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Message from Murali Krishnamurthy

Dear Friends,

Very warm greetings from San Jose! How are our Sankara Eye Hospitals doing? We are happy to announce that in the first five months of 2010, we performed over 44,000 FREE eye surgeries at the seven eye hospitals directly run by us. One eye camp near Vinukonda (Andhra Pradesh) set a new record – 924 cases were identified for surgery from this one camp. Our Bangalore Hospital celebrated its second annual day this year in March.

Excellent processes have been set-up at our hospitals in India and the Apex body meets every quarter to look at productivity norms and key performance indicators for each of the Sankara hospitals and the institute as a whole. This year, our Krishnankoil Hospital in Tamil Nadu received the 'Performance Excellence Award'.

In the USA, fundraising events are happening all over the country and the Shreya Ghosal event at the Flint Center in the San Francisco Bay Area was a huge success. In June, I went to Washington D.C to attend a workshop organized by USAID, on how to apply for grants from them and was fortunate to be invited to a US India Strategic Alliance Reception organized by the Secretary of State at the State Department and had the opportunity to shake hands with President Barack Obama, Secretary of State Hillary Clinton and Indian External Affairs Minister S.M. Krishna.

As for our new projects in Punjab and Uttar Pradesh (UP), we are still working on identifying land for building a hospital in UP and the momentum for this project

will pick up as soon as the land is identified. Focus Punjab project is progressing steadily and it can use a lot more momentum. We are very fortunate and very happy to inform you that Dr. A.S. Marwah hosted a fundraising banquet at his beautiful Malibu Ranch on July 24 for our upcoming Sankara Eye Hospital in Punjab.

Our friend, donor and supporter Anil Lal, is playing a major role in the Focus Punjab project. In addition to donating more than \$100,000 for this project, he is also organizing several fundraising dinners at his friends' homes. SEF teams in the San Francisco Bay Area, Central Valley, Southern California, Seattle, New Jersey, New York and Washington D.C are working hard for this project. Punjabi Heritage Society promoted the Focus Punjab project at their Visakhi event in Pleasanton, California. Share a Smile Chicago promoted our Punjab project at their annual fundraiser on March 13 and raised \$9,000.

Our Founder & Managing Trustee, Dr. Ramani, visited Germany and UK in June and he motivated people in UK for the Punjab project. We organized a Press meet in Ludhiana in June that was well received.

The Punjab Hospital budget is ready and the cost of the project is around \$4.2 million. We have so far raised a little over \$800,000 and we need to raise over \$2 million to start the hospital construction. Land is ready, building architectural design is ready, construction tenders are being floated and we are ready to hire the paramedical staff from Punjab for their rigorous eighteen month training at

Coimbatore. But, the construction can start only after we raise over \$2 million. It is completely in our hands when the construction can begin. One of the land lease conditions is that we need to complete the hospital in two years from now.



We are looking forward to overwhelming support from all of you, wherever you are in the USA, to help us start the Punjab Hospital construction by October this year and perform the FREE eye surgeries by early 2012. Please donate \$1,000 and become a Founding Donor of the Punjab Hospital and get your name on the Wall of Founders for eternity. Please organize small fundraising dinners and invite us for a presentation; become a volunteer and help us out. Please call me today at 408-425-1268.

Sincerely,

Murali Krishnamurthy
Executive Chairman

SEF Hospital Updates

The Sankara Eye Hospital, Bangalore, celebrated its second year anniversary with notable accomplishments. The hospital was awarded the “Namma Bengaluru Award 2009” for the best private institution that has made significant difference to the community vision health in Bangalore. For the past two years, it has restored sight for 18,000 rural poor and undertaken a special initiative called “Nanna Kannu” as a commitment to the youth community, through which it has screened 34,000 children for eye ailments.



The Sankara Eye Hospital, Anand is granted registration for Eye Bank & Corneal Transplantation by the Gujarat Government. The Eye Bank was inaugurated on June 21, 2010 and is



The Eye Bank, Anand Inauguration, June 21

expected to create a sizeable eyeball deposit in Charotar region which has shortage of donated eyeballs. At the inauguration event, 23 guests gave a written pledges to donate their eyes.

The Sankara Eye Hospital, Guntur has achieved self sufficiency but the hospital is gearing up to increase the number of eye surgeries from the current 25,000 surgeries. The word of the great work done by the hospital is spreading and often the eye camps are attracting large crowds of almost 1,000 people, the highest attendance among all Sankara camps to date.

