates its efforts on reducing blindness with their child testing programs as well as supplying

glasses and visual aids to the people who need them. We are humbled and honoured to be able to help support Seva in their selfless journey," said Phillips.

"Each dollar donated by GROWN will be amplified by Seva's own unique sustainability model, creating a positive momentum that will affect generations." — Penny Lyons, Executive Director of Seva Canada

Grown Eyewear can be purchased online at growndesigns.com and through select retailers.



1993

76-bed Lumbini Eye Hospital is built and becomes self-sustaining in 1 year.

1994

Dr. Marty Spencer teaches manual sutureless cataract surgery to ophthalmologists at Aravind Eye Care System in India, a surgical technique that becomes taught around the world.

1996

Seva begins publication of Tibetan Voices and calendars.

2001

Seva helps establish the Kilimanjaro Center for Community Ophthalmology (KCCO) and begins work in Tanzania.

2009

Seva begins working in:

- Egypt with the Al Noor Magrabi Foundation
- Guatemala with Visualiza Eye Care System
- Malawi with the Queen Elizabeth Central Hospital
- Madagascar with the Ministry of Health

2012

Seva Canada turns 30 on April 6!
Seva Canada is introduced into the BC Legislature by MLA Eric Foster.

1992

Seva and the Canadian International Development Agency helps Aravind Eye Care System create Aurolab, a non-profit trust designed to provide modern technology at affordable costs. Aurolab brings down the cost of an intraocular lens (IOL) from \$300 to under \$10.

1995

Seva's program in Tibet begins.

1998

Seva responds to an invitation to develop eye care programs in Cambodia. Seva Canada began funding in 2009.

2002

Seva sponsors the first eye care planning workshop in Lhasa, Tibet resulting in a 10-year cataract prevention plan.

2011

Seva co-funds Madagascar's first National Pediatric Eye Care Planning Meeting resulting in a series of outreach programs and training initiatives.
Seva Canada funds a Rapid Assessment of Avoidable Blindness (RAAB) survey in Atsinanana, Madagascar to estimate the prevalence and causes of blindness in people over 50 years of age.

HOPE

AN ARTICLE BY BOARD MEMBER KAREN MOOSBRUGGER OF HER RECENT TRIP TO NEPAL

My daughter Freya is grinning shyly at the dark faces that stare at her with abandonment. She glances up at me hopefully and I know she is silently asking for permission to wander off with the children who are so desperately waiting to hold her hand. I nod and a swarm of giggling bodies envelops her and the small voices with lilting accents call out repeatedly, "what is your name?"

This is the typical scene at Seva's screening eye camps in Nepal. We arrive, my child disappears and I am free to absorb the impact that Seva has had in this impoverished country. At times, I am often filled with a sense of hopelessness and saddened by the obvious hardships

and challenges that the Nepali people face. They have no money, no means to travel and heavy disease burden, blindness being one of the largest of those burdens. And yet, against all odds, they are receiving the highest quality eye care provided by Seva and its partners in Nepal. The Nepali people recognize the Seva logo on our ball caps. "Eye openers," they say, a fitting description for the eye surgeons curing blindness through cataract surgery.

As a Canadian "eye opener," I spend much of my time talking with Seva's Nepali eye surgeons. I want to know if they were pleased with their working conditions or if they feel overburdened by their incredible workloads. Their answers are a resounding chorus of positivity. They are honored to work for Seva. They are not overwhelmed by the numbers of people requiring treatment. In fact, they think they can always do more. I am humbled beyond belief by their dedication, passion and endless energy.

The eye camp is winding down. Arrangements have been made for

transfer to a surgical centre, much needed eye glasses have been dispensed, potentially blinding eye conditions have been diagnosed and treatment has begun. Hundreds of people have been screened and educated. I see Freya approaching with each of her arms looped through those of two other school girls I recognize from earlier that morning. They hug their goodbyes and the young girls reluctantly walk away, filled with the hope of one day seeing the pale Canadian girl again. I feel content in knowing that as long as Seva can continue its work in Nepal, their beautiful dark eyes have a chance at sight.



