

HOW WILL YOU USE YOUR POWER?



Dear Seva Canada Supporters,

Vancouver recently hosted the world's largest gender equality conference – Women Deliver. Women Deliver is a global advocacy organization whose mission is to advocate for the health, rights and wellbeing of girls and women. The conference focused on using each individual's power to fuel action toward gender equality and, at the end of the conference, asked each participant how they would use their power to further their own gender equality goals.

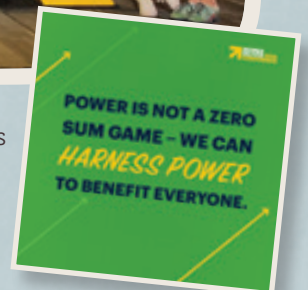
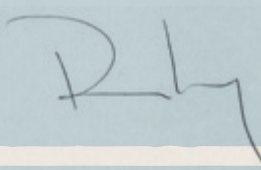
The team at Seva Canada is committed to using our power to educate, influence and engage women and men about the importance of eye care for all. We will continue to advocate with government and policymakers in Canada and in our partner countries and we will work to educate funders and donors about the need for gender-sensitive strategies to reach those most in need of eye care.

At Seva Canada, we will use our power to engage with like-minded organizations so we can all become stronger. We met with some of our 'competitors' at Women Deliver -

Orbis Canada and the Fred Hollows Foundation - to discuss ways we could work together to reach our common goal of eliminating preventable blindness. Together with donors like you, we will continue to find ways over, under and through barriers that women and girls face accessing eye care and we will continue to make gender equity in the delivery of eye care a priority.

We know that when women and girls can see, they can succeed. And when more women and girls succeed, we all succeed. An equal world is wealthier, healthier, more productive and more peaceful for everyone.

How will you use your power to create a future where no one – woman, man, child – is needlessly blind or visually impaired?

Penny Lyons, Executive Director

≡UPCOMING EVENTS≡

IT'S TIME TO GET SWEATY AND RESTORE SIGHT!

Seva is recruiting the fitness community across Canada to participate in our 4th Sweat for Sight event in recognition of World Sight Day – on October 10th – to raise funds and focus global attention on blindness and vision impairment.

You can participate in a number of different ways; from attending a dedicated fitness class at a participating studio on or around World Sight Day to creating your own fitness-inspired challenge for your friends, family and coworkers. Just have fun, get sweaty and restore sight!

Last year 30 studios participated across Canada and raised enough funds to restore the sight of 500 people!

Know a studio or gym that might want to participate?

Let us know at admin@seva.ca

Want to participate or do your own fitness-inspired activity?

Check out the list of participating studios and gyms and the Sweat for Sight information package and toolkit at seva.ca/sweatforsight2019



TRÜ RIDE CYCLE STUDIO



THE BAR METHOD VANCOUVER

2019 PARTICIPATING STUDIOS AND GYMS

**FIT BODY
BOOT CAMP**

**Harbour
DANCE
Centre**

B BEFIT
LIFESTYLE • STRENGTH • PERFORMANCE

Curves

bar
VANCOUVER
WEST VANCOUVER

**downward
dog**
YOGA CENTRE

**AMY
DIEHL**
personal training • active rehab

AND MORE!

SEVA CANADA'S AGM: THE POWER OF PARTNERSHIPS

Save the date! Join us on November 15th at VanDusen Botanical Garden in Vancouver for Seva Canada's Annual General Meeting (AGM).

The AGM will focus on *The Power of Partnerships*. Come hear how through the strength of collaboration, the Seva Canada community has changed the lives of people in need in low-income countries through the power of sight. Learn how your generous support has restored sight, trained eye care professionals at all levels, conducted research to inform our programs and empowered entire communities for generations to come with equal access to eye care for all.

Speaking at this year's AGM will be:



Penny Lyons
Executive Director

Penny will talk about Seva Canada's activities over the past year and what Seva has planned for the coming year.



