

MORE EYE CARE FOR MORE PEOPLE

THE CASE FOR EXPANDING SUSTAINABLE REVENUE GENERATION



Dear Seva Canada Supporters,

Seva Canada has had integrated revenue-generating activities in our eye care programs from the beginning. This meant finding the right people to deliver high-quality care at a price that is affordable for most of the population, while subsidizing people who are too poor to pay. But many people remain unnecessarily blind or have functional impairments due to vision loss.

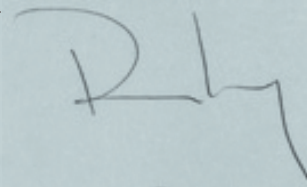
We know that the self-financing model of eye care needs to go even further. There are significant potential opportunities that can be realized by increased private and public partnerships. Corporations can create impact beyond funding by sharing their expertise to solve enduring development challenges including reaching the most vulnerable populations and improving access to and quality of services such as health care. Corporate social responsibility can and should be transformed to social opportunity for both corporations and international development initiatives.

The commercialization of our international development 'product' does not lead to inequity favoring the rich but instead, it is necessary to enhance and expand Seva Canada's

mission to restore sight and prevent blindness. More revenue means more people regaining their sight, more treatment options for chronic diseases like glaucoma, and fewer children undiagnosed and untreated for refractive error or eye disease.

We don't have a choice. Either we commit to creating eye care programs that are financially, managerially and professionally sustainable or we forever limit ourselves to donor-dependent models of international development.

Sustainability creates business value; lowers costs and risk and creates more innovation and enhanced value. It's about delivering better eye care to more people; not making money.



Penny Lyons, Executive Director

THANKS FOR ZOOMING IN TO OUR ANNUAL GENERAL MEETING!



TOP ROW FROM L TO R: PENNY LYONS, DR. SIMON ARUNGA, AND HEATHER WONG-MITCHELL. BOTTOM ROW FROM L TO R: PETER KILEO, DR. KEN BASSETT, AND LAURA SPENCER

Seva Canada's Annual General Meeting (AGM) was held on November 6, 2020. Regular attendees will recall past AGMs as lively affairs with Board Members, staff, special guests, and long-time supporters gathering to celebrate our work. This year's AGM was much the same, though we used Zoom to join folks in their homes and offices, rather than welcoming them to a venue in Vancouver. One wonderful upside was the opportunity to connect with supporters from across the country and around the world who would not have been able to attend an in-person AGM. Significant thanks are due to Dr. Vivian Yin, incoming Chair of the Board, for her work behind the scenes ensuring that the Zoom AGM went as smoothly as possible.

Business conducted at the AGM included the introduction of two new staff members, Paul Crosby (Director of Development) and Heather Wong-Mitchell (Operations Manager), approval of minutes from last year's AGM, and the presentation of the Auditor's Report by our long-time external audit team, Angela Sartori and Norm Grdina of RHN Chartered Professional Accountants. The audited financial statements are available on our website (<http://bit.ly/2020AuditedFinancials>). We welcomed Katie Judson and Jill Guthrie to the Board of Directors while bidding fond farewells to Chuck Diamond, Karen Chalmers, and Phairis Sajan. Our deepest thanks to Chuck, Karen, and Phairis for their years of service to Seva Canada.

Seva Canada Executive Director, Penny Lyons, presented her report on the previous year's activities. Her presentation, which focused on Seva Canada's ongoing commitment to people-centred eye care, can be read here: <https://bit.ly/AGMSpeech>.

We were thrilled to welcome Peter Kileo (Program Coordinator and Assistant Director, Kilimanjaro Centre for Community Ophthalmology, Tanzania) and Dr. Simon Arunga (Ophthalmologist, Mbarara Regional Referral Eye Centre, Uganda) as special guests. Peter spoke about the role women's microfinance groups play in the development of eye care networks, and Dr. Arunga discussed the importance of developing locally-driven eye health initiatives that are designed to be self-sustaining rather than relying on international aid or government support.

The meeting closed with the presentation of our World Sight Day 2020 video "[Hope in Sight](https://bit.ly/HopeForSight)" (<https://bit.ly/HopeForSight>) which features Seva Canada staff, board members and program partners.

Our deepest thanks go out to those who were able to join us for the AGM.

Missed the AGM? Watch a pre-recorded version of Peter's presentation at <https://bit.ly/PeterKCCO>.

