

MEASURING WHAT MATTERS MOST

Seva programs began very simply; foreign volunteer ophthalmologists visited developing countries to do cataract surgeries, and trained the local doctors in the sight-restoring surgical techniques necessary to treat their own people. We measured the number of surgeries done and personnel trained to evaluate the effectiveness of our programs.

As our programs grew, these local doctors shared their knowledge with others in their home countries, increasing the number of ophthalmologists capable of performing cataract surgery. With the ability to provide eye care to more people, Seva funding expanded to support complimentary activities such as school screenings, gender equity strategies, community health worker training and vision centre development in remote communities. What we measured, and how we measured our impact



MALAWI WOMAN | © PAOLO PATRUNO PAOLOPATRUNOPHOTO.ORG

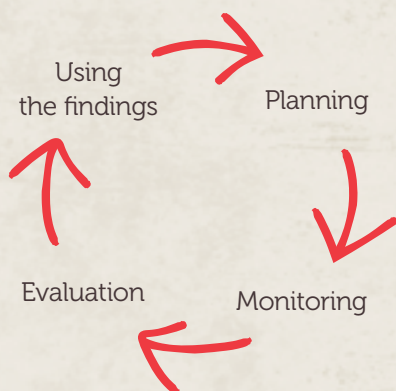
became more complex and began to include counting types of programs, eye conditions treated and the proportion of women and children served.

Seva's earliest programs have now grown into hospitals and institutes that provide comprehensive eye care services and generate income to sustain themselves. Moreover, all of these hospitals and institutes have been trained to measure their own service quality, equity, and cost-effectiveness.

Now, Seva funding "works at the margins" extending programs to reach more underserved populations and to meet unmet needs. Therefore, we now need to measure additional populations served and new eye care institutions established.

As Seva's staff and partners developed their capacity to deliver complex eye care programs we have had to develop the capacity to assess those programs and ensure we measure what matters most.

We gather key data on everything we do and evaluate whether we got the results we expected (and if not, why not). We then make adjustments based on the information we collected in a never ending cycle of program improvement.

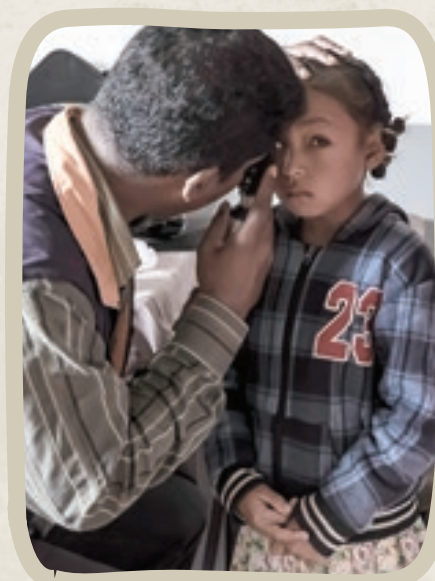


Monitoring and evaluation (M&E) answers the questions we continually ask ourselves: Do our programs work? Are we reaching those most in need? Can we do this more effectively? Faster? More efficiently?

M&E is critical in the countries in which we work because resources, especially human resources, are too scarce to tolerate mistakes. Unlike industrialized countries, well-trained eye care personnel are rare resources that must be managed carefully to optimize their impact on the substantial un-met eye care needs.



A MALAGASY MAN BEING TRANSPORTED TO AN EYE SCREENING CAMP



DR. RICHARD IN MADAGASCAR EXAMINING A CHILD AT AN OUTREACH SCREENING CAMP | © MARK SISSONS

Despite these evidence-informed management practices, millions still suffer from preventable and treatable blindness, pushing us to constantly improve the capacity and efficiency of the work we do.

The international staff in Seva-supported programs monitor and evaluate their own programs. They are expected to design, implement, evaluate and publish their own studies which become best practices for eye care programs worldwide.