High-Quality, High-Volume Eye Care

Realizing the need for large volume corrective surgery, we have identified a rapid, cost-effective high-quality technique that provides rapid visual recovery. Today, the temporal small incision cataract surgery is known as the “Sankara” technique. Not only is the post operative astigmatism low, the absence of sutures and elaborate instrumentation makes it less symptomatic for the patient and affordable for the Institution. The success rate of cataract surgery at Sankara is more than 98.8%.

Sankara Eye Hospital	No. of Free Eye Surgeries (Jan '10- May '10)
Coimbatore	14,985
Guntur	9,462
Krishnankoil	10,397
Bangalore	4,883
Shimoga	3,607
Anand	4,398
Silvassa	2,476

Sankara Highlights

Sankara is committed to continuous improvement and we see it as a critical factor in reaching our VISION 20/20 goal. Sankara has established a quality assurance team that is chartered with conducting periodic audit and inspections of our operations. Further, we have standardized operations across all our hospitals that enable us to effectively replicate and scale. In addition, video conferencing facility has been added to our hospitals to share best practices and to have specialists share opinions and learnings. Sankara uses a balanced scorecard approach that evaluates varied dimensions of our operations – training, surgeries, financial performance, alignment with VISION 20/20 to name a few.

Highlight in the next newsletter:

Resource Development and Community Involvement

Company Matching Funds and Volunteer Hours

Did you know:

- Many companies match their employees' donations. You donate \$500 and your company matches \$500 and SEF receives a total of \$1,000 for this noble cause.
- With this \$1,000 you can become a Founding Donor and have your name or the name of your loved ones inscribed on the **WALL OF FOUNDERS** at the hospital.
- Many companies donate to their employee's choice of charity in lieu of their volunteer hours. Volunteer for SEF and raise funds for the blind.
- Please forward this info to people at your company and give them an opportunity to make a difference by giving the priceless gift of vision! Contact us for more information at Sonal@giftofvision.org or sumita.bhallamudi@gmail.com.
- All donations are 100% tax deductible.
- **Take advantage of the company matching funds and the tax deduction on your donations for the year. If you are in the 30% tax bracket for your income tax, you will get a tax deduction of \$150 on your \$500 donation. So, in a way you will only be spending \$350 to become a Founding Donor instead of the usual \$1,000!**

Robert Bosch Foundation: Strengthening Partnership

Robert Bosch Foundation is one of the key supporters of Sankara Eye Care Institutions, India and is involved in joint programs with Sankara Eye Hospital, Bangalore. In June 2010, Dr. Ramani, the Managing Director of the Sankara Eye Care Institutions, was invited to Germany as a guest of the Foundation in Stuttgart. Both the Chairman of the Foundation, Mr. Dieter Berg, and the Head of the Health Care Service Activities, Dr. Satrapa, met with Dr. Ramani during the visit. The Chairman reassured that the Foundation is extremely happy with Sankara and that they will continue to support the Sankara-Bosch Human Resource Development Program at Bangalore; with greater inputs during the coming years and have promised to visit the hospitals in India.

With the support of the Foundation, SECI will explore research work in low vision and age related macular degeneration that is happening in Tubelingen University in Germany. Sankara looks forward to strengthening this relationship with the Foundation.

Dr. Ramani was also invited to present a talk on "Comprehensive Eye Care – The Sankara Eye Foundation Model" at the World Ophthalmic Congress 2010 where 11,000 eye surgeons from all over the world participated. The 80:20 self-sustaining model fascinated everyone, especially those from Latin American and African countries. Also, a German equipment manufacturing company, Gueder Limited signed an MOU to keep all their new equipments at our Bangalore hospital for evaluation and training.



Steady Progress on the Punjab Express



After the first milestone of land acquisition for Sankara Eye Hospital, Punjab on Sep 14, 2009, the project is steadily making progress. The state-of-the-art hospital, equipped with advanced technology, will serve five districts in and around the city of Ludhiana, accounting for close to 74% of Punjab's total population. An estimated 270,000 people in the state need cataract surgeries annually of which over 150,000 do not avail of surgery and treatment due to lack of access to quality and affordable eye care.