FREYA MOOSBRUGGER WITH HER NEW NEPALESE FRIENDS. CREDIT: @ELLEN CRYSTAL PHOTOGRAPHY

AN INNOVATIVE MICROFINANCE PROGRAM TACKLES GENDER INEQUITY IN BLINDNESS

USING MICROFINANCE INSTITUTIONS TO RESTORE SIGHT AND PREVENT BLINDNESS AMONG WOMEN AND GIRLS IN AFRICA.

The Problem

Two-thirds of the 35 million blind people in the world are women, primarily because they receive treatment half as often as men. This disparity is even more pronounced between girls and boys.

Despite a decade of offering free services and providing gender-sensitive community outreach activities, women and girls in Africa still access eye care services far less than men and boys.

To make progress, we need a way to integrate eye care into the heart of African communities.

An Innovative Community Program

In 2008, the Kilimanjaro Centre for Community Ophthalmology (KCCO) in Moshi, Tanzania, supported by

Seva Canada, began working with microfinance groups in their region. KCCO recognized that the microfinance groups were in a unique position to empower women to seek better



health care: they provided women with additional income (which often translates into social capital); higher status within their villages; and, developed a social network of like-minded women. Some microfinance groups were taking on additional education and social advocacy roles.

Interested microfinance groups received training in eye health and learned about local eye care services and were asked to facilitate use of those services. The project showed remarkable success in increasing eye care utilization, particularly by women and girls even from extremely poor and remote communities.

Quite unexpectedly to KCCO, the program achieved lasting, not just initial, success. Without any further investment beyond the eye health education, the women in the microfinance groups adopted eye care into their community development activities. Referrals continue, long after the educators and initiators are gone.

In the spring of 2012, more than a year after the project ended, two outreach clinics were held in the pilot microfinance areas. Of the 362 patients seen, 283 (78%) sought care because they were referred by microfinance members; 64% were women. Targeted support for microfinance groups in the poorest and most remote communities holds great promise for future program development in Africa, and beyond.

THIS HOLIDAY SEASON, GIVE TWO GIFTS IN ONE!

The holiday season is fast approaching and gifts such as donations to Seva in honour of a friend, loved one, teacher or business associate is a thoughtful and easy gift that everyone will love! You'll feel great about restoring sight; the recipient will enjoy receiving a distinctive gift with a feel-good component; and your sight-restoring gift will benefit those in need.

When you give a holiday gift of a donation to Seva, we'll send a beautiful tribute card with a photograph by Jon Kaplan on the cover and a description of how the gift is being used to give the power of sight.

For those in your life who like to tear wrapping paper off to reveal a gift, we have plenty of stunning Paperblanks® journals that are sold at ½ the suggested retail price and tax-free with the proceeds going to Seva's programs.

Wonderful, easy holiday gift ideas that are really two gifts in one!

As many of you know, Seva Canada is no longer producing a calendar. But don't dismay, Putumayo has designed a beautiful calendar full of Jon Kaplan's photos with a portion of the proceeds going to Seva's programs. You can order one from Seva Foundation at seva.org or at putumayo.com

MICROFINANCE IN ACTION

REHEMA, A SUCCESS STORY

Rehema is a 40-year old woman living in Mudio village in Hai district, Kilimanjaro region of Tanzania. She spent her days taking care of her husband and 4 children. She had few friends and wasn't well-known in her community. Her family struggled against poverty and hunger, earning a meagre living in farming and were only able to afford one spoonful of cooking oil at a time. School fees for her children were out of the question.

Rehema participated in Seva and KCCO's pilot microfinance program and became a community advocate identifying and referring people for eye care services. She learned to do community counselling and encouraged people to take advantage of the eye care services available through KCCO's outreach visits.

As Rehema advocated for the use of eye care services, people in her community became more knowledgeable and began



REHEMA

to recognize and appreciate her efforts. Now people in Mudio village ask Rehema for information about health care for a variety of diseases. "The project has given me big respect. Some people even buy me sugar, soda and give me money as appreciation of my work. The project has added value to my life."

Rehema also took part in vocational training provided by KCCO and Royal Roads University to learn how to run her own cottage industry and earn extra income while maintaining her role as an eye care advocate. Rehema started a bead-making business and has increased her income from approximately \$7/month to \$142/month. "With this money I was able to help my husband pay school fees for our child and buy fertilizer... instead of buying cooking oil in spoons, now I buy in three litres. Now I can provide the most basic needs at home. I am moving forward."