COVID'S EFFECT ON EYE CARE DELIVERY



EYE CARE STAFF MEMBER WITH FACE MASKS AND CLEAN WATER

The Covid-19 pandemic brought most non-emergency eye care to a standstill, almost everywhere. While some countries such as Cambodia faced inexplicably low disease prevalence and no confirmed deaths, in other countries such as Nepal and India, substantial morbidity and mortality occurred, despite strong public health measures. Other countries, mainly in Africa, have a poorly documented COVID experience

as they conducted little testing and instituted relatively few public health measures.

Almost all programs stopped and are only beginning to reintroduce outreach activities. Hospitals are gradually moving from just performing emergency surgeries to serving walk-in patients with non-urgent conditions such as cataract. By late Fall many programs instituted protective measures and returned to more than 50% and as much as 80% of normal activity.

Providing services during the COVID pandemic has added about 20% to program costs. Most of the costs result from a general slowing of productivity due to restrictions on the number of people that can occupy registration and waiting areas, as well as examining and treatment rooms. This adds to salary costs while reducing patient revenue. Additional costs are for staff needed for cleaning facilities, instruments and non-disposable linen and other supplies. Personal protective equipment, while costly, remained in too limited supply to have much effect on hospital budgets.

Seva's local program partners will continue to follow all COVID protocols and find safe ways to provide eye care to those in need.

A NEW WAY TO FUNDRAISE THROUGH SOCIAL MEDIA GPOOLIT — SOCIAL MEDIA FOR GOOD

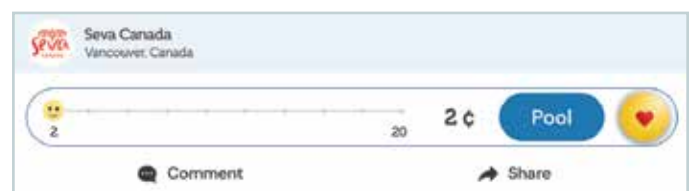


A new social media platform, GoPoolit, has just launched and Seva Canada is one of the first charities to be on the social network, and we would like you to join us.

Imagine if every 'like' you've ever received on your social networks was a 10 cent donation to Seva Canada. The power is in your pocket change.

The idea is simple:

- Sign up to GoPoolit and post what you normally would on your social networks. Whether you're a TikTok dancer, an Instagram pro or the ultimate LinkedIn professional, you can share your GoPoolit posts on all of your usual networks.
- On each of your GoPoolit posts, you can nominate a charity like Seva Canada. When you share it with your friends, family and followers – they have the option to donate between \$0.02 to \$0.20 to the charity you've nominated.



That's right, your likes can change the world! All our small gestures, collectively, will have a huge impact!

Sign up today at <http://www.gopoolit.com> and download the GoPoolit app – which is available on Android devices and compatible with Safari on iOS. The iPhone app is coming soon!

We can't wait to see you on GoPoolit!

SHOOTING OURSELVES IN THE FOOT?



Seva's partner in India, Aravind Eye Care System (AECS), is a world leader in high-quality, high-volume, sustainable, community-oriented eye care. Its innovative financial structure allows fees from paying patients to subsidize services for the patients too poor to pay. Aravind's creative cross-funding model is the standard in all Seva-supported programs.

To understand how Aravind expanded and achieved financial and market success in Southern India, we must first alter several assumptions about effective business practices and most of what we use to measure success.

Marketing to People Too Poor to Pay

The dominant marketing model at Aravind focuses on how to 'sell' eye care to people too poor to pay for services at all.

The model includes Aravind spending substantial funds on outreach activities systematically designed to give these services away.

General population awareness of providing high-quality, respectful, user-friendly eye care to the poor, encouraged those who can pay to pay what they can to ensure everyone, regardless of income, would get care. The result was a substantial net profit for Aravind.

This dimension of Aravind's business practices has been fairly well described and analysed by not only the eye care community but by many businesses worldwide.

Helping the Competition

The second, equally important and equally counter-intuitive dimension of Aravind's marketing model, is to provide substantial assistance to competing eye care institutions in their own catchment area and beyond.

Aravind has successfully helped hundreds of weaker eye programs to increase productivity and efficiency in service-starved settings where need exceeds supply ten to one. Aravind provides the training, free of charge, as well as absorbing the salaries and loss of service income from staff absent often for weeks or months.

The market effect of investing in improving the quality and overall capacity (i.e. statewide) as opposed to Aravind itself, remains poorly studied in resource poor regions such as India. In theory, making high-quality services more readily available to all and by helping to eliminate poor-quality services, resulted in a net profit for Aravind and other eye institutions.