The Focus Punjab project is picking up momentum towards its fundraising goal by raising over \$800K out of the \$2 million needed to start the construction. To meet the aggressive goal, Anil Lal, one of SEF's advisor, donor and patron is spearheading an effort to reach out to new donors and identify new leaders in various cities. SEF has nicknamed this effort as the "Punjab Express" which is visiting new places and meeting new people.

Punjab Express Stop 1: Yuba City. One of the first stops was Yuba City, California, which has a strong Punjabi community. SEF leaders like Uma Bangalore and Sonny Kalkat joined Anil Lal to talk with prospective donors and supporters, including Kashmir Gill, the Mayor of Yuba City. SEF attended the Punjabi Mela that had attracted nearly 10,000 people and plan to attend the Nagar Kirtan, which will have audience of more than 100,000; all this in an effort to spread the word about the Punjab hospital and raise funds for the construction.

Punjab Express Stop 2: Los Angeles. The next stop was in Southern California at the Mathya Samaj temple to meet with SoCal SEF volunteers. SEF-Southern California is gaining momentum with help of Harshad and Naina Uka, who have been major pillars of SEF for many years. With amazing efforts from Pradeep Chpra, Anju Desai helped organize a dinner with the donors of the Los Angeles region to thank them for their support for the Gujarat Hospital and to appeal for their support for the Punjab Hospital. During this dinner, Bhindi Jewelers formally adopted SEF as their family charity and has promised support in many ways; including advertising space, building space and even promised to fund research projects. In SoCal, Pradeep Chopra is leading the efforts for the Gurudwara initiatives.

Punjab Express Stop 3: Ludhiana, Punjab. The Punjab Express also made a stop in India to meet potential donors in Ludhiana. A Press and Donor Meet was conducted in Ludhiana on June 18th, organized by Vipul Builders that has leased two acres of land on Ferozepur Road at a nominal price to help Sankara set up the hospital. Mr. Jessie Singh, a key supporter of SEF, brought a number of prominent people to the Donor Meet in Ludhiana. Another key person joining the SEF movement is Mr. Ranjodh Singh, a prominent industrialist in Ludhiana and he mobilized meetings with senior educationalists, industrialists, ministers and the like. Many of the attendees expressed interest in the Sankara model and said that they would find a way to support the cause.

Punjab Express Stop 4: SEF-Europe/UK. After visiting Germany, Dr. Ramani, Managing Director of Sankara Eye Care Institutes, India, went to UK and met with the core group of volunteers of SEF-Europe. There he met Sir Mota Singh, who is the first judge of the Supreme Court of UK and the first person of Indian origin to receive the knighthood from the Queen. Sir Singh has promised to support our cause and to be the spokesperson for the Punjab project. During his visit, Dr. Ramani took his Sankara presentation to various groups, including the gurudwaras, "Think London" – a group of Indian CEOs, a Punjab Radio station etc. Dr. Ramani also met many supporters like Mr. Bala Iyer, a media personality, who promised a media plan for SEF-EU. Mr. Arjun Waney, of the Mission for Vision, who promised a donation of Rs1,000,000 to Coimbatore hospital and yacht owners, Mr. Andrew and Mr. Biren; both promised to name their next boat "Sankara" and use it to raise funds. Dr. Ramani's trip has greatly energized the SEF-Europe volunteers.

Punjab Express Stop 5: Seattle. Murali Krishnamurthy and Anil Lal recently returned from a very successful trip from Seattle. Amar Nalla, Arun Sharma, Sarabjit Singh, Vidya, and others are members of the SEF-Seattle team and driving the Focus Punjab efforts there. Murali and Anil Lal met the SEF volunteers at Microsoft, Taxi Union members, a few Truck owners and drivers and visited three gurudwaras. The two Taxi Unions have committed to raise \$10,000 each, the Truckers Union has also committed \$10,000. With one gurudwara committing to raise \$10,000 and another gurudwara may be raising \$100,000, it was indeed a very fruitful visit for the Punjab project. A small team of Punjabi community leaders is being formed to steer the fundraising efforts for the Punjab project.