Seva Canada will continue to teach, mentor and fund M&E activities in every country in which we work. We believe it is one of the most important things we do that accelerates our movement toward our shared goal: a world where no one is needlessly blind.

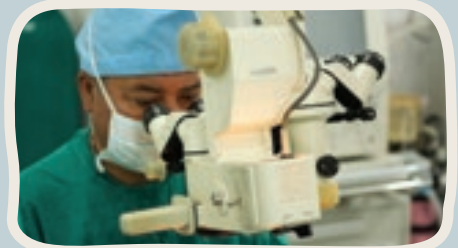
IMPROVING OUTREACH IN NEPAL



Bharatpur Eye Hospital in southern Nepal has conducted outreach camps that both screen and treat patients for many years. These camps are essential in Nepal and every other country in which Seva works, to ensure that those who most need care - women, children, the very poor and those living in remote, rural areas - have access to free, high-quality medical treatment.

Over time, the cost of the outreach camps increased and the numbers of people being treated per camp declined. Bharatpur Eye Hospital decided to decrease the number of outreach camps in one year by half (from 151 camps to 75) to test whether fewer camps would make the outreach program more efficient (while still ensuring people received the care they needed).

Most of the outreach camps that were eliminated were those in close proximity to Bharatpur Eye Hospital. The hospital reduced the number of outreach camps in or near Bharatpur because it was concerned with equity. They wanted people from higher socio-economic classes, living near the hospital, to pay for surgery, if they could. The hospital also sought to increase the number of 'direct' paying patients to improve its ability to provide free services to those too poor to pay.



DR. KHADKA PERFORMING SURGERY AT BHARATPUR EYE HOSPITAL

The results? The total cost of the outreach camps decreased; the number of patients who went directly to the hospital, and paid for cataract surgery, increased, providing crucial revenues to sustain the hospital; and the total number of cataract surgeries at Bharatpur Eye Hospital remained very similar between the two years.

Fewer expenses, more revenue, same number of people treated and a clear understanding that testing-entrenched practices can improve programs and ensure more people have their sight restored: this is monitoring and evaluation.

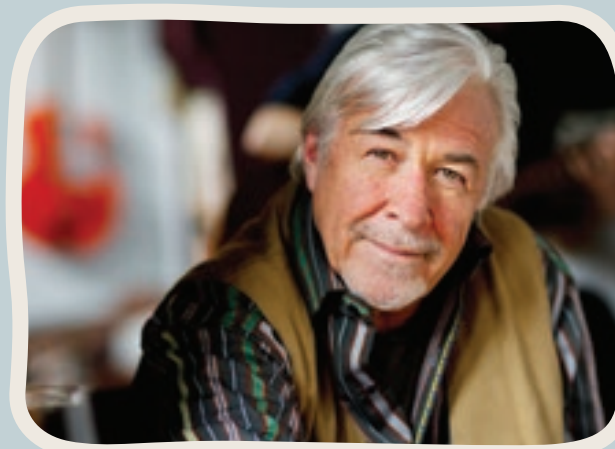


DINING IN THE DARK FOR WORLD SIGHT DAY

To mark World Sight Day, an international day of awareness of the issue of international blindness and low vision, the Seva Canada team decided to challenge donors, board and staff to an evening of fine dining and live entertainment...all in complete darkness. This second annual fundraising event was once again held at Dark Table Restaurant in Kitsilano, Vancouver.

Just as the sun began to set, our generous and brave guests were led into the restaurant by their visually impaired servers. As guests were guided to their seats, and hands placed where their plate, cutlery and glass must surely be, there was a sense of shared awareness over how confining a world of darkness can be.

After opening remarks and words of thanks by Board Chair Nancy Mortifee and Executive Director Penny Lyons, it was time for legendary blues musician



JIM BYRNES

and Juno award winner, Jim Byrnes, to take the stage as everyone began to enjoy their mystery meals.