In short, eye care becomes increasingly popular as a reliable, effective and readily available service that populations can and should use. By increasing the awareness of services and helping to train other organizations to provide high-quality care to all, the standard and availability of care is expanded, benefitting a larger segment of the population.



TRAINING FOR SUSTAINABILITY

WRITTEN BY PARAMI DHAKHWA, SEVA NEPAL PROGRAM MANAGER



SUNDAR AT THE RAMPUR COMMUNITY EYE CENTRE

Sundar Rana grew up in the Palpa District in the Rampur municipality of Nepal. Sundar was always a very good student and after finishing grade ten he wanted to further his education by becoming a Health Assistant. Unfortunately there weren't any colleges in Palpa offering that specific training and Sundar's family couldn't afford to send him away for his studies.

In 2009, Sundar volunteered through his local youth club to help register patients at a surgical eye camp run by the Seva-supported Palpa Lions Lacaul Eye Hospital. The Palpa Eye Hospital has organized eye camps for those living in remote areas for many years in collaboration with local groups like the Rampur Jyoti Punja Youth Club where Sundar was a member, to help publicize and manage some of the logistics of the event.

After the surgical camp, a tourist and philanthropist, Mr. Kajumasa Kakimi, wanted to establish a permanent Community Eye Centre (CEC) in Rampur in conjunction with the Palpa Eye Hospital. The CEC, managed by an Ophthalmic Assistant, would ensure year-round access to basic eye care like glasses and medicine, was available to the community.

Ideally, Seva always tries to find and train a local resident to become the Ophthalmic Assistant to manage the Community Eye Centres since they are more likely to have ties to the area increasing the likelihood that they will stay and serve their village and surrounding areas. As a result, the Palpa Eye Hospital asked the Rampur Jyoti Punja Youth Club to help find candidates for the three-year Ophthalmic Assistant (OA) training program for the new CEC. The club's Chairperson selected five interested locals who had volunteered at the eye camps to take the entrance exam at the Lumbini Eye Institute (LEI). Sundar was one of only two candidates selected who passed the entrance exam.

A delighted Sundar received a Seva scholarship to complete the three-year training program. He successfully completed the training in 2012 and by 2013 he was assigned to the new Rampur Community Eye Centre as its first Ophthalmic Assistant.

Today the Rampur CEC provides services to approximately 10,000 patients and performs 250 cataract surgeries annually through monthly eye camps. But Sundar hasn't stopped dreaming of improving the eye care available to his community. Now his goal is to expand the CEC into a Secondary Eye Hospital so that locals do not have to wait for a surgical eye camp to restore their sight but can access cataract surgeries and comprehensive eye care services at their convenience.

Finding quality candidates like Sundar for Ophthalmic Assistant training in conjunction with the creation of CECs is a vital part of creating sustainable eye care programs for communities that are run by the community. Thanks to superstars like Sundar and the Rampur CEC, locals don't have to travel 65km to reach the nearest eye hospital to receive basic eye care.

Thanks to Sundar's commitment and consistent presence at the Rampur Community Eye Centre since its establishment, he has built a lot of trust in the community, one that he is happy to serve and call home.

A 'TAIL' OF TWO PATIENTS



ZACHARY AND HIS SISTER ROSALIE

In 2016, four-year-old Zachary in Nova Scotia set an ambitious goal to raise \$15,000 to fund 100 surgeries for kids in low-income countries. He embarked on his fundraising campaign after being diagnosed and treated for cataracts earlier that year. Grateful for receiving high-quality care in Canada, Zachary wanted to pay it forward. He began his fundraising by setting aside some of his chore money in a jar labeled for "the kids that can't get cataract surgery" and initially raised \$150 to restore the sight of one child. With help from his family,



LEROY

including his younger sister Rosalie, he quickly ramped up his fundraising efforts by hosting by-donation adult and children's yoga classes, donating proceeds from the sale of Arbonne children's sunscreen, and by holding a BBQ and car wash. By late 2019, Zachary was half way to reaching his fundraising goal!

Around the same time in Ontario, a dog named Leroy was slowly going blind and badly needed cataract surgery. "I didn't even know animals could have this surgery. We are so lucky in Canada that we have so many people that can help us. Our family was so excited and thankful that our dog could see again that we thought it would be a great idea to give the same opportunity to children" said Carolyn, Leroy's human guardian. Carolyn began researching sight organizations and charities that restored the sight of children that she and her family could support.