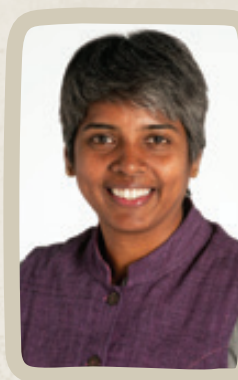
Dr. Vivian Yin
Board Chair

Dr. Vivian T. Yin is a surgeon, researcher and teacher in ophthalmic plastic and reconstructive surgery. Vivian completed her undergraduate studies at the Johns Hopkins University and pursued her medical degree and ophthalmology residency at the University of

Toronto. She further refined her surgical skills by pursuing a prestigious two-year fellowship training at the University of Texas M.D. Anderson Cancer Center in Houston, Texas. Vivian completed her Masters of Public Health at Johns Hopkins Bloomberg School of Public Health.

She is currently an Assistant Member at the Memorial Sloan Kettering Cancer Centre and a Professor at Weill Cornell Medical College. In the fall of 2019, Vivian will return to Vancouver as an Assistant Professor at the University of British Columbia and Vancouver General Hospital.

Vivian was honoured to be included on the first-ever list of Canadian women leaders in global health. She has been committed to global ophthalmology since 2009, working with Seva Canada, Orbis, St Michael's Hospital Urban Angle and So Kids Can See as a teacher and mentor.



Sasipriya "Sashi" Karumanchi
Board Member

Sasipriya (Sashi), currently works as a consultant at Lions Aravind Institute of Community Ophthalmology (LAICO), a unit of Aravind Eye Care System in Madurai, India on a three year consulting project involving 5 eye hospitals in Sub Saharan Africa. She also works with Seva Foundation (US), Seva Nepal and Seva

Cambodia as a consultant. She worked as a senior consultant for Alina Vision, a Singapore based for-profit organization with a mandate to promote affordable eye care models in emerging markets. Prior to that, Sashi worked at LAICO for 16 years. During her tenure at Aravind, she was involved in various projects including tele-ophthalmology, pediatric eye care, human resource development and primary eye care services. She also led LAICO's consultancy division for a decade and contributed to implementing four funded consultancy projects that benefitted at least 50 eye hospitals from India and other developing countries.

For Sashi, volunteering on a not-for-profit board like Seva Canada is a natural extension of her beliefs in giving back to the community. In her spare time, Sashi likes to study history, dabble in photography and is an amateur trekker who is planning to scale Ladakh, India in the future.

Event Details:

Date: November 15, 2019

Time: 7pm

Location: VanDusen Botanical Garden
5251 Oak St, Vancouver, BC V6M 4H1

Space is limited. Please RSVP at 604-713-6622 or <http://bit.ly/RSVP2019AGM>

Please note: Everyone is welcome to attend the AGM, however, to be considered a member of Seva Canada Society and eligible to vote at our Annual General Meeting, a person must have donated a minimum of \$20 between November 17, 2018 and November 1, 2019.

Any member may be nominated to the Board of Directors by submitting a letter signed by a nominator and a seconder, both of whom must be members in good standing of Seva Canada Society. Letters can be sent to the Seva Canada office to the attention of the Chair of the Governance and Nominating Committee.

THE ELEMENT OF SOUL IN SEVA CANADA'S MOTOWN MELTDOWN

WRITTEN BY SEVA VOLUNTEER, GURLEEN GREWAL

Seva Canada's annual Motown Meltdown was held on April 27, 2019 in Vancouver. Motown Meltdown spans sixteen years of singing and dancing. It brings together the contributions of sponsors, and offerings of time and talent from performers and volunteers, attesting to the power of local community in gathering for a global cause: the prevention of treatable forms of blindness and the restoration of sight in developing countries.

This year's concert was dedicated to David Sinclair, bandleader since 2006, who passed away in December of 2018. His talent and dedication will be forever remembered.

