

# SEVA CANADA

ANNUAL REPORT 2010-2011



# OUR THANKS TO YOU

Dear Friends of Seva Canada,

In 2010/2011 Seva Canada helped more people in more countries than ever before. From remote villages in Madagascar to the high plateau in Tibet, more medical and administrative professionals were trained, sight restored and children screened than in any previous year. This is a remarkable achievement by our partners and our overseas staff but it would not have happened without your incredible support and generosity. You gave your time, your money and your expertise and we are grateful to each one of you. We share your words of support, gratitude and encouragement with our partners, board and staff internationally and in Canada and we are even more motivated to restore sight and prevent blindness.

In the following pages, you will see some highlights of the work you have made possible in the nine countries where Seva works. We hope you enjoy this report and take pride in what you have accomplished.

With thanks,



A handwritten signature in dark ink, appearing to read "Penny Lyons".

PENNY LYONS  
Executive Director



A handwritten signature in dark ink, appearing to read "Nancy Mortiffee".

NANCY MORTIFEE  
Chair, Board of Directors









# WHY SIGHT?



## 1 IT'S SOLVABLE

Blindness and visual impairment is the 7th largest health disability in the world, but it's solvable. 80% of blindness can be prevented or treated.

## 2 IT BREAKS THE CYCLE OF POVERTY

Of the nearly 284 million people in the world who have significant visual impairment, almost 90% live in low-income countries. It's a vicious cycle -- poverty and disease can lead to vision loss and blindness and poor vision keep people trapped in poverty. The World Health Organization has stated that restoring someone's sight is the single most cost-effective health intervention to reduce poverty.

## 3 SIGHT MEANS EDUCATION AND OPPORTUNITY

More than 18 million children around the world suffer from blindness or significantly impaired vision. Children who have trouble seeing are often unable to go to or succeed in school, and have fewer chances to achieve a productive and successful life.

## 4 WOMEN AND GIRLS HAVE AN EQUAL RIGHT TO SIGHT

Two-thirds of people who are blind are women, mainly because many families in low-income countries are more likely to support eye care for male family members. Seva programs tackle the traditional barriers to access to care for women and girls.

## 5 THERE'S A PROFOUND AND IMMEDIATE IMPACT

A \$10 pair of glasses will bring the world into focus, a 10-minute cataract surgery costing \$50 will restore sight and hope, a \$2.50 treatment of an eye infection will prevent decades of blindness and suffering.

## 6 THERE'S A RIPPLE EFFECT FOR GENERATIONS, CREATING A BETTER TOMORROW

Regaining sight and preventing loss of sight transforms lives. Children can go to school the next day, and many adults return to work within a week and are once again able to provide for their families. When more people are able to lead healthy, productive lives, entire communities have a chance at a better future.

# FOUR BLIND SISTERS



Far away in Tibet... there was a man named Sunga who had four daughters and all of them were blind.

The father faced a heartbreaking decision; he could only afford to bring 3 of the girls to the Seva eye camp. The youngest daughter insisted that her older sisters go to get treatment, but once left alone at home, she broke down and wept.

Upon learning that there was another blind daughter, Seva staff member Dr. Sonam Dradup, with typical compassion, hired a motorcycle to travel the 75 km to find her and bring her to the camp.

At the Seva eye camp, all 4 girls received cataract surgery. Though saddened that they never saw the face of their mother who passed away in 1994, nothing could take the smiles off their faces or the satisfaction they felt for the first time in their lives.





# WHY SEVA CANADA?

## Our Mission

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

## Our 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.

## Our 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

## Our Focus

Seva is creating sight programs that are locally managed, high-volume, low-cost, and directed to those most in need, accessible to women and girls, and sustainable. Seva Canada primarily supports community-based programs that provide eye health education and strategies to increase the uptake of eye care services. Our focus is on the needs of those who are most disadvantaged — children, women, and people living in extreme poverty and isolation.

