

SWEAT FOR SIGHT 2017



WORLD SIGHT DAY EVENT PARTNER OPPORTUNITY

Gyms & Studios

seva.ca

39 MILLION PEOPLE WORLDWIDE ARE BLIND

80% OF THEM CAN BE TREATED OR CURED

Dear Friends,

Seva Canada's 2nd annual Sweat for Sight fundraising event in celebration of World Sight Day this October is happening again!

With this proposal we invite you to join us again or as a new Sweat for Sight partner. There are so many ways to participate and great benefits to you, your team or your club.

Read on to find out how to get involved, get sweaty, raise awareness, give the power of sight, and change lives!



World Sight Day is an annual day of awareness focussing on blindness and visual impairment. This year it takes place on **October 12, 2017**.
#SweatForSight
#WorldSightDay
#WSD2017

ABOUT SEVA CANADA

Seva Canada is a Vancouver-based non-profit organization. Working in some of the poorest places in the world, our vision is a world in which no one is needlessly blind or visually impaired. We believe that restoring sight is one of the most effective way to relieve suffering, reduce poverty and transform lives.

Since 1982, Seva Canada has given sight to **4 million** people through life-changing surgeries and provided eye care services to millions more. Each year, Seva donors give the power of sight to **1 million** of the world's most marginalized people – women, children, and people living in extreme poverty and isolation.

Just **\$50 and 15 minutes** can restore a person's sight with cataract surgery. When you give a person back their sight, you give them access to education, employment and a better life.

HOW SEVA HELPS:



Surgery



Glasses



Medicine

With surgery, glasses and medicine **31 million** people would be able to see today.





ABOUT SWEAT FOR SIGHT

Sweat for Sight is a multi-faceted event in support of Seva Canada, held around October 12, 2017 in celebration of World Sight Day.

Gyms, studios, clubs and individuals across Canada can show their support by **holding a fundraiser** or **dedicating a special fitness class** to getting sweaty and restoring sight.

A little goes a long way! Raising just \$50 can transform a person's life through cataract surgery.

HOW TO GET INVOLVED

- ➔ Hold a specialty class and Sweat for Sight. Thought starters:
 - ➔ A blindfolded class
 - ➔ A class in the dark
 - ➔ A glow-in-the-dark class
- ➔ Set a fitness challenge for the month of October
- ➔ Rebrand an existing class and donate proceeds to restoring sight
- ➔ Hold a by-donation class
- ➔ Set up a fundraising page and raise money to restore sight. See Seva staff's 2016 page <http://bit.ly/sevastaffsweatforsight>
- ➔ Post sweaty selfies on social media asking others to share and challenge them to do the same. Just tag @sevacanada & #sweatforsight



Kore Brand's owner Darrin getting sweaty!

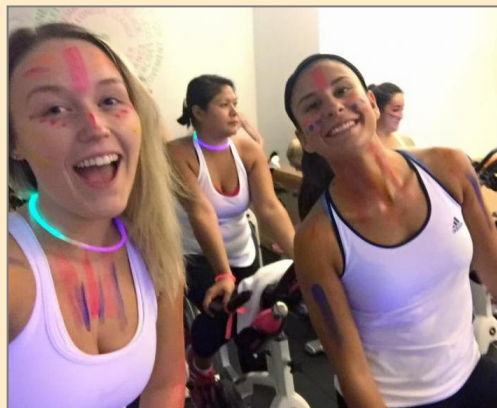
Need inspiration? See what others did last year, visit seva.ca/news/sweating-sight!



Baza Dance Studios held a "by donation" blindfolded Kizomba class.



Pure Barre in Kitsilano, held a by-donation class on World Sight Day



The Dailey Method, Kitsilano offered Dailey Cycle class in the dark with glow paint and glow sticks



From October 10-14th Line5 Studios donated 10% of their sales & held a blindfolded Pilates class on World Sight Day

BENEFITS FOR YOU:

- A chance to show your support, bring people together and change lives through the power of sight!
- Promotion and recognition through Seva Canada's:
 - Website
 - Newsletter
 - E-news
 - Event Press Release
 - Social Media
 - Your choice of Facebook, Twitter, Instagram or a combination
 - #SweatForSight

WE WILL PROVIDE:

- Photos and sight-restoring videos and stories for you to use for advertising
- Brochures, newsletters, donations slips and sight-story cards to display





PLEASE JOIN US!

To get involved,
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#sweatforsight
@sevacanada

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