Well before the first set of the event started, the Commodore Ballroom filled with the buzz of familiar faces and warm embraces. The soul and grace characteristic of Motown music permeated the atmosphere.

Many of the performers whose voices rang out across the room, and animated the audience, return to Motown Meltdown year after year. For Tim Fuller, this year's event offered a stage on which to "show talent and give it to something worthwhile." While Roy Forbes, one of many Motown veterans, declared the event an annual way to fill up his gas tank. Each performer came to the event with the intent to deliver a staggering performance. As Warren Dean Flandez noted, everyone participating came equipped to "bring it," with carefully calibrated renditions of classic Motown songs that gave 110% of their energy to the audience and the cause.

Even the relationship between the performers and the audience at Motown Meltdown is unique. David Wills, the host of the event, found that the timelessness of Motown music and the links it forges

across generational lines of "boomers, millennials, and everyone in between" was at the heart of the night's continual success. The sheer joy that the performers took in raising their voices registered with the audience, who reciprocated the energy of each song creating waves that Dawn Pemberton shared were enough to "sweep you away." For the performers, the event has also taken on the role of an annual reunion, a much-anticipated chance to reconnect with old friends and cheer their triumphs on the stage in a collective note of praise.



CO-HOST AND PERFORMER, KAREN LEE BATTEN

The camaraderie and community that arise out of Motown Meltdown are not incidental. As Seva Canada builds relationships with local stakeholders, whether it is with Key Informants in rural Madagascar or award-winning artists uniting in Vancouver, they mobilize togetherness as a tool for transformative change. Performer Tom Pickett articulated this intangible when he gestured to the audience at Motown Meltdown as the "reflection of the community we all hope is there." One of the individuals who works to cultivate this community is Kendra Sprinkling, the producer of Motown Meltdown. Following on the heels of a prolific career in music through the Shooting Stars Foundation, an



ROY FORBES REHEARSING FOR THE BIG NIGHT

organization that produced special events to raise money for people living with HIV/AIDS, Sprinkling took on the task of bringing Motown Meltdown to life. Her work in developing an event that benefits each person involved was part of the formative glue of the night. She exemplifies the beauty of a life where friends find one another through acts of service and use music to spread love. This beauty translated to the event itself.

Before the performers had taken to the stage at this year's Motown Meltdown, an elderly couple sauntered out onto the dance floor in a swirl of swinging hips and linked arms. As the night progressed, they invited friends to dance alongside them and were soon connected to a crowd that was transfixed by a series of electrifying performances. Their determination to move to the beat of Motown music, alone and with the crowd, embodied the transition from single acts to collective striving that enables Seva Canada to sustain global programs that fight preventable blindness and restore sight.

A big thank you to musical directors Steve Hilliam and Andreas Schuld, hosts David Wills and Karen Lee Batten, producer Kendra Sprinkling, all the outstanding performers, the band, and of course, the wonderful crew of volunteers. A special thanks to our presenting sponsor Nicola Wealth as well as The Somerset Foundation, The Breeze 104.3, Vancouver Courier, East Van Graphics, the Commodore Ballroom, Peacock & Martin, Amevie, MOSH Framemakers and Amy Diehl Personal Training & Rehab. This night would not have been possible without all of the amazing support!

YOUR LEGACY IS THEIR VISION



YOU CAN CREATE A FUTURE
WHERE NO ONE IS NEEDLESSLY
BLIND OR VISUALLY IMPAIRED.

After you've remembered your loved ones, consider a gift in your Will to Seva Canada and give the power of sight for generations to come.

For more information, contact Christine at **604-713-6622** or email fundraising@seva.ca

HARNESSING THE POWER OF COMMUNITY FOR HEALTHY VISION



In low-income settings, lack of awareness, accessibility and willingness to accept care remain major barriers to receiving eye care, even when high-quality clinical services are readily available. This year, Seva Cambodia, Seva's locally-run Cambodian office, implemented a new strategy to strengthen their existing field worker program and increase the number of patients seen, referred and receiving eye care services.