## What our donors say

*Why Seva? Working with local partners, Seva provides affordable eye-care services and promotes equal access for women and children. Simply put, Seva does it right!*  
Anne F. , Vancouver

*The most important factor when I choose a charity to donate to is that there is an immediate and measurable positive impact on the lives of individuals, families and communities. Seva is unparalleled in this regard.*  
Kim S., Ottawa

*Seva is our #1 charity. Seva is doing a great job with helping people to see.*  
Mary B, Port Alberni

*It was a privilege to be a witness to Seva's work and I can truly say that you live up to your mission statement.*  
Carol M., Gabriola, Africa trip participant & monthly donor

*I love Seva! Your reputation is amazing and trust is high.*  
Katherine L., Kitchener

*The whole team at Seva Canada is an amazing group, dedicated to such a great cause, I feel very fortunate to have had the opportunity to work with them.*  
James I., Seva volunteer





# NEPAL



## REACHING REMOTE AREAS

Our donors have helped reach farther in Nepal than ever before through the creation and equipping of new Primary Eye Care Centres in the hill districts, the funding of surgical eye camps to reach remote villagers and the purchase of a bus for the Geta Eye Hospital to transport both the eye care teams and the patients in far west Nepal. This past year, 12 eye camps were held at which 18,449 patients were examined and 3,526 people had sight-restoring eye surgery. A total of 93,590 school children were examined and given the treatment they needed, free of cost.

## TRAINING

Our goal is sustainability — to train local doctors and other eye care specialists and to set up systems for long-term financial self-sufficiency. In this fiscal year alone, Seva donors funded the following scholarships and training:

- 5 General Ophthalmologists
- 1 Subspecialty Ophthalmologist
- 6 Ophthalmic Assistants
- 1 Diploma in Community Eye Health
- 1,923 Female Community Health Volunteers
- 174 school teachers (vision screening)

## THE FACTS

Program started: 1982

Partner: Seva Nepal

Project location: locations throughout Nepal

### In 2010/2011

Patients examined: 517,408

Surgeries performed: 46,329

Clinical training: 13 people

Non-clinical training: 2,317



*Seva has worked to make Nepal fully sustainable in eye care. I cannot imagine the present sight restoration program in Nepal without Seva.*

Dr. S.P. Dhital, Founding Director,  
Lumbini Eye Hospital in Nepal

# TIBET



## KHAM EYE CENTRE OPENS

Inaugurated in Dartsedo in December 2010 and serving over 3 million people, this is the first eye hospital in Tibet dedicated to clinical services, research, prevention and treatment of eye diseases. Seva donors funded the equipment, training and services. The Centre is also creating remote vision centres and is training village-level health practitioners.

## FROM CAMPS TO HOSPITALS

During the year, Seva donors supported 10 surgical eye camps and 19 screening camps, where over 16,000 people were examined and 2,125 eye surgeries were performed. Seva donors are helping create permanent eye care facilities for year-round care. Both Menzikhang in Lhasa and the Kham Eye Centre provide teaching, research and clinical services. The shift from surgical camps to hospital-based surgeries reflects the development of Tibet's eye care program.

## TRAINING FOR THE FUTURE

In the past year, Seva donors in Canada and the US have funded the training of 18 people including 4 ophthalmic nurses, 1 anesthesiologist, and Tibetan ophthalmologists in 6 subspecialties including pediatric ophthalmology.

## THE FACTS

Program started: 1995

Partner: Seva Tibet

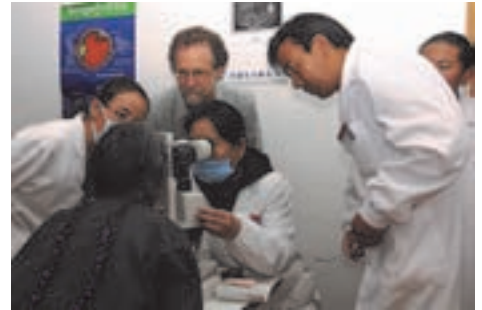
Location: serves every Tibetan area of China

### IN 2010/2011

Patients examined: 47,926

Surgeries performed: 5,009

Training: 18 eye care professionals



*Shortly after I returned from my most recent trip to Tibet I heard that the two surgeons I'd trained last year had just completed an eye camp in which they operated on 267 people. I could imagine all those smiles.*

Dr. Marty Spencer, volunteer, board member and legacy donor. In 2010 and 2011, Marty travelled at his own cost to Tibet to train eye surgeons.