As the evening continued and guests began to dig into their desserts, it was time for yet another treat, a speech by Leo Ejiofor, a visually impaired Dark Table server from Nigeria. Leo shared

his story, noting that had he been in Canada and had access to high-quality eye care, his sight may have been saved.

The evening closed on a high note with a lively blind auction hosted by Peter Mortifee, a longtime Seva supporter and husband of our Board Chair. Guests bid generously on the items, based solely on Peter's vivid

descriptions, and were only able to see their purchases upon their guided exit from the restaurant!

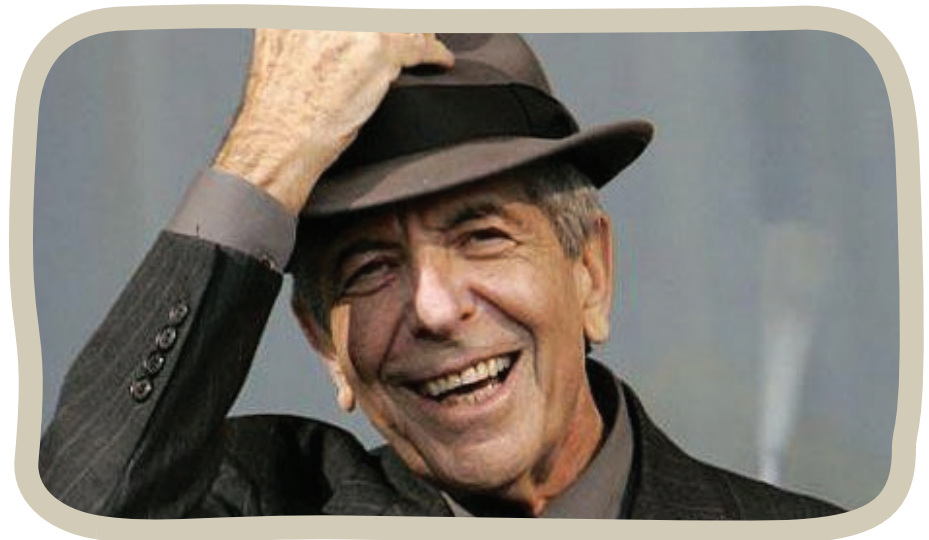
On behalf of the Seva Canada team, thank you so much to everyone who was able to partake in such a memorable event celebrating World Sight Day 2014!

LEONARD COHEN JOINS SEVA!



We are thrilled to announce that Leonard Cohen has become an Honorary Patron of Seva Canada. Mr. Cohen is a singer-songwriter, musician, poet, Buddhist, novelist and Canadian icon. He has been inducted into both the Canadian Music Hall of Fame and the Canadian Songwriters Hall of Fame as well as the American Rock and Roll Hall of Fame. He is a Companion of the Order of Canada, our nation's highest civilian honour.

Seva Canada is deeply honoured to have Mr. Cohen as one of our Honorary Patrons.