The current community outreach program trains local personnel as field workers who travel from village to village

by motorbike, to identify those in need of treatment and facilitate their transportation to outreach screening camps and hospital eye units. Field worker activities, while effective at increasing the number of people attending screening camps, were not as effective at persuading people to attend the hospital eye unit. Field workers lacked adequate integration with one of the most powerful tools available: connection with prominent, trusted people in the community such as the Village Leader.



PARTICIPANTS AT THE EYE HEALTH AWARENESS SESSION

This year, the community program added an educational intervention that engaged with influential community members through a series of eye health awareness sessions. After only 4 months, the number of people screened at eye camps and referred for care at the Eye Unit in the Banteay Meanchey Hospital increased by **370%**, from an average of 100 patients per month to over 400, and the number of patients undergoing cataract surgery rose by **515%**, from an average of 13 surgeries per month to over 80. Through a very modest investment in community engagement, Seva Cambodia ensure thousands more people will achieve healthy vision and a much more productive and happier life.

DID IT DELIVER?

MY EXPERIENCE AT THE WOMEN DELIVER CONFERENCE

BY ELIZABETH KISHIKI

Co-Chair of the Gender Equity Working Group for the International Agency for the Prevention of Blindness (IAPB)

Childhood Blindness and Low Vision Coordinator, Kilimanjaro Centre for Community Ophthalmology (KCCO)



From June 3-6, I participated in the Women Deliver 2019 conference in Vancouver, Canada, a long way from my home in Tanzania. Women Deliver is the world's largest conference on gender equality and the health, rights and wellbeing of girls and women. Over 8000 people from 165 countries attended and since it was my first time at the global conference, I was eager to learn from the many gender-equality pioneers and advocates.

Power, Progress and Change was the theme of the conference. Power can drive or hinder progress and change so the question "How will you use your power?" was at the centre of all the inspiring plenary sessions and workshops covering topics from health, education, economics, politics, human rights, governance and gender equality.

Taking Stock

Most of the sessions I attended took stock of progress in their area with advocates outlining their positions and commitment to gender equality. Discussions followed and focused on what actions are needed to move forward and how individuals and organizations can incorporate gender-integrated approaches into their policies, programs and projects to bridge the gender gap.

Takeaways

Panelists at *The Power of Movements* session discussed the power of people

coming together for the same cause. It was striking to see how movements shape critical perceptions and form collective action for change: for and with girls and women around the world. Young girls were encouraged to think outside the box about their careers, to think about what they're trying to build for their future and the future of their field of work. They were reminded to maintain their identity and break down silos.



ELIZABETH SPEAKING TO CONFERENCE ATTENDEES AT THE SEVA CANADA BOOTH

I learned that:

- gender roles, norms and power relations between women and men lead to inequities that affect health
- gender mainstreaming and empowerment addresses inequality and improves health outcomes

The *New Tools for Turning Data into Gender Equity Advocacy Across the Sustainable Development Goals* workshop discussed strategies on using index data to frame issues. It is important to identify relevant data and to visually communicate advocacy messages to strengthen the case for investing in girls and women.

Knowing the challenges and opportunities that can accelerate progress for the marginalized groups that we serve, especially women and girls, it is important to continually monitor and evaluate programs with proper field data collection along with good stories to illustrate the numbers. The data helps to describe what is happening, what future actions are needed and how to implement those strategies.

Seva Canada's Booth

Being at the Seva Canada booth allowed me to converse with conference attendees and help them understand how giving women and girls the power of sight is an investment in the future for us all. Sight is so much more than good vision, it is access to education, and employment. It is the foundation for a better life for individuals, families and entire communities.

The Power of Cross-sector Collaboration

Katja Iversen, President/CEO of Women Deliver, in her closing speech, insisted on the need to work together, the need for partnership and the need to support organizations that advocate for gender equality.