# CAMBODIA



## GIFTS OF SIGHT

Cambodia has a blindness rate of 0.38%, 80% of which is preventable or curable. Cataracts are the leading cause of blindness and there are 29,500 Cambodians with cataracts in both eyes and a further 86,600 with cataract in one eye. Each year a further 22,000 people develop cataracts, so it is a race to increase the surgical rate to tackle both the backlog of the blind and prevent blindness. This year between Seva eye camps and Seva's 4 partner hospitals, 6,825 surgeries were performed. This is over 22% of the national total. 66% of the patients who received surgery were women.

## SCREENING KIDS AT SCHOOLS AND ORPHANAGES

Eye problems in children are urgent. Unless children have focused, straight vision as early as possible, their sight will not develop properly. In the past year, 70,284 children had their eyes examined thanks to Seva donors in Canada and the US. Of these, 846 received glasses and 67 children were referred for eye surgery. Of the total 111,914 patients examined in Cambodia during the year, 63% were children.

## THE FACTS

Program started: 1999

Partner: Seva Cambodia &

Battambang Ophthalmic Care

Location: provinces of Siem Reap,  
Banteay Meanchey, Battambang

IN 2010/2011

Patients examined: 111,914

Surgeries performed: 6,825

Training: 11 clinical, 519 non-clinical



*I have witnessed first hand the tremendous compassion and incredible skill of Dr. KC, Seva's ophthalmologist, whose attitude is reflected by all his loyal and hard working staff. I leave Cambodia both humbled and immensely proud of my association with Seva.*

David Hardouin, legacy donor and  
former Board Chair

# INDIA



## EYE CARE AT THE VILLAGE LEVEL

Seva Canada's focus in India is the creation of primary eye care centres to bring the gift of sight to the most vulnerable. This year a new primary eye care centre opened in Pongalur thanks to the generosity of a Canadian couple who donated to Seva in honour of their wedding guests. The eye care centre will give the gift of sight to over 70,000 people in 16 villages.

## A GLOBAL MODEL FOR SUSTAINABLE EYE CARE

Thanks in part to Seva's supporters and CIDA, our partner in India, Aravind Eye Care System, is so successful it no longer needs our help for its day-to-day activities. Aravind's network of hospitals sees 1.2 million patients a year and performs over 250,000 sight-restoring cataract surgeries annually. In fact, in January 2011 an article in *The Globe and Mail* called for Canada to look to Aravind as a model for health care. Taking innovations created for the developing world to the industrialized world is called "reverse innovation".

## THE FACTS

Program started: 1978

Project location: Madurai

Partner: Aravind Eye Care System  
Vision Centre created in Pongalur



*Aravind is an unconventional model that came into being not despite of but because of the deep-seated compassion at its core. This is a model that demonstrated the power of integrating innovation with empathy, business principles with service, and outer transformation with inner change.*

Introduction to *Infinite Vision* by  
Pavithra K. Mehta & Suchitra Shenoy



# TANZANIA



## TEN YEARS OF SUCCESSES

Seva's partner, the Kilimanjaro Centre for Community Ophthalmology (KCCO) is the only training institution for community ophthalmology in Africa. It is dedicated to bridging the gap between people in need and available eye care services.

In the regions surrounding Kilimanjaro, where 2 million people live, 7 out of 10 people who were once blind from cataracts have now received surgery. Since its inception in 2001, KCCO has helped many hospitals in Africa double or triple the number of people who have received sight-restoring surgery. KCCO's eye care management and training programs now cover 18 countries and a population of 210 million.

## USING MICROFINANCE

Seva is helping to develop an innovative way to bring eye care to more people, particularly women. This marriage between microfinance and health education could provide significant benefits to prevention of blindness in Africa and beyond. Existing microfinance groups, of which there are over 100 in the Kilimanjaro Region alone, are used as a forum for providing health education, particularly in the area of eye health. Women in the groups then pass on that education to their children, families, and other women and are also economically empowered.