Punjab Express Goal: The SEF team is focused on the goal of raising \$2 million by mid 2010 but it is very clear that it cannot achieve this aggressive goal without the continued support of its donors. SEF requests you to please show your support to the Focus Punjab project. Please hop onto the Punjab

Express and help us with any of the following:

- Keep booths at gurudwaras, temples and other Indian events in your area
- Start an initiative at your company to promote SEF.
- Invite a few friends and potential donors to your house and we will come and do a nice presentation
- Email your friends all over the USA for any support for Focus Punjab
- Talk to Indian organizations in your area, let them know how they can partner with us for Focus Punjab
- If you can organize an event or a banquet, and we will help you all the way
- Please become a Founding Donor of the Sankara Eye Hospital, Ludhiana. Join our "1,000 Families \$1,000" program. Donate \$1,000 and have a name of your choice or your family name on the 'Wall of Founders' at the Eye Hospital.
- For more info, visit <http://www.giftofvision.org/focuspunjab/FocusPunjab.htm> or send an e-mail to info@giftofvision.org or call Raj at 408-230-4698.

SEF iWalk - Walk for an Eye

Tri-State 2010 iWalk

SEF-Tri State organized their first successful walkathon, 3K Walk for an Eye event on a hot Sunday in May at Roosevelt Park in Edison, NJ. With over 100 walkers and volunteers, the event, raised over \$4,200 plus pledges for the foundation. The event was well supported by many sponsors and media partners and has enabled 140 free cataract eye surgeries to be performed for those in need in India.

Sevathon 2010

This year, on July 18, 2010, Sankara Eye Foundation's annual iWalk joined hands with Sevathon organized by the India Community Center, Milpitas, CA. Inspired by the concept of 'Seva' or service, Sevathon 2010 brought together like-minded people from more than 40 non-profit organizations serving the community in the fields of eye care, literacy, hunger, education, child welfare, environmental, cultural and other such causes. The half-marathon, 5K and 10K races along with an array of Indian cultural performances, a health fair and vendor and non-profit booths attracted more than 2,000 people from around the San Francisco Bay Area to Baylands Park in Sunnyvale.



Rutgers University Sankara Interns with Sejal Dave



Sevathon 2010 participants

Donor Profile: Mr. Anil Lal, A Partner-in-Service

Mr. Anil Lal is not only a donor and patron of SEF but a major champion for the Punjab project. He has committed to donate \$25,000 towards the pediatric ward at each of the Sankara hospitals. He has already donated/raised more than \$100,000 for the upcoming Sankara Eye Hospital, Punjab and thus will be recognized as a 'Partner-in-Service' for the Punjab Hospital. He has motivated and energized SEF volunteers by being a great role model as a volunteer himself and has spent countless hours traveling around the Bay Area and LA to find donors and supporters for the Punjab project.

Before joining SEF's mission, Anil Lal has helped guide and support many non-profits serving US and India. He has served as Chairman of CARE, Chairman of Nargis Dutt Cancer Foundation, Director of Indian Community Center, Board member of HOPE, and helped organize many Indian melas like the FIA event and

Gandhi mela. His dedication to improving India is fascinating though he was born in Delhi; he did not grow up in India. He came to the U.S. at the age of two and grew up in San Francisco. He has been married for 33 years to his wife, Suman, and they have three children, two sons, ages 32 and 29, and a daughter, 23.

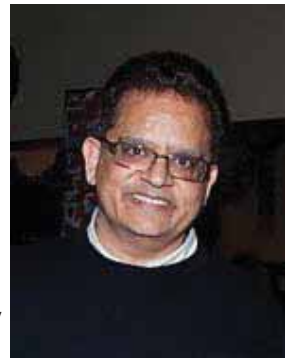
Anil Lal's father believed that success depended on how badly one needed it - having three children to support constituted a great need. So, in 1960, Mr. Lal, Sr. started his own company, India Arts, an importer of Indian hand-crafted gift items which Anil Lal now owns. Today, India Arts has grown to become a leading supplier of handcrafted gift items from India to more than 4,000 retailers nationwide.

Anil Lal shares his philosophy regarding making social commitments to society: "I feel there are three pillars of commitment: 1) take care of yourself, 2) take

care of your immediate family, and 3) take care of other people's kids, which means take care of the worldwide community, those people who can't even afford the basic necessities of life. The trick is to perform all of these actions simultaneously." He adds, "Often people say, 'When I make this amount of money, I will donate to charity.' Well, I tell those people, don't talk about it, just do it."

SEF is very proud and grateful

to have Anil Lal be part of the Sankara family leading towards making the Punjab hospital a reality.



