

SEVA CANADA'S 2019 SWEAT FOR SIGHT TOOLKIT

#SweatForSight



THANK YOU

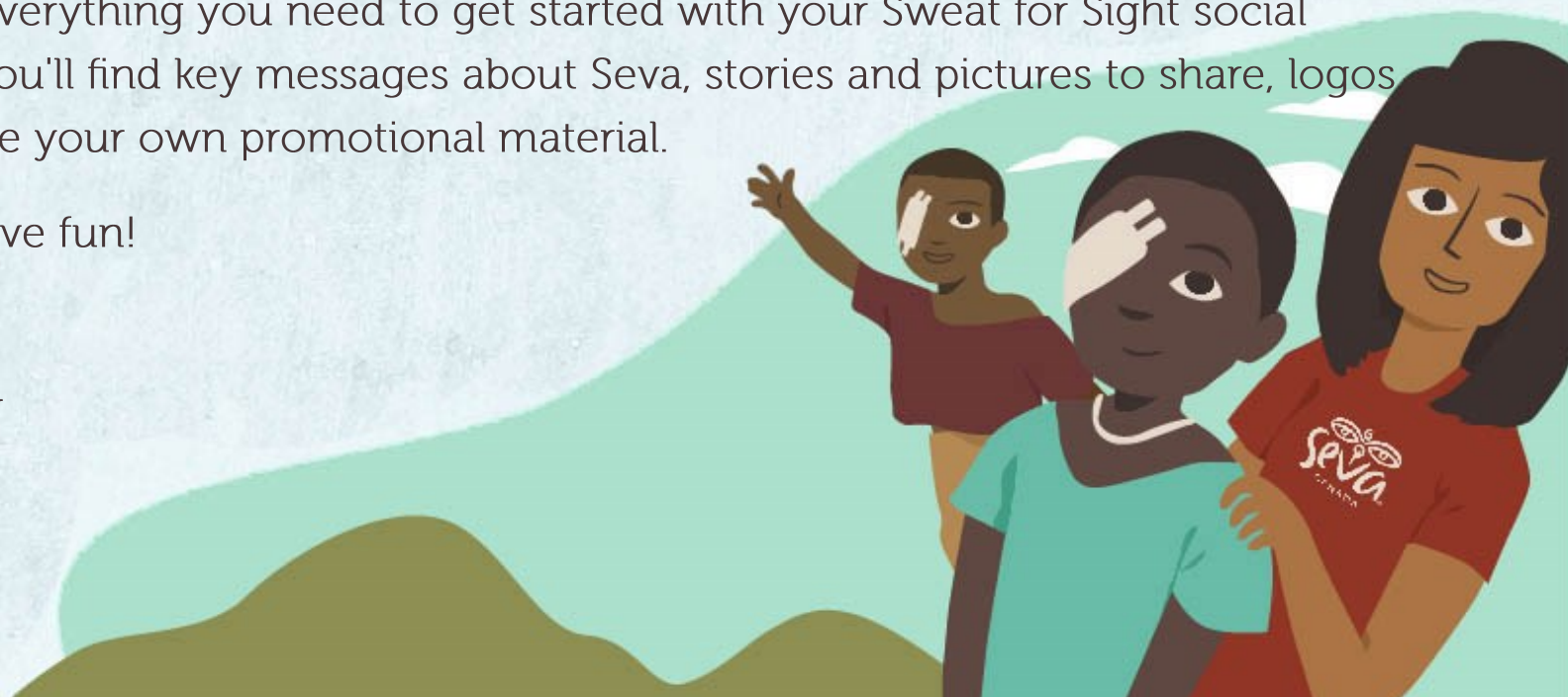
Thank you for joining Seva Canada's 4th annual Sweat for Sight event in recognition of World Sight Day on October 10th. By participating in this event you are helping to restore sight and prevent blindness in some of the poorest places in the world for those most in need.

When you restore a person's sight, you give them and their caregiver back their lives. You give them the opportunity to go back to work or school and lift themselves and their family out of poverty. Thank you—we can't say it enough!

This kit includes everything you need to get started with your Sweat for Sight social media activities. You'll find key messages about Seva, stories and pictures to share, logos and more to create your own promotional material.

Thank you and have fun!

Penny Lyons,
Executive Director



ABOUT SEVA CANADA

Seva Canada (seva.ca) is a registered Canadian charity that restores sight and prevents blindness in developing countries. Since 1982, Seva has given over 5 million people the power of sight through life-changing surgeries and provided eye care services, including glasses and medicine, to millions more.

Seva works 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.



ABOUT SWEAT FOR SIGHT

Sweat for Sight is a multi-faceted event in support of Seva Canada, held on or around World Sight Day, which is October 10th this year.

Studios, gyms, individuals and teams across Canada can show their support by holding a fitness-inspired fundraiser or dedicating a fitness class to getting sweaty and restoring sight.

A little goes a long way! Raising just \$50 can transform an adult's life by funding a sight-restoring cataract surgery.



KEY RESOURCE LINKS

- ➔ [Seva Canada website](#)
- ➔ [Sweat for Sight event page](#)
- ➔ [Seva Canada Supporter Logos](#) (scroll down page)
- ➔ [World Sight Day Logos](#)
- ➔ [Seva Canada Media Kit](#)
- ➔ [Stories](#)



SOCIAL MEDIA

Follow us on social media—we'll be posting about you and your support, and sharing your posts! Make sure to share what you're doing with your followers so they can learn more about the incredible impact you're having.



