EYEZEYE



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Message from Murali Krishnamurthy

Very warm greetings to all of you from San Jose, California! As with everyone in the US, the current economy also affected SEF and our revenue was down in 2009, but, as you know, with your solid support and indomitable spirit, we have the strength to boldly keep marching towards Vision 20/20 by 2020. And to give you strength to continue to support us, we are proud to announce that SEF once again received a 4-star rating for the sound fiscal management from Charity Navigator, America's largest and most utilized independent evaluator of charities.

In 2009, Sankara Eye Hospitals performed over 105.000 free eve surgeries and in 2010 we aim to perform several thousand more. All our new Sankara Eye Hospitals namely Bangalore, Anand and Shimoga are performing very well and we are very happy to inform you that we have already performed over 10,000 free surgeries at SEH Anand since its inauguration in October 2008 and this would not have been possible without you. Please consider the 'Open an Eye a Month' or the 'Open an Eye a Week' sponsorship for just \$30 a month or \$30 a week respectively, so that we can continue exceeding everyone's expectations year after year.

Our focus in now on our new capital projects - Punjab and Uttar Pradesh. We are looking for three to five acres of land with excellent visibility and access in Kanpur, UP, to build a state-of-the-art 200 bed Sankara Eye Hospital. If you or someone you know can donate this type of land then please call me now at 408-425-1268 or email me at muralik@giftofvision.org. We are also looking for monetary donation for this upcoming hospital so please consider becoming a 'Founding Donor' of the UP hospital and have your name or name of a beloved one on the hospital's 'Wall of Founders'.

Our top priority for the next six months or more is the Punjab hospital. We have two acres of donated land in Ludhiana and one of the conditions laid down by the donor is that we complete this hospital in two years and start our FREE eye surgeries immediately. We took upon this challenge with a firm belief that you will all help make this happen. The tentative budget for this project is around \$3 Million and we need to raise \$2 Million this year to start the construction by mid-2010 and complete the hospital by December 2011. We are also ready to hire 30 to 40 para-medical staff from Punjab and start their 18 month rigorous training at Coimbatore or Bangalore so that they will be ready to join the Sankara Eye Hospital, Ludhiana on time.

We are looking for volunteers to join our Focus-Punjab and Focus UP teams in the San Francisco Bay Area, Southern California, Tri-State (NY, NJ etc.,), Seattle and other parts of the country. In some of these areas you will be the one starting these teams. Ability to speak in Punjabi is surely a big advantage for the Punjab team.

Please call me today if you are interested and ready for an exciting worthy challenge.

Just as in the Anand hospital, we are hoping the Ludhiana, Punjab hospital too will have at least a thousand Founding Donors who will donate \$1,000 and have the name of a beloved one on the hospital's 'Wall of Founders'.



There are many other opportunities for \$5,000 and up donations. You can have a family plaque at the various rooms in the hospital, including the operating theaters, wards, patient rooms. Do not miss out on the best sponsorship choices. Please contact us to get more information on these sponsorships.

If you are one of those who can afford to donate \$1 Million or more, please don't hesitate to contact me now! We can name the Community Eye Care Center after your beloved ones and perpetuate the name for ever.

Please join our movement of Vision 20/20 by 2020 today and help prevent our brothers and sisters becoming needlessly blind.

K. M.h.A.

Murali Krishnamurthy



Sankara Eye Care Hospitals Update

Congratulations to the Sankara Eye Hospital, Anand, Gujarat and Sankara Eye Hospital, Shimoga, Karnataka for each reaching the key milestone of 10,000 free eye surgeries since their inauguration in October 2008.

Sankara Eye Hospital, Anand is starting to see an increase in the number of patients visiting the camp and just for the month of January 2010, the number of surgeries recorded was 1,524, the highest ever in a single month. As a token of approval of our ongoing Gift of Vision programme, the Government of Gujarat's Tribal Development Department has sanctioned 2 buses for undertaking the programme in the Tribal areas of Panchamahal, Dahod, Sabarkantha Chota Udepur & Vadodara District.

Sankara Eye Hospital, Shimoga is gaining a lot of local support and has become the local favorite as it is the only super specialty hospital in that area. The hospital is providing proven and revolutionary new treatments for macular degeneration, one of the most common causes of sight loss in the elderly. The retina service provides a full range of "Anti VEGF" treatments (vascular endothelial growth factor) which work by targeting a certain protein known to be very effective in improving sight. The Sankara Eye Hospital is the only independent hospital in the Malnad region which provides a fully integrated AMD service, supported by fluorescein angiography. This gives Sankara, the flexibility to deliver 'one stop' diagnosis and treatment.