Volunteer Initiatives

Volunteers, donors and supporters across the US and UK are taking creative approaches to raise awareness and funds for the Sankara cause.

The Rutgers Student Interns

SEF-Tri state has energized the youth community and garnered support from the university students. The Rutgers Student Chapter has been progressing very well. They have been arranging information sessions and fundraisers across the university with last one at Sliders in New Brunswick which raised \$679 dollars with 74 people in attendance. Also, the student volunteers provide help and support to the local SEF Tri-state activities. With permission to use their allocated money, they rented a bus for the SEF-Tri-state Walkathon. SEF is very proud to see the team spirit and dedication of the Rutgers students.

Drexel 20/20

Sonali Bilgiri, has started a student

chapter called "Drexel 20/20" at Drexel University. As part of student clubs, Drexel 20/20 is able to spread Sankara cause and events to the student body and the volunteers have access to meeting rooms. The team has set up fundraising on the "YourCause" website and has collected \$801 in donations. They expect to increase this fund as the word spreads to the rest of the students and faculty at the university.

Fundraisers in SF-Bay Area

Dr. Satish and Namrata Sharma organized a family fundraiser in their home at Ruby Hills, Pleasanton, CA. The 35+ attendees were inspired by the cause and showed their generosity with donations of more than \$15K. In another event, Narendra Chanchal had organized a Jagran where he announced the Focus Punjab Project and immediately Raj Bhanot from the Sunnyvale temple, a good supporter of Sankara, donated \$1,000 and many others donating followed including two

who donated \$1000 each. In all \$4,400 was collected in just that evening.

Volunteer Highlight

SEF needs many volunteers to execute various efforts needed to run Sankara's operations smoothly. For one, SEF mails out 30,000 newsletters to its donors multiple times during the year and this requires exquisite coordination to execute fund saving bulk-mailing each time. Mailings involve picking more than 30,000 copies of the newsletter from the printers, the mailing crates from the post office, getting the labels ready before the 50+ volunteers gather in batches to fold and stick labels to the material before they can be hauled to the post office; all this done in one weekend! SEF is proud of its volunteers and would like to thank Sudheer Vemula and the team of volunteers to carry out this arduous task with a smile and dedication.

Behind the Scenes: People Who Make it Happen by Dr. Rajat Chabba

Sukumaran: Our tireless and dedicated eye care field worker

We always discuss and hear about the work carried out at our Sankara Eye Hospitals and the amazing work carried out by the dedicated and talented staff and care givers but, we hardly hear about the hard working selfless people who spend their days in the hot sun traveling in public transport for many kilometers building sustainable relationships with the poor villagers. These are the people who do not come to the forefront but keep doing their job as a duty and form the back bone of what we do. They are our dedicated fieldworkers!

For a few days, I joined Sukumaran, a field worker in Arni district of Tamil Nadu. Together, we explored the surrounding area and interacted with patients, identified those requiring surgery and counseled them to the best of our abilities. One day, I met a blacksmith

named Selvaraj, who was operated at Sankara six months back. After his operation, Selvaraj was quite content and happy with his vision; but his left eye also required operation. He, however, was reluctant to get the other eye operated as he was satisfied with vision in one eye and wanted to continue with his daily work and earn his living.

Sukumaran, continued to visit him every month persuading him to attend the camp and get the other eye operated. It took five months before Selvaraj agreed to get operated. Sukumaran convinced him through persistent counseling and made him understand the virtues of good and wholesome vision. He assured him about the same sensitive and humble treatment at the base hospital and helped him make the decision. The fact that Selvaraj, has now emerged as an opinion leader and a source for identifying more patients speaks volumes about the efforts of Sukumaran.

So, when said, that we at Sankara work for a movement and not any individual, it signifies the true spirit and dedication that is evident in the work of Sukumaran and many more like him.



Sneak Preview: Auto Publicity Campaigns

Sankara Eye Care Institutes in India, deploys highly successful Auto Publicity Campaigns as an effective means of spreading the information and reaching out to the local communities for the upcoming free eye camps.

An Auto Publicity Campaign requires a good conditioned auto rickshaw that can carry an enthusiastic eye camp field worker all day to help spread the word to surrounding villages and encourage villagers to attend. Utilizing loudspeakers, recorded messages are interspersed with local music to help draw villagers' attention to the information about the free eye camp - camp sponsors, venue details, date, emphasis on free nature of treatment and the nature of services provided.