Through her research, she learned about Seva Canada and Zachary's missions. She was so motivated by Zachary's story that she generously donated the remaining half of Zachary's goal, enough to help him reach his target of restoring the sight of 100 kids in need!

"I saw your (Zachary's) story and how you were so thankful and wanted to help other children too. You inspired me to act on this, I thought if a little boy can do this much, I want to help you too. It feels good to help others!! Keep reaching out and find others that need your help, and continue to make the world a better place," wrote Carolyn to Zachary.

Colleen, Zachary's mom, was at work when she found out about Carolyn's gift. "I couldn't believe what I was seeing. To be honest, at first I thought

there must be some mistake. Once I confirmed the donation was real, I was beyond grateful and shocked that a stranger would donate so much on Zachary's behalf!" said Colleen.



CAROLYNN AND HER HUSBAND

Zachary and Rosalie were also ecstatic. According to Colleen, "they were so excited and couldn't believe it! Zachary was very aware of how much the donation meant, he was surprised and happy one person could donate so much. Zachary and Rosalie were so happy their goal of helping 100 children came true. **They both responded with WOW! It was amazing for him and Rosie to see what one idea and many small actions can lead to. I'm forever grateful to Carolyn for helping me teach my children to dream big, set big goals and go after them because one small idea can lead to amazing possibilities.**" - Colleen

Amazing indeed! Thanks to Zachary and his family's hard work and Carolyn's incredible generosity, 100 children in low-income countries will receive the gift of sight.

HOW YOU HAVE HELPED



DESPITE A CHALLENGING YEAR, DONORS LIKE YOU CONTINUED TO GIVE AND GIVE GENEROUSLY TO HELP **RESTORE SIGHT AND TRANSFORM LIVES** IN LOW-INCOME COUNTRIES.



BECAUSE OF YOU:

- **1,000 children** will receive the power of sight through cataract surgery
- **5,000 pairs of prescription glasses** will be provided to children and adults, bringing their lives into focus
- **100 field workers** will be trained to find people, especially women and children, with blindness and eye disease in remote communities
- **600 adults** will have sight-restoring cataract surgery
- **hundreds of children** in orphanages and schools will be screened for eye problems

2020 concluded with a successful matching campaign. \$100,000 of your generous donations were matched by an anonymous donor and a combined \$225,000 was raised to help kids see, giving them the precious gift of sight.

Finding and treating children with eye problems early is crucial to ensuring healthy vision for life. When a child can see, they can get an education, play with friends, and build a better, brighter future.

Thank you for powering children's futures with the gift of sight!

LET THE GIFT OF SIGHT BE YOUR LEGACY

After you've remembered your loved ones, consider a gift in your Will to Seva Canada. Your contribution will ensure that the power of sight is provided to those in need for generations to come.

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



TRACHOMA THE LEADING INFECTIOUS CAUSE OF BLINDNESS



30 January 2020
**WORLD
NTD DAY**
NEGLECTED
TROPICAL
DISEASES

The second annual World Neglected Tropical Disease Day was Saturday, January 30th and Seva Canada joined over 300 organizations globally to raise awareness of 20 diseases from dengue and leprosy to trachoma.

Neglected tropical diseases (NTDs) affect 1 in every 5 people on the planet, primarily those who are poor and marginalized.

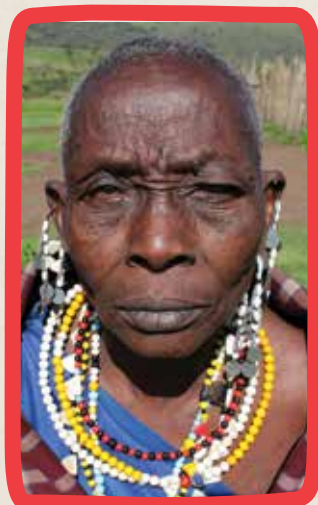
Trachoma, the world's leading infectious cause of blindness, is a neglected tropical disease. People suffering with this debilitating NTD are unable to work and care for themselves and their families.

Over 137 million people in 44 countries are at risk of trachoma with the African continent being the most affected.

Where Does Trachoma Exist?

Trachoma exists in impoverished rural communities where households are crowded, there is inadequate access to clean water and sanitation, resulting in poor hygiene.

How Does Trachoma Spread?