LEONARD COHEN, HONORARY PATRON OF SEVA CANADA

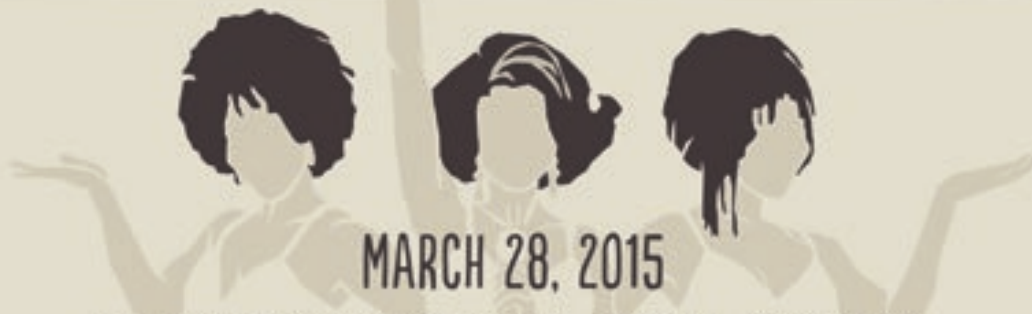
≡ UPCOMING EVENTS ≡

NICOLA WEALTH MANAGEMENT PRESENTS

Motown Meltdown

IN SUPPORT OF SEVA CANADA

A NIGHT OF MUSIC & DANCING IN SUPPORT OF SIGHT



MARCH 28, 2015

COMMODORE BALLROOM 868 GRANVILLE ST. • DOORS 7PM • SHOWTIME 8PM

TICKETS \$32 +SERVICE CHARGE OR \$42 AT THE DOOR

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MUSIC FROM MOTOWN TO MEMPHIS, NEW YORK AND BEYOND!

HOSTED BY:

DAVID WILLS (STONEBOLT)

MUSICAL DIRECTORS:

DAVID SINCLAIR
& STEVE HILLIAM

PRODUCED BY:

KENDRA SPRINKLING

FEATURING:

DALANNAH GAIL BOWEN

JIM BYRNES
LEORA CASHE
CANOUS CHURCHILL
OLIVER CONWAY
WARREN DEAN FLANDEZ
ROY FORBES

SHANNON GAYE

AL HARLOW
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KHARI MCCLELLAND
ALI MILNER
CLAIRE MORTIFEE

JANIE MORTIFEE

MARCUS MOSELY
SIBEL THRASHER
WILL SANDERS
REBECCA SHOICHT
KENDRA SPRINKLING
THE SOJOURNERS

OLIVIA FALCONER STEELE

DAVID STEELE
DON STEWART
DAVID WILLS
GARFIELD WILSON

PRESENTED BY



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REEL CAUSES FILM NIGHT FOR SEVA CANADA APRIL 22, 2015



Join Seva & Reel Causes for a movie night with a twist! Reel Causes' (reelcauses.org) mission is to educate,

inspire and engage the community around social justice, environmental and health-related issues using the power of film.

Reel Causes has chosen Seva and our mission to end avoidable blindness for their spring event featuring the movie "Highway to Dhampus" set in stunning Nepal.

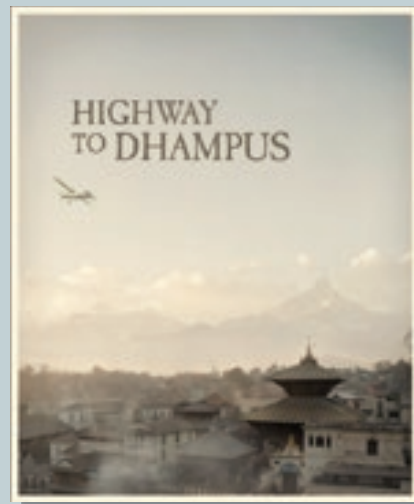
FILM TEASER:

Heiress Elizabeth James is in the tabloids again. In an attempt to turn around her bad-girl image, she's sent to a remote Nepalese orphanage to do charity work. Her visit not only

affects her life, but also the lives of her American photo-journalist, a Nepali pilot and the orphanage headmistress. As the lives of these four different worlds intersect, each learns what it means to be charitable, and to give.

DETAILS:

Movie: Highway to Dhampus
Date: Wednesday, April 22, 2015
Time: 7:15 pm;
doors open 6:45 pm
Venue: SFU Woodward's Djavad Mowafaghian Cinema, 149 W. Hastings Street, in the historic Woodward's district
Tickets: \$15 available through Universe
<http://bit.ly/1E6uLIc>



BONUS:

There will be a discussion with the Film Director, Executive Producer, and Seva Canada Executive Director following the movie!

HOW YOU HAVE HELPED

Peek-a-boo! I see you.

In our fall newsletter we asked for your help to provide eye surgeries to children, and you gave generously. The funds raised were enough to help **54 children**, like Burundian siblings Elvis (2), Berlène (4), and Jean de Dieu (8).