Autos Campaigns are an integral part of the outreach eye camps and cover large areas in a single day.



Sankara Eye Foundation is very thankful to PNG for being our Annual Sponsor and supporting all our events throughout the year.



Sankara Eye Foundation Donation Form

Capital Funding – Hospital Construction

- \$1,000** **Founding Donor** and get your name inscribed on the **“Wall of Founders”**
- \$3,000** **Golden Founding Donor** - Limited to the first 300 donors for the Punjab hospital only. Your name will be inscribed on the **“Golden Wall of Founders”**
- \$5,000+** **Facility Donor** – Sponsor rooms at the hospital and get a personalized plaque displayed at the hospital. *Please contact SEF Office at 1866-SANKARA or visit www.giftofvision.org for latest information on the facility sponsorships opportunities available at each hospital.*
- Other** \$ _____

Choose the Capital Project

- Punjab (New!)**
- Uttar Pradesh (New!)**
- Shimoga, Karnataka**
- Bangalore**
- Anand, Gujarat**
- Guntur, Andhra Pradesh**

Special request – eg Donation in name of _____

- We will contact you to get details for the names:

Cataract Surgeries & Other Services Donations

- \$3,000** **Open 100 Eyes for a Whole Day** (100 cataract surgeries)
- \$1,500** **Open an Eye a Week for one Year** (50 Cataract Surgeries)
- \$1,000** **One outreach Camp**
- \$360** **Open an Eye a Month** for one Year (12 Cataract Surgeries)
- \$200** **Food for patients for one day**
- \$90** **Open Three Eyes** (3 Cataract Surgeries)
- \$30** **Open an Eye** (One Cataract Surgery)
- Other** \$ _____

You can sponsor the surgery on a special day like Birthday, Anniversary. Please let us know and where possible, we will try and accommodate your request.

Special Request: _____

Payment:

Check (Payable to Sankara Eye Foundation) **Credit Card** **Amount:** \$ _____

Credit Card # (Visa or Master Card only) _____ Exp Date: ____ / ____
(Call the SEF office 1-866-SANKARA for Installment Plans)

First Name: _____ Last Name: _____ Spouse: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Email: _____

Signature: _____ Date: ____ / ____ / ____

My employer will match my donation. Employer: _____

I would like to volunteer

Online Donation: www.giftofvision.org

Car Donation: email to cargiving@yahoo.com

Stocks, Payroll, Bank Transaction etc: contact SEF at info@giftofvision.org or 1866-726-5272

How did you hear about us? Newspaper/Magazine: _____ TV: _____

Online (Samachar.com, Sulekha.com): _____ Other: _____

Mail to: Sankara Eye Foundation, 1851 McCarthy Blvd. # 218, Milpitas, CA 95035

1-866-726-5272
NL0810

Fax: 408-456-0790

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Thank you for your support

Calendar of Events

Tri-State

TBD SEF Dandia, NJ

Southern California

- 15-Oct SEF Dandia
Anaheim Convention Center
Los Angeles
PreetySha & Troupe
- 6-Nov Diwali Dinner by Sunshine Sr Grp.
Diamond Bar, Los Angeles
Contact: Jagdish Shah - 1-909-816-1424

Central California

- 25-Sep Banquet for Punjab
Indian Bistro, Modesto
Contact: Dr. Ram Saini - 209-620-3950
- 24-Oct East Meets West
Dance and Music Show
Gallo Center for the Arts, Modesto

Northern California

- 27-Aug Gift of Vision Banquet
Fundraiser for Punjab Hospital
Marriott Santa Clara
- 9-Oct SEF Dandia
Santa Clara Convention Centre
PreetySha & Troupe
- 16-Oct SEF Dandia
Alameda County Fairgrounds
Pleasanton
Dhol Baje Entertainment
- 23-Oct SEF Dandia
Santa Clara Convention Centre
PreetySha & Troupe
- 7-Nov Meet and Greet S. Indian Actor Siddharth
Organized in collaboration with BATA and BATM



Let's Go Green!

If you would like to receive your SEF Newsletter via email, please send an email to GoGreen@Giftofvision.org. Please include your donor ID and fullname as seen on mailing address.