I took this message to heart and have shared my newly acquired knowledge with fellow members of the IAPB - Gender Equity Working Group. Significant progress for girls and women, especially on the accessibility of eye care services, will be seen when we work collaboratively across sectors and issues.

Thank you to the organizers and to Seva Canada and Seva Foundation for making it possible for me to attend.

FOCUSING ON HER DREAM



NITU HAVING HER VISUAL ACUITY TESTED

14-year-old Nitu lives in a small village in Nepal with her parents, older brother and sister. Nitu loves school and has pleaded with her parents to let her finish high school so she can become a teacher.

Her parents wanted Nitu to quit school and farm alongside them on the small plot of land they rent to help support their struggling family. But they also wanted her to have a better life than they did and know the importance of education. They were torn. If Nitu did well in her studies and became a teacher, she would be able to earn money and help their family in the future. But how would they manage to feed their family of 5 in the meantime?

Thankfully, her older siblings helped convince their parents that they would work extra hard in the fields in order to let their sister complete high school.

Nitu was thrilled that she would be able to pursue her dreams. That is, until her vision began to deteriorate, making it difficult for her to read her textbooks and keep up at school. Her grades were failing and she was tormented with guilt. Her entire family had sacrificed so much for her to get an education and become a teacher, she didn't want to let them down.

Then one day a nurse came to her school to test the students' vision and examined Nitu. The nurse explained that she was farsighted and would need to wear glasses. After telling Nitu her prescription glasses would be free of charge, thanks to the generosity of Seva donors, Nitu smiled from ear to ear.

Now Nitu proudly wears her glasses and is thriving in class, dreaming about the day she'll be teaching one of her own.



NITU WITH HER NEW GLASSES

A LASTING LEGACY

Nic and Kira live in Canmore, Alberta with their sons Aidan and Pele. As a family, they are active in the mountains and like to travel to different parts of the world to explore new places and to learn from different cultures.

It was Seva's work in Nepal that first caught the couple's attention because they had visited the country and witnessed the need for eye care firsthand. As donors for almost 15 years, Nic and Kira are drawn to Seva's approach of creating sustainable eye care systems by building local expertise.

Supporting Seva has now become a family affair, with Aidan and Pele helping to choose which countries to support with the family's annual donation. "Our sons are aware of the need in the areas where Seva works and it is important to them that we give each year."

Nic and Kira have decided to increase their commitment to ridding the world of treatable blindness by including a bequest to Seva Canada in their Wills. This is one type of Legacy Gift, a term that covers a variety of giving options that enables donors to support their favorite charities after they are gone.



"It is important for us to leave behind a better world, in whatever way that we can. We know how fortunate we are to be living in Canada and enjoying the life that we have. We have seen firsthand how difficult it is for a person to not have sight and how adversely that affects their life, their family and their community. If our contribution can help others regain sight and therefore help them to contribute in their own way to themselves and to the lives around them, then we are truly helping others."

Thank you Nic and Kira for your ongoing support and your commitment to our shared vision – a world in which no one is needlessly blind or visually impaired.



HOW YOU HAVE HELPED

IN LOW-INCOME COUNTRIES, BLINDNESS OFTEN MEANS POVERTY AND LOSS OF OPPORTUNITY. BUT THANKS TO YOU, THAT IS CHANGING.

This past spring, we held a special campaign to help people see and succeed. Your donations are already at work providing eye care to those who need it most, restoring their sight and their hope for the future.

Your support of Seva Canada is an investment in the potential of people. When you give the power of sight, you also give access to education, employment and the foundation for a better life.

Thanks to your generosity, **300 people** will have their sight restored and their lives transformed!



YOU CAN BRING A CHILD'S WORLD INTO FOCUS

HELP KIDS SEE AND SUCCEED THIS SCHOOL YEAR.