Little Elvis had trouble with his vision since he was only 1-year-old, with visible cataracts in both eyes. Berlène had low vision and was slowly losing her hand-eye coordination. Jean de Dieu had cataracts like his brother, and received surgery on his right eye when he was 5, but the left eye was still cloudy. The family now hoped he could have his sight restored in both eyes, and that all three children would receive the care they needed to see well again.



BABY ELVIS AND HIS MOTHER



JEAN DE DIEU, BERLÈNE, ELVIS AND THEIR MOTHER

On December 18th, 2014 their mothers' dream came true, and all three of her children received sight-restoring surgeries. She described the results as "a party"! All three are now bouncing around and playing just like other kids. Most importantly she hopes they can now get an education. She thanks everyone who contributed to help their family.

Tibet Matching Campaign

Over the holidays, we asked for your support toward a special matching campaign for Seva Tibet, with the goal of raising \$100,000.



Together with our special matching donor, you gave **\$143,581.64!** Now, not only will **1000** blind Tibetans see once more, but hospitals will be equipped, local eye care staff will be trained, and even more people will receive eye care, now and into the future.

When the snows melt and the eye camps begin, we will report back and introduce you to some of the people you have helped.

Thank you so much to all who contributed to Seva Canada's work over 2014. We are truly grateful!

2014 ANNUAL GENERAL MEETING

Thank you to all who came out to celebrate yet another successful year at Seva Canada's Annual General Meeting (AGM), held at Van Dusen Gardens on November 7. While our guests of honour from the Seva Tibet team, Mr. Kunga Tashi and Ms. Dolma Chugi, were unable to attend, it remained an evening to remember with evocative speakers and a moving visual presentation on Tibet by Seva Board Member Susan Erdmann.

After a resounding thank you from Nancy Mortifee, our Board Chair, and a rousing overview of Seva's financial statements by our auditor Norm Grdina, we said goodbye to retiring board members Matt Buie and Larry Louie and hello to new board member Jeannie Wexler.

Executive Director Penny Lyons then took center stage to highlight the strides taken over the past year to fulfill our mission of preventing avoidable blindness. She also spoke of Seva's new reality of maturing program partners who are calling on Seva for new forms



@ SUSAN ERDMANN



BOARD CHAIR, NANCY MORTIFEE

of support. Partners are asking for the tools and training they need in order to deliver on our goals of sustainability and universal access to eye care, and this is precisely what Seva will focus its efforts on over the coming year.

The final presentation of the evening belonged to Susan Erdmann. Not a word was uttered from the crowd as Susan displayed her haunting images of Tibet which included picturesque landscapes, lively market scenes and,

of course, the perseverant Tibetans who call this harsh yet beautiful land home.

On this humbling note, the evening then came to a close. Once again we would like to thank everyone, including our amazing volunteers Barbara Wallace, Azer Goral and Alison Chan, for their wonderful support and for making the incredible achievements over the past year possible!



BARBARA WALLACE, VOLUNTEER EXTRAORDINAIRE

NOT A MOMENT TOO SOON

Baby Rashid's mother Marian wants him to be a doctor, just like the doctors who saved his sight.

Marian was 21 when she became pregnant with Rashid, in a dusty village in northern Tanzania. Little Rashid was 2-months-old when she realized he had something wrong with his eyes. He was clearly in pain, tearing up constantly. Worst of all, she was not sure if her baby could see.

She knew she had to get help for her son, but her husband was unable to accompany them to the doctor. He couldn't afford to leave work for even a day, and Marian was afraid to travel alone. She hoped and hoped that Rashid would get better on his own.

Rashid's eye problems continued, and when he was 10 months Marian finally decided she must take matters into her own hands. She travelled on the back of a neighbour's motorcycle to Musoma, clutching little Rashid all the way to keep him safe as best she could. Here, a local ophthalmologist named Dr. Gendo could see her child.