Rehema has visited over 150 people with vision problems in her area and intends to visit even more patients in the future. She sells her beads in curio shops in the Moshi District and in the Arusha Maasai market. "Anyone," Rehema says, "can change her life. All it takes is some extra effort."

WHY ARE ZAMBIAN CHILDREN WHO CAN SEE FORCED TO LEARN BRAILLE?

RAISE \$10,000. GIVE ZAMBIAN CHILDREN THE POWER OF SIGHT.

It is a common tragedy in Africa that children with low vision are placed in schools for the blind and taught Braille rather than given a pair of prescription

glasses so they can attend a mainstream school. Currently in Zambia there are no low vision services for children in schools for the blind and government support for eye examinations is very limited. An established low vision program will ensure those children with sight can be given a pair of glasses and live a normal life.

Our \$10,000 goal can improve the sight and the quality of life of children with low vision or blindness and:

- Train teachers in schools for the blind to assist children with glasses, low vision devices and reading stands
- Provide comprehensive low vision care to children; including eye exams, surgery, and low vision devices
- Advocate with the Zambian government to include childhood vision loss in its national VISION 2020 plan



ZAMBIAN GIRL LEARNING TO USE A LOW-VISION DEVICE

Donate today and bring the world into focus for Zambian children. Call 604-713-6622 or visit bit.ly/Zambiaappeal.

SHERRITT INTERNATIONAL CORPORATION JOINS SEVA IN GIVING THE POWER OF SIGHT TO MADAGASCAR

Sherritt International Corporation generously donated \$32,000 in December 2010 and \$34,000 in July of 2011 toward Seva Canada's efforts to help restore sight and prevent blindness in Madagascar. Sherritt's contribution has provided funding for critical diagnostic and treatment equipment which is now installed and in use.

Seva's work in Madagascar, one of the poorest countries in the world, focuses on developing eye care programs for children and adults. The work is expanding quickly due to the support of key personnel in both government

and health. "Most of the blindness in Madagascar is preventable or treatable, either with basic surgery or through the provision of low-cost prescription glasses," says Penny Lyons, Executive Director of Seva Canada. Restoring eyesight is one of the most cost-effective ways to reduce poverty according to the World Health Organization and has a ripple effect for generations.

Sherritt's donation, through Seva's program, brings eye care to those most in need in the Atsinanana region of eastern Madagascar, including the city of Toamasina. Although Atsinanana has

some regional eye care services, there are significant gaps in surgical and diagnostic equipment as well as trained medical staff and community eye care workers. Sherritt's contribution has provided an operating microscope, applanation tonometer and motorised table, slit lamp, instrument sterilization, an autorefractor/keratometer and much more essential surgical and diagnostic equipment required for the success of the program.

Seva, in partnership with the Kilimanjaro Centre for Community Ophthalmology (KCCO), is one of the largest supporters of eye care in the country. The World Health Organization estimates that there are 14,000 blind people in the Atsinanana region of Madagascar and 42,000 with visual impairment. Now, thanks to Sherritt's generosity, the people of Atsinanana will have the power of sight.



SAYING GOODBYE IS NEVER EASY....

After 20+ years of service to Seva, Paula Ford retired on June 28th. Paula's contribution and dedication to Seva's mission was unwavering. She took a small product line and created beautiful things that represented Seva and that people loved to buy. For years, Paula



HEATHER WARDLE IN NEPAL
CREDIT: @ELLEN CRYSTAL PHOTOGRAPHY

was Seva's marketing and public relations department and the products she created and sold were the first introduction to Seva for many of our current donors. Paula will be deeply missed but we wish her a retirement full of contentment and joy.

Seva also says goodbye to Heather Wardle who resigned as Seva's Director of Development. In an email to donors Heather stated that it had been her greatest pleasure to work with Seva



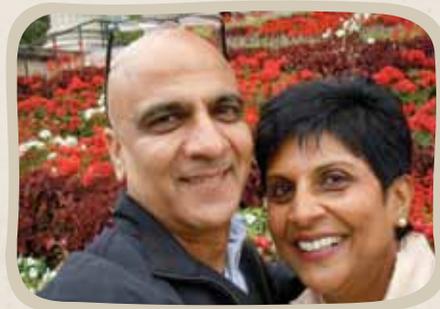
PAULA FORD AND DAVID HARDOUIN

donors on our wonderful mission to bring sight to the blind. Heather felt blessed and honoured to have worked with such an amazing and dedicated group of donors, volunteers, staff and partners whose compassion to end this particular form of suffering is so great. Heather plans to continue to support Seva as both a monthly donor and as a legacy donor with a bequest in her Will. We thank Heather for her dedication and wonderful work on behalf of Seva and wish her the very best.