Now that Canadian children are back at school, consider that over 10 million children in low-income countries are in need of prescription glasses.

Studies show that 80% of what children learn is processed through sight. That means blurred vision prevents kids from getting the education they need to fulfil their potential.

A simple pair of prescription glasses can bring a child's world into focus, allowing them to pursue their studies, contribute

to their community and grow up to lead a healthy, productive life.

You can help children see and succeed in school. A donation of just **\$25** will provide **5 pairs** of prescription glasses to kids struggling with refractive error.

Please mail in the form below or visit seva.ca/help-kids-see to make your gift today.

☐ **YES! I want to bring a child's world into focus by providing prescription glasses.**

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 _____

Signature _____

Name _____

Address _____

City _____

Province _____ Postal Code _____

Telephone _____

Email _____

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

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

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

INSPIRING SEVA DONORS



Yael & Aliya

When Yael and Aliya's teacher assigned their class a special charity project, the girls chose to learn about Seva Canada and the issue of treatable blindness.

"We love that we got to experience how the world looks for someone with cataracts before they get surgery. And it was fascinating to hear how \$50 can change someone's life through the power of sight! It's amazing how many people Seva helps even though it's a small organization."

After interviewing Seva's staff, Yael and Aliya advocated for a portion of funds raised by their class to go towards supporting Seva's international eye care work. Their efforts resulted in a donation of **\$1,350**, enough to restore the sight of **27 adults!**



Clearly

Clearly is Canada's #1 online eyewear retailer and offers the largest selection of contact lenses, eyeglasses and sunglasses. They are also a new corporate partner of Seva Canada's!

Clearly's mission is to improve lives by improving sight, a cause they are committed to locally and globally. Recently, the company donated proceeds from a friends-and-family sale to support Seva's school-screening program in Cambodia.

"Seva and Clearly share a common purpose to eradicate poor vision in the world. There are still 2.5 billion people across the globe that cannot afford good vision and we are proud and happy to join forces with such a great partner to tackle this issue."

So far, Clearly's gift has helped train **37 school teachers** to do vision testing and identify students with eye conditions so they can get the treatment they need and deserve. Thank you Clearly for being part of the solution!



Pat Hogue

When Pat retired in 2011, she set herself a goal of learning to make artisan bread. When she reached that goal, she set another one in 2012 – to raise \$300 for Seva Canada by holding bread-making workshops in exchange for donations. It seemed like a stretch at the time, but Pat was confident her passion for Seva's work would help to inspire others.

Fast forward to 2019 and Pat is close to reaching an even bigger goal – \$25,000 in funds raised! In the past seven years, she has hosted **73 Dough for \$\$\$\$Dough\$\$\$ workshops** and **273 bakers** in her kitchen in Winnipeg, raising enough to restore the sight and transform the lives of nearly **500 people!**

"I am very, very happy to do what I do. I know that it's appreciated by the staff at Seva and, most of all, by people who will never know my name or know about how I went about helping them. It makes my heart happy to do this. This is my Seva."

To follow Pat's progress, please visit her fundraising page at <http://bit.ly/DoughForDough>.

BECOME A MONTHLY DONOR

RESTORE SIGHT AND PREVENT BLINDNESS. EVERY MONTH.

Join ForSight, Seva Canada's community of monthly donors committed to providing the means, opportunity, and capacity for people in low-income countries to receive surgery, glasses and medicine that they need to build brighter futures. For more information, visit our website at seva.ca/monthly-giving or call 1-877-460-6622.

FOR SIGHT

"It hits my heart because sight is the most important thing in the whole world. By giving sight to people in remote areas – young and old people – you're giving them a job and freeing them to live independent lives."

– Current 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.

SEVA'S MISSION

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

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

HONOURARY PATRONS

The Honourable Lloyd Axworthy
The Right Honourable Adrienne Clarkson

The Honourable Janet Austin, OBC
Lieutenant Governor of British Columbia

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