## THE FACTS

Program started: 2001

Project location: based in Moshi and covering all of Tanzania

Partner: KCCO, Kilimanjaro Center for Community Ophthalmology

IN 2010/2011

Patients screened: 15,109

Adult surgeries performed: 1,551

Children: 991 screened, 170 surgeries



*I admire Seva's spirit of innovation. Seva is constantly looking for new ideas that can benefit the world, especially the poor, and they aren't afraid to try something that no one has ever tried before.*

Dr. Muhammad Yunus,  
founder of the Grameen Bank and  
Nobel Peace Prize Winner

# MALAWI



## FIGHTING CHILDHOOD BLINDNESS

Malawi is one of the poorest countries in the world and has a population of approximately 13 million people, of whom 50% are children. For children in Malawi, congenital and developmental cataracts are the leading causes of blindness. Seva donors fight childhood blindness by identifying children with vision problems early, providing care such as glasses or eye surgery, and follow up treatment.

Major funding for the program has come from the Somerset Foundation and from participants on the March 2011 Seva donor trip to Tanzania and Malawi. Pediatric lens implants were donated by ICROSS and the children's eyeglass frames were donated by Canadian optical companies such as OGI Canada Inc., Perfect Optical (Canada) Ltd. and Granville EYELAND. From January 2010 to June 2011, 6,692 children in Malawi had their eyes examined and 207 had cataract surgery to restore their sight, split as 119 boys and 88 girls.

## TRAINING OUTREACH WORKERS

From January 2010 to June 2011, 9 training sessions were held and 247 people were trained to identify children with eye problems and learned how to refer them for care.

## THE FACTS

Program started: 2009

Project location: Blantyre

Partner: Queen Elizabeth Central Hospital in Blantyre, Malawi and the Kilimanjaro Center for Community Ophthalmology (KCCO)

Children screened: 6,692

Pediatric surgeries: 207

Health workers trained: 247



*Although visual impairment and blindness among children is much less common than among adults, the potential lifespan of a child means that the lifelong impact of such impairment is very large.*

Dr Paul Courtright, co-founder of KCCO and winner of the International Blindness Prevention Award





# MADAGASCAR



## CREATING A NATIONAL PROGRAM

Madagascar is considered one of the world's poorest countries where the annual expenditure on health care is less than \$12 per person. In the past year, Seva donors helped support the screening and treatment of eye conditions for just over 12,500 people and 1,740 cataract surgeries. In addition, 109 health care workers were trained to recognize eye diseases and treat or refer patients. Through the generosity of Sherritt International Corporation the Atsinanana Region was provided with essential eye equipment.

In April, Seva co-funded Madagascar's first national pediatric eye care planning meeting. As a result of that meeting, programs for training and fighting childhood blindness are being implemented in all three regions. Seva is also supporting the following key elements of the national plan by:

- Buying intraocular lenses and other surgical consumables for children with cataracts;
- Increasing the management capacity of the University Hospital to ensure more children get care;
- Creating nationwide media messages and training programs to ensure that children with vision problems are identified and referred for services;
- Supporting the transport costs of children and parents too poor to pay.

## THE FACTS

Program started: 2009

Number of blind: 190,000 of which at least 5000 are children

Project location: Regions of Vakinankaratra, Atsinanana, Sava and the capitol, Antananarivo

Partner: Ministry of Health

**IN 2010/2011:**

Surgeries performed: 1,740

Health workers trained: 109



I am exceptionally proud to be associated with the work of Seva Canada... Seva's respect for local culture and traditions and its focus on sustainable solutions make a lasting difference in local communities.

The Honourable Lloyd Axworthy,  
Honourary Patron, Seva Canada



# GUATEMALA

## FIGHTING CHILDHOOD BLINDNESS

Seva donors continue to support the *Little Windows of Light*, a program to provide eye exams and follow-up care for schoolchildren throughout Guatemala City and the Petén. By diagnosing and treating eye problems early, Seva's partner, Visualiza Eye Care System, is preventing thousands of years spent in blindness. With the help of Seva donors, all children under 14 years of age receive free eye care including surgery. In the past year Visualiza screened over 30,000 children.