INSPIRING SEVA DONORS

Nagib & Maureen Padamshi

⇒ Circle of Sharing monthly donors & volunteers who have travelled to Nepal, Tanzania and Tibet.



⇒ Had a garage sale selling plants and treasures for Seva.

⇒ The garage sale has raised \$5,125 to date. Of this amount, \$5,000 has been dedicated to training a Nepali Ophthalmologist Assistant in Chitwan.

Pat Hogue



⇒ Seva donor

⇒ **Dough for \$\$\$ Dough \$\$\$** – Teaches artisan bread making in her home. Instead of a paying Pat a workshop fee she asks participants to donate any amount they wish directly to Seva by cheque or through Pat's giving page bit.ly/PatHogue

⇒ Raised \$1,340 – enough to restore sight for 27 people.

Donna & Bill Konsorado

⇒ Long-time Seva supporters.

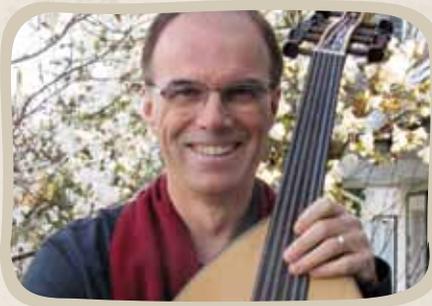


⇒ Creating and performing music events in the Nanaimo area since 1997 with 10% of each concert going to Seva in memory of Trish Turner. Held a special tour this past May, **Music in Your Eyes**, to celebrate Seva's 30th Anniversary.

⇒ Music in Your Eyes raised \$400, that's 8 cataract operations to restore sight to people in the developing world.

Peter "Amir" and Chloe O'Loughlin

⇒ Long-time Seva Circle of Sharing monthly donors.



⇒ Holds **Universal Kirtan**, an inspiring and joyful evening of spiritual songs and chants from the world's various faith, spiritual and mystical traditions. Minimum \$10 donations are requested to support Seva's work.

⇒ Since 1996, Amir and Chloe have donated \$13,138 through monthly giving and fundraising events. That's 263 sight-restoring cataract operations.

GIVING PAGES

CREATE A PAGE,
RESTORE SIGHT AND
START CHANGING LIVES.

You can run, golf, bike, ask for donations in lieu of birthday or wedding presents or just raise money to fund sight-saving operations, medicines and programs for those in need. Create your own Personal Giving Page on Seva's website and start giving the power of sight.

Learn more at seva.ca



BECOME A MONTHLY DONOR

You can help blind people see again every day of the year. Join our Circle of Sharing family of monthly donors by visiting seva.ca or by calling 1-877-460-6622 toll-free.

"It makes me feel so good to know that my monthly donation is in the hands of people who care with such devotion, compassion and competence! As well, to know that people who I will never know can see the faces of their loved ones and the world around them because Seva does such a good job in bringing together the teams who can restore sight to those so in need."

– **Arlene McGibbon**
Monthly donor



ABOUT SEVA CANADA

SEVA'S VISION

Seva Canada's vision is a world in which no one is needlessly blind or visually impaired and where those with unavoidable vision loss can achieve their full potential.

SEVA'S MISSION

Seva Canada's mission is to restore sight and prevent blindness in the developing world.

SEVA'S GUIDING PRINCIPLES

We are guided by:

- Our belief in equal access to eye care for all
- Our belief that with adequate resources, all people can meet their own needs
- Our commitment to working with international partners to build local, sustainable eye care programs
- Our respect for cultural, ethnic, spiritual and other forms of diversity
- Our commitment to inform and inspire Canadians to join us in achieving our mission

HONOURABLE PATRONS

The Honourable Lloyd Axworthy
Patrick Reid, O.C.
The Honourable Steven L. Point,
Lieutenant Governor of British Columbia

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