SEPELI IN TANZANIA IS BLIND IN HER LEFT EYE DUE TO TRACHOMA

Caused by the bacterium *Chlamydia trachomatis*, trachoma often begins in childhood, spreading from child to child and from child to caregiver, by hands, clothes, bedding or by flies that have been in contact with an infected person's eyes or nose. **Women are twice as likely as men to go blind from trachoma because they spend more time taking care of their children, livestock and household.**

Women like Sepeli in Tanzania who went blind in her left eye from trachoma.

Trachoma begins as a bacterial infection similar to conjunctivitis or pink eye and can be treated easily with antibiotics. However, after repeated infections, the inside of a person's eyelid can become scarred and turn inward causing their eyelashes to scrape against their eye with each blink. This agonizing condition is called trichiasis. A person with trichiasis will slowly and painfully go blind due to scarring of the cornea just like Sepeli.

How is Trachoma Treated?

There is good news, trachoma can and has been eliminated in many countries. Seva and its partners follow the World Health Organization's S.A.F.E. strategy to prevent and treat trachoma, improving the lives of millions of people, especially women, in some of the poorest places in the world.

The S. A. F. E. strategy is:

S – Surgery for trichiasis (inturned eyelashes)

A – Antibiotics to clear infection

F – Facial cleanliness to prevent transmission

E – Environment improvements to increase access to clean water and sanitation

Stopping and eliminating trachoma helps poor, marginalized communities, especially women, lift themselves out of poverty.

"The number of people who need interventions, whether it's antibiotics, facial cleanliness, or environmental improvements, has reduced tremendously. The outlook for the elimination of trachoma is good but it does require our investment. There is immense hope that we will reach elimination within the next five years."

– Paul Courtright

Paul provides trachoma technical support to 18 countries, is the founder of the Kilimanjaro Centre for Community Ophthalmology, and a Seva Canada Board member.

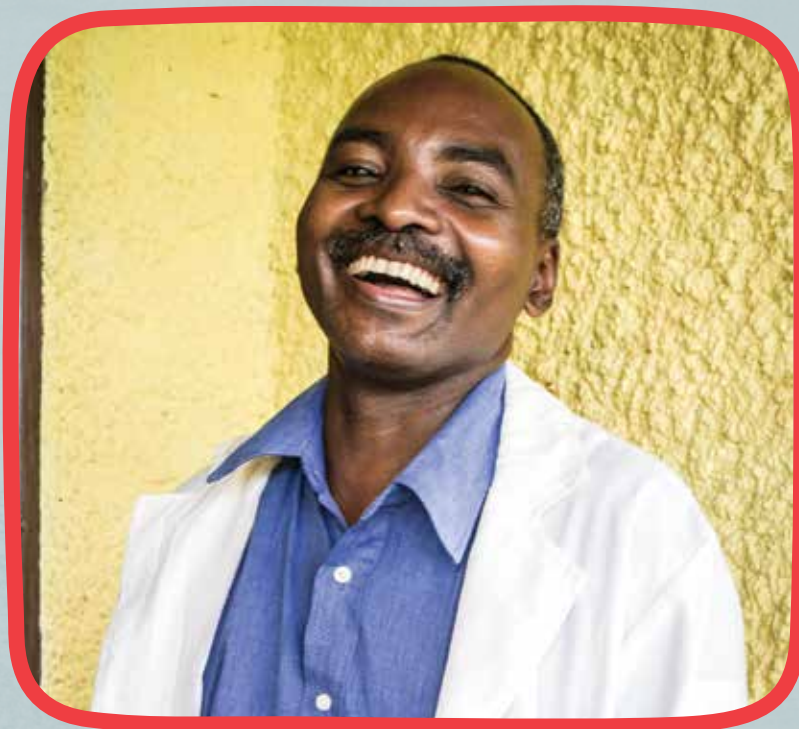


PAUL COURTRIGHT

Together we can stop blindness before it happens!

Watch a video on trachoma at <http://bit.ly/TrachomaNTD>

HELP CREATE SUSTAINABLE EYE CARE PROGRAMS



GIVE TODAY SO THAT COMMUNITIES CAN **PROVIDE EYE CARE NOW** AND IN THE **FUTURE**.

Sustainable, community-based eye care – eye care for the community by the community – is a pillar of Seva Canada's model.

Your generous gifts help to establish locally-managed eye care programs that will continue to serve people and communities long after Seva's involvement is complete. By training local people at every level of eye care, from

community field workers who find people with blindness and eye disease in remote communities, to ophthalmic nurses and cataract surgeons who provide the care, you are ensuring that low-income countries have the knowledge and expertise to provide care now and in the future.