## EXPANDING CARE

Seva and Visualiza are planning the creation of a permanent surgical and refractive program for adults and children in one of the poorest regions of Guatemala, San Marcos. Currently there are very limited local surgical eye care services in San Marcos; refraction services are limited to one small optical shop in a major city. When implemented, this eye care program will provide surgical care to the over 4,000 people who are currently blind in the region and to the hundreds more who develop cataracts each year.



## THE FACTS

Program started: 2007

Partner: Visualiza Eye Care System

Project location: Guatemala City, Petén

Screened over 30,000 children



*Poor people in Guatemala don't retire; they work until they die. To have a blind person in the family is a burden to the family and the entire community. Blind adults cannot stay alone at home, so the kids can no longer go to school... By restoring the sight of a person, that person can become productive again, the kids can go to school and the economy of the whole community improves.*

Dr. Mariano Yee,  
Senior Ophthalmologist,  
Visualiza Eye Care System

# EGYPT



In the past year, with your support, Al Noor Magrabi has mentored government hospitals to increase their productivity, efficiency and quality of clinical services. Using the model of eye care developed by Aravind Eye Care System, Seva's partner in India, the eye hospitals adopted an appropriate sliding scale of patient fees where the wealthy cover the costs of services for the very poor and most vulnerable, particularly women.

## CHALLENGES

Egypt has experienced significant upheaval in the past year which has impacted the scope of Seva's projects. Our partner institution, the Al Noor Magrabi Foundation, has been operational throughout the unrest and continues to be the only institution in Egypt that is increasing the volume of cataract surgery through outreach caravans and a charity hospital.

## THE FACTS

Program started: 2007

Project location: Cairo

Partner: Al Noor Magrabi Foundation



Seva believes that, to achieve VISION 2020 goals, eye care programs must develop explicit strategies to reach the most vulnerable populations, particularly women and girls. Seva has taken explicit leadership in the gender and blindness global initiative. All Seva-led projects work towards achieving gender equity by focusing on overcoming traditional barriers to women's and girls' access.

*Gender and Blindness: Initiatives to Address Inequity*



## LOOKING AHEAD

### CELEBRATING 30 YEARS IN 2012

Seva Canada was registered as a Canadian charity on April 6, 1982. Since then, Seva's programs have grown from one country to nine and millions have received the gift of sight. We think that is something worth celebrating. In 2012, we will both celebrate our donors' achievements with a series of events and create a plan for Seva's growth.

Seva'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. We are not there yet – there are still 39 million people in the world who are blind and a further 269 million who have low vision. Simply providing spectacles would restore the sight of 145 million of those people. As we move into our anniversary year and beyond, Seva will:

- Continually create innovative and sustainable models of eye care;
- Advocate with district, regional and national governments to ensure eye care is integrated into national public health plans;
- Employ 'best practices' of research and evaluation to create programs that are the most suited to the country and the situation;
- Ensure that the most vulnerable – women, children and the very poor - are receiving the care they need.





## OUR THANKS

### GOVERNMENT

Canadian International Development Agency  
Community Initiatives Program

### FOUNDATIONS & GRANTS

BCGEU Diane L Wood International Solidarity  
and Humanity Fund  
Jewish Community Foundation  
of Greater Vancouver  
Johnson Eye Foundation  
Lewis & Ruth Sherman Charitable Foundation  
Lions Clubs International Foundation  
May and Stanley Smith Charitable Trust  
Philanthropy Preceptorship Fund  
Planetera Foundation  
Pratt-Johnson Foundation  
Somerset Foundation  
Vancouver Foundation  
Workplace Training For Innovation Program  
Youth ECO Internship Program

### ESTATES

Estate of Janet Lomer  
Estate of John Mills

### INTERNS

James Innis  
Sharon Loh  
Tara Mahoney

### PHOTO CREDITS

Al Noor Magrabi Foundation (p 18),  
Johannes Burge (p 19), David de Wit (p  
20), Karl Grobl (pp 12,15), Jon Kaplan  
(front cover, p 9), KCCO (p 8), Jo-Ann  
Labron (p 21), Barry Lester (p 16), Peter  
Mortiffee (p 13) Julie Nestigen (pp 4, 6r,  
Paolo Patruno (p 14), Seva Tibet (p 6 left,  
24), Laura Spencer (p 17), Kunga Tashi (p  
3, 10)