Dr. Gendo said that Rashid has a relatively simple problem – an infection easy to cure but devastating if left

untreated for much longer, as it could lead to corneal scarring and permanent blindness. He prescribed medication and showed Marian how to administer

the eye drops. She understands now that blindness that would have followed had they not come in for treatment, and thanks the donors who made it possible for this local eye care team to provide such good care to her community.

Happily, Rashid can now see very well, and Marian can continue to dream of a bright future ahead for her son, with a lifetime of good vision to look forward to.



MARIAN AND HER BABY BOY RASHID | © ELLEN CRYSTAL PHOTOGRAPHY



YOUR GIFT...THEIR VISION

"I have seen with my own eyes how hundreds of people's lives have been transformed by Seva. By including a gift to Seva in my Will, I can live forever through the eyes of others."

-Susan Erdmann, Seva Board Member and legacy donor

After you've remembered your loved ones, include a gift in your Will to Seva Canada Society. For more information, please contact us at **1-877-460-6622**

HEROES IN THE FIELD: NEPALI OPHTHALMIC ASSISTANT SURAJ BHATTA

by Mike Donnelly

The western Terai region of Nepal not only shares a common border with India but is also a primary service provider for eye care for Indian residents living close to Nepal. Suraj Bhatta, Ophthalmic Assistant (OA), with Bharatpur Eye Hospital, is familiar with the culture of his neighbours to the south and with their language. "Living so close to the border gave me the opportunity to learn the language and that helps me in my profession."

Now in his second year as an OA, his training supported by Seva, Suraj carries out numerous tasks assisting the

hundreds of patients from all walks of life that come through the door every day. Understanding the cultural differences that exist between the people of the Terai, the southern plains of Nepal, the Hill people from the foothills of the Himalaya and those from India, is important to ensure the best eye care possible.

Suraj brings that understanding to his work in the Outreach Program's eye camps that are conducted by Bharatpur Eye Hospital. The eye camps are typically



set up in remote regions to bring medical support to those unable to travel to more populated centres. Understanding the cultural differences and needs helps provide that service.

The versatility and richness of this field keeps Suraj motivated and interested along

with the positive nature of his work.

"When a grandmother says she has been given a second beginning with her new eyesight that really makes you feel good!"

PHILANTHROPY AT WORK



John Andru has a career in philanthropy, but his commitment to helping others doesn't stop at his job raising funds for UBC. He is also one of Seva's dedicated volunteer fundraisers who engages his community in giving sight in the developing world. We asked John a few questions about what motivates him.

Q: What inspired you to get involved with Seva?

John: I'm highly myopic, so I appreciate the importance of eye care. I was

floored when I saw that a cataract surgery only costs \$50. I feel like eyesight is priceless – how is it possible to restore someone's eyesight for as little as \$50? It doesn't seem like much for one of our five senses. I believe that people with good eye health are set up for their own success as they are less likely to miss school or work.

Q: Will you share what you've done with Seva Canada so far?

John: I've done two fundraising campaigns for Seva. I invite my friends to take part because Seva projects are really important to me, and because I know that I'm not able to do it on my own. It's hard asking people for funds though, especially the second time around. It's humbling putting yourself out there. I make a point of sending stewardship reports to my friends so that they know how their donation has made a difference.

Q: Last year you visited Seva in the field in Nepal, something very few people are able to do. Can you share your experiences with the Seva donor community?

John: I was able to visit Madi Primary Eye Care Centre, and see Seva in action. I think I was most impressed at the sense of ownership the villagers had for the project. A group of locals had come together to champion a local clinic in their town, and they were committed to seeing the clinic succeed. It's really important that locals have input and ownership with development projects – so it's not just "Westerners" flying in and imposing their plans. It also ensures the sustainability of the project over the long term.

Q: What motivates you to make philanthropy a part of all aspects of your life?

John: I'm motivated by philanthropy because I can see the impact it makes. It feels good to give!