Twitter:

@sevacanada

Hashtags:

#SweatForSight

#WSD2019



Facebook:

@sevacanada



Instagram:

@sevacanada



ASSETS

- ➡ Photos, videos, illustrations, and graphics for content can be found [here](#).



Each photo has been generously donated by a talented photographer. Please give them credit where possible (their names are included in the file name).

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



WHERE DO THEY LIVE?

89% live in low and
middle-income countries

WHAT ARE THE LEADING CAUSES OF BLINDNESS FOR WOMEN AND GIRLS?

- Cataract
- Retinal Disease
- Trachoma

WHY ARE MORE WOMEN AND GIRLS BLIND THAN MEN AND BOYS?



Lack of financial
decision-making
capacity



Inability to travel
to health care
facilities



Differences in
the perceived
value of female
individual

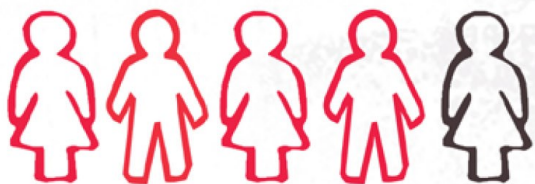


Lack of awareness
of information and
resources



Fear of a
poor outcome

Girls face an additional barrier of being a child, too young to advocate for themselves.



80% OF BLINDESS IS AVOIDABLE
BY PREVENTION OR TREATMENT.

4 out of 5 people who are blind don't need to be.

HOW SEVA HELPS



Bridging strategies to connect women and girls to the care that they need



Surgery to treat blindness



Glasses to correct refractive error



Medicine to prevent blindness

All eye care programs need gender-integrated health interventions to reach **women and girls**. When women and girls are given the power of sight and are able to lead healthy, productive lives, **entire communities** have a chance at a better future.

SOLUTIONS

KEY MESSAGES

Why Sight?

- The power of sight is so much more than good vision. It is access to education, employment and a brighter, healthier future for all.
- An investment in sight is an investment in the potential of people.
- Children who have their sight restored are given an average of 50 years of sight, allowing them to learn, play and build brighter futures.
- When you give one person back their sight, you give two people back their lives.
- A 15-minute cataract surgery costing as little as \$50 can restore someone's sight, allowing them to go back to work or school and help lift themselves and their family out of poverty.
- Preventing and treating blindness is one of the most cost-effective ways to relieve suffering, reduce poverty and transform lives.

Gender Equity

- The majority of the world's blind are women and girls, not because they go blind more often, but due to socioeconomic and cultural barriers they face to accessing care.
- Blindness and poor vision prevents girls in developing countries from succeeding in school, limiting their potential and keeping them trapped in a cycle of poverty.

ANJANA'S STORY

Girls in low-income countries are only half as likely as boys to receive eye care.



ANJANA

NEPAL

#equalright2sight

ANJANA CLINGS TO HER MOTHER'S SKIRT AS THEY WALK ALONG THE DIRT ROAD OF THEIR REMOTE VILLAGE.

Anjana, a little girl in southern Nepal, was born blind. Her world is dark.

Anjana's parents worry about her constantly. "Traditional healers, superstitions, we have tried everything," her father explains. "She can recognize us - but only by feeling and listening."

A neighbour told them to take Anjana to the hospital, but they knew they couldn't afford it. He urged them to try. "He told us the hospital could help us with the cost."

On the way to the hospital, Anjana's mother worries, "What will happen to Anjana?" she asks her husband. "She will be able to see. That is all that matters," is his reply.

The doctor examines Anjana and explains that she was born with cataracts. He also says that he can help her see.

And that's exactly what he does. Thanks to the generosity of our donors, Anjana received life-changing cataract surgery free of charge. "Now she can see, she can read and write. She has a future!" - Anjana's father.

In many low-income countries, families prioritize their son's health over their daughters'. That's just one of the reasons why 2 out of 3 of the world's children with treatable blindness are girls.

Give the power of sight to a girl with a cataract surgery costing just \$150.

Learn more at seva.ca/help-girls-see or call 1-877-460-6622.

EDINA'S STORY

The majority of the world's blind are women.



CATARACTS FORCED EDINA, A SMALL BUSINESS OWNER IN RURAL TANZANIA, TO CLOSE HER RESTAURANT.

When she was just 40 years old, Edina developed cataracts, causing her to lose sight in both eyes. She was forced to close her beloved restaurant because she could no longer work. Her son had to stay home from school to care for her while her husband worked long hours to provide for the family. Edina felt ashamed and worried that she had become a burden.

After hearing about a nearby Seva-sponsored screening camp, Edina and her husband travelled through the surrounding jungle and crossed a river to reach the site. There, she was examined by an eye care professional and learned that she had treatable cataracts. Edina and her husband were then transported to the hospital, where she received sight-restoring surgery.

When her bandages were removed, Edina saw clearly for the first time in years! Laughing joyfully, she looked across the room and saw her husband smiling at her.

Today, Edina no longer requires constant care. Her son is back at school and Edina has reopened her restaurant.

Women like Edina are 1.3 times more likely to be blind than men due to the socioeconomic and cultural barriers they face accessing eye care. Together, we can ensure that women have an equal right to sight.

Give a woman the power of sight with a cataract surgery for just \$50.

Learn more at seva.ca or call 1-877-460-6622.

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