# OUR BOARD AND STAFF

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Nancy Mortifee

## BOARD MEMBERS

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The Honourable Lloyd Axworthy PC, OM, PhD

Patrick Reid OC

## STAFF

Penny Lyons, Executive Director

Annie Chen, Office Manager

Paula Ford, Products Manager

Heather Wardle, Development Director

# FINANCIALS

## STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS FOR THE YEAR ENDED JUNE 30, 2011

	2010/2011	2009/2010
<b>REVENUE</b>		
CIDA program grants	\$12,026	\$140,510
Project grants and contracts	216,370	183,301
Donations	738,326	551,150
Donations - in kind	29,728	93,978
Special events, presentations & net merchandise sales	143,339	136,153
Interest and other income	4,191	3,920
	<b>1,143,980</b>	<b>1,109,012</b>
<b>COST OF GOODS SOLD</b>		
Opening inventory	10,256	14,276
Purchases	6,498	3,279
Closing inventory	(12,436)	(10,256)
	<b>4,318</b>	<b>7,299</b>
	<b>1,139,662</b>	<b>1,101,713</b>
<b>EXPENSES</b>		
Program payments	623,986	688,607
Program administration	173,028	145,998
Fundraising	116,623	107,281
General administration	88,486	75,603
	<b>1,002,123</b>	<b>1,017,489</b>
<b>EXCESS OF REVENUE OVER EXPENDITURES</b>	<b>137,539</b>	<b>84,224</b>
<b>NET ASSETS, BEGINNING OF YEAR</b>	<b>456,876</b>	<b>372,652</b>
<b>NET ASSETS, END OF YEAR</b>	<b>\$594,415</b>	<b>\$456,876</b>

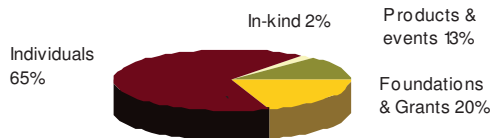
Our complete audited financial statements are available on line at [seva.ca](http://seva.ca)



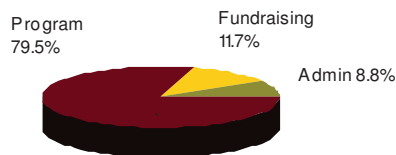
# ETHICAL FUNDRAISING

Seva Canada prides itself on our efficiency and effectiveness. We are always mindful of our ethical responsibility to spend our donors' dollars wisely. Each and every dollar we raise is directed toward fulfilling our mission. The figures below provide a snapshot of where our funding comes from and where your money goes in support of our programs and services. Thank you.

## SOURCES OF SUPPORT



## HOW WE PUT YOUR DONATIONS TO WORK



Our complete audited financial statements are available online at [seva.ca](http://seva.ca). Seva Canada Society is a Registered Canadian Charity, #13072 4941 RR0001. Contributions are fully tax-deductible to the extent allowable by law. Your privacy is our priority. Seva does not sell or trade names and contact information. Seva Canada adheres to the Ethical Fundraising and Financial Accountability Code of Imagine Canada.

# How you can help

## LEAVE A LEGACY OF SIGHT

Join our Legacy 20/20 campaign and leave a bequest in your Will that will impact families and communities for generations.

## JOIN OUR CIRCLE OF SHARING

Give monthly and effectively support our ongoing programs and urgent work.

## CREATE A GIVING PAGE

Create your personal fundraising page on Seva's website for any occasion. Whether you're receiving donations in lieu of birthday or wedding gifts, holding a yoga-thon or climbing Kilimanjaro, you can use your page to reach out and restore sight .

## GIVE PUBLICLY TRADED SECURITIES

By donating securities to Seva Canada you receive significant tax benefits and you may be able to make a substantially larger donation than would otherwise be possible, helping more people receive the gift of sight.

Contact the Seva office at [fundraising@seva.ca](mailto:fundraising@seva.ca) or call toll-free 1-877-460-6622 for more information.



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