Q: Do you have a message for other Seva donors?

John: Tell all your friends about Seva and give more! ;)

RESTORE MORE THAN SIGHT

80% of blindness is avoidable.

There are millions of people in low-income countries who have lost the ability to work, care for their families, or go to school because they do not have access to eye care.

It doesn't need to be this way; we already have the answers.

When you give to Seva Canada, you are investing in effective and proven strategies to address this global problem of avoidable blindness. When more people are able to see, entire communities have a chance at a better future.

Please donate today to help create a world where no one is needlessly blind.



☐ **YES! I want to give the power of sight.**

Please accept my gift of: \$ _____

I prefer to give by:

☐ Visa ☐ MasterCard

☐ My cheque to Seva Canada is enclosed

Credit Card # _____

Exp. date _____

Cardholder Name _____

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Name _____

Address _____

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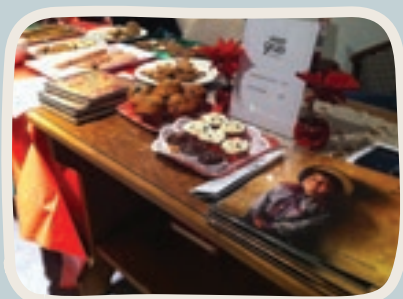
Email _____

A tax-deductible receipt will be issued to the name on the cheque or credit card.

Please send your donation to Seva Canada using the enclosed envelope.

Seva Canada Society
Suite 100 – 2000 West 12 Avenue
Vancouver, BC V6J 2G2

INSPIRING SEVA DONORS



Hannah Rahim

- ⇒ 16-year-old Hannah organized a blindfolded drawing event and a Seva merchandise sale at her school, raising funds and awareness for international eye care.
- ⇒ Participants were blindfolded and asked to draw based on touch and smell. After they were done, students commented on how their appreciation of their vision was deepened.
- ⇒ The event raised \$844, enough to perform sight-restoring cataract surgeries for 5 children!



Yangjinzhuoma

- ⇒ 17-year-old Yangjinzhuoma organized monthly samosa sales at her school, raising \$343.87, enough funding to provide glasses to 69 school children!

- ⇒ "I find a deep sense of fulfillment when I can make a difference in someone's life, especially in the area of their health. Helping people regain their sight and improve their vision is a noble cause that inspires me to do my best in raising funds for related endeavors," said Yangjinzhuoma.



Wilkie Yeung

- ⇒ Wilkie is cycling from Toronto to PEI in support of Seva Canada, with the goal of raising \$2000 through his online fundraising campaign. When completed, this will be enough to restore the sight of 40 adults!
- ⇒ "As a professional photographer, I have been very privileged to have worked with wonderful people and to have the ability to create beautiful artwork for others to enjoy. I was inspired to raise funds and support Seva Canada's work because I believe that everyone deserves to see something beautiful," said Wilkie
- ⇒ To learn more and support Wilkie's ride visit www.wyphotography.com/charity.html



Paul Freund and Kathleen O'Connor

- ⇒ Paul and Kathleen decided to give donations to Seva as favours at their wedding this summer, raising enough to fund over 300 eye exams!
- ⇒ "We realized that vision and marriage actually have some features in common; in particular, both can be easily taken for granted unless one takes the time to truly appreciate them. Seva was an easy choice – not only were we impressed by the quality and scope of Seva's work, we were also confident that Seva would use our donation in an efficient and responsible way to ensure that it was really helping to make a difference." – Paul and Kathleen

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

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Patrick Reid, O.C.
The Honourable Judith Guichon, OBC
Lieutenant Governor of British Columbia
Leonard Cohen

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CONTACT

Seva Canada Society
#100 – 2000 West 12th Avenue
Vancouver, BC V6J 2G2

Tel: 604-713-6622
Fax: 604-733-4292
Toll-free: 1-877-460-6622

Email: admin@seva.ca
Website: seva.ca

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