Together, we can ensure the power of sight is within everyone's reach for generations to come.

YOU CAN HELP CREATE A SUSTAINABLE EYE CARE PROGRAM:

- \$50** – will restore the eyesight of an adult
- \$75** – will help to train a community field worker to find people in remote communities with eye disease and connect them with the available services
- \$100** – will help train an ophthalmic nurse to provide basic eye care to a community
- \$250** – will help train a cataract surgeon to perform thousands of operations per year
- \$ ____** – choose any amount to help as many people as possible

Please mail in the enclosed form or visit seva.ca to make your gift today.

INSPIRING SEVA DONORS



Grant Faint

Grant Faint is a travel photographer and filmmaker based in Victoria, British Columbia. Having visited over 100 countries in his career, he has seen firsthand the economic and social distress that people in low-income countries experience every day. "My good fortune in my business career has made it possible for me and my family to help others in need," said Grant. Over the years, they've worked with an NGO in western Tanzania to fund food and education programs for children and also funded the building of a school and health centre in Taiama, Sierra Leone.

Now Grant and his family have shifted their focus to giving the power of sight to people in need in low-income countries. **"Being a photographer and depending on my eyesight for my work, supporting Seva seems a poetic effort. Our long term goal is to fund 1,000 cataract operations over the coming years.** I want to thank those in the field doing the work, changing our world for the better. Their efforts inspire us," said Grant. **To date, Grant and his family have provided sight-restoring cataract surgery for over 60 people in need.**



Grown Eyewear

The vision for GROWN was simple: produce sustainable wooden eyewear that looks great and 'does good'. "Even before our initial prototypes were made, we saw something on TV about the large numbers of people who are affected by blindness or poor vision, and we were surprised that this is something that could easily be reversed and treated. We were so moved by this potential, that we knew we wanted to include blindness prevention efforts as part of our brand's social responsibility," said Jeff Phillips, GROWN's Founder

When GROWN learned about Seva Canada, they immediately felt a strong connection and feeling of respect for the organization's work. "Seva fit perfectly with our ideology and besides restoring vision, we like that they concentrated efforts on reducing blindness with their child testing programs. **We are humbled and honoured to be able to support Seva Canada in their selfless journey, and they are what makes social responsibility such an important and rewarding part of our business.**" For every pair of sunglasses purchased, Grown funds a sight-restoring surgery for an adult or diagnostic eye exams for 12 children.

To date, GROWN has raised enough money to fund **cataract surgeries for 219 adults and eye exams for 1700 children** in low-income countries.

Buy sustainable sunglasses while restoring sight at growndesigns.com

♦ GROWN ♦
SUSTAINABLE WOODEN EYEWEAR



Miraflex Glasses

Miraflex Glasses produces Italian-made, flexible & safe, plastic pediatric eyewear. Carla Paladini, an Italian certified orthoptist, founded Miraflex more than 20 years ago as she saw a need for safe glasses for children. While in Italy, she worked with a pediatric ophthalmologist who invented the first nonmetal, single piece, plastic pair of eyeglasses for children.

Carla then founded Miraflex in Bogotá, Colombia where she met Peter Montana. Together they ran Miraflex and learned about Seva through studying the teachings of Ram Dass, a guru and Seva Co-Founder.

Since 2018, Miraflex has donated numerous children's frames to Seva Canada's pediatric program in Burundi to help kids see.

MIRAFLEX® To learn more about Miraflex Glasses visit miraflexglasses.net



David & Diane Hardouin

David and Diane are long-time supporters of Seva Canada; they have been donors since the early 2000's and David is a former Board member. They have experienced firsthand the impact of Seva's work. A number of years ago they travelled to Moshi, Tanzania to visit the Kilimanjaro Centre for Community Ophthalmology, Seva's partner in Africa. David recalls meeting a four-year-old girl, Shamimu (pictured with David), who was scared about her upcoming cataract operation because her friends told her she was going to receive a goat's eye. David and Diane reassured her that she had nothing to worry about and that if she was brave they would stop by the next day to see her. They visited Shamimu in the hospital the next day to celebrate her successful surgery.

This past holiday season, David and Diane decided to introduce his extended family to Seva by giving someone in need the gift of sight on their behalf. They selected a different country and program that would resonate with each family member and made a generous donation in their honour. **"I believe the act of restoring eyesight to someone who has been living in darkness for, in some cases many years or even a lifetime, represents one of the most wonderful and cost-effective actions anyone can do!"** said David.

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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