Sankara Eye Hospital, Guntur needs to be congratulated for achieving self sufficiency – an important milestone that is targeted for all Sankara Eye Hospitals. Despite reaching self sufficiency the hospital is gearing up to perform increased number of eye surgeries since it has received approval for the Government empanelment program to serve Govt. of AP employees and retired staff. Sankara Eye Hospital, Bangalore

is attracting more paying-patients everyday which will help accelerate its path to self-sufficiency. On 12th August 2009, the Eye Bank at the Bangalore Hospital was inaugurated in the presence of Honourable Chief Justice Santosh Hegde. He lauded the efforts of Sankara and appreciated the relentless dedication showed by Sankara staff. This is the second Eye Bank for Sankara Eye Care Institutions, India, whose original Eye Bank in Coimbatore has proved to be a Model Eye Bank for the country.

Sankara Eye Hospital	# of Free Eye Surgeries (Jan 09 to Dec 09)	
Coimbatore	33,440	
Guntur	22,271	
Krishnankoil	10,397	
Bangalore	9,836	
Shimoga	7,150	
Anand	7,877	
Silvasa	4,316	
Pammal	10,109	

Gift of Vision: Beyond a lifetime

SEF would like to pay tribute to Ravi Bhanvadia, who exemplified service during his short life and provided gift of vision to two others after his demise. Ravi, son of Vanita and Ramnik Bhanvadia was born on July 21, 1989. He was a third year student at UC Riverside and wanted to be a Doctor. On December 13, 2009, while leaving his sweet memories, he left all of us donating both eyes and 3 heart valves-giving lives to 5 unknown people.



Ravi was a brother, son, and a loving friend to many many people. He always followed what his heart wanted to do.

CALENDAR OF EVENTS

Bay Area: March 12, 2010 Shreya Ghosal Concert

April 17, 2010 Visakhi Punjabi Heritage Society

October 2010 SEF Dandia

Southern California:

August 7, 2010 Carnatic Music Vocal by Sneha Paranandi

October 15, 2010 SEF Dandia

Tri-State:

Feb 25, 2010 Infosession / Fundraising Happy Hour at Nirvana in NYC

May 2, 2010 iWalk in New Jersey

October 2010 SEF Dandia in New Jersey

SANKARA

Rotary Club: Strengthening Partnership



The Rotary Club of Cupertino recently concluded a 2-week visit to India and to the Sankara Eye Hospitals in Anand, Coimbatore and Bangalore, where they viewed first hand the humanitarian work being done to treat the rural poor afflicted with preventable and curable blindness. For most of the eight-member team, this was the first visit to India and in several ways an eye-opener. The visitors came away impressed with the scale and quality of the work done by Sankara Eye Care Institutions (SECI) in conducting the Gift of Vision rural outreach program at the Sankara Eye Hospitals in various locations.

At each of the three Sankara Eye Hospitals visited, the Rotary team was able to view the ongoing treatment of the free patients, including surgical operations

in progress and the compassionate care provided before and after surgery. They also visited an eye camp at a local village near Bangalore, distributed eye-glasses and quilts to children in the pediatric ward. Through three separate Matching Grants, RC Cupertino has provided three 60-seat buses to transport patients from the rural villages to the hospitals for treatment. These buses have become lifelines for the free patients. Within 10 months of inauguration, the Bangalore Hospital people, of which 6,600 were provided free eye surgeries. In Coimbatore, the visiting team inaugurated another 60seat bus made possible by a Matching Grant of approx. \$37000. Orrin Mahoney, past president of Cupertino Rotary, spoke for the visiting Rotary group in commending Sankara's work. Thanking SECI, India and SEF, USA, he cited the care for the deserving and the compassion toward humanity witnessed at all three Sankara Eye Hospitals as the hallmark of the organization and looked forward to a long association with the Sankara family. Impressed with the highly successful 'Rainbow' - children's eye screening program, he expressed the hope that it be replicated across the developing world. Orrin also recognized the significant role played by the Rotary Clubs in India in uplifting the lives of the less fortunate in their local communities

Rotary Bus had served over 21,000

Donor Profile: Mr. Jessie Singh

Mr.Jessie Singh of BJS electronics has achieved the "American dream" by becoming a successful entrepreneur

in the Bay Area. He has picked SEF as a charity to support and has shown leadership by working with Vipul Builders to procure land for the Punjab hospital for a nominal lease. This land worth \$2M, in the heart of Punjab, was a huge mile-

stone achievement for Sankara. He is one of the Champions for the Punjab hospital and SEF tried to capture his thoughts on how to make Focus Punjab successful.

On why he chose to support Sankara Eye Foundation: "I thank God for help-

ing me achieve my dreams and now I want to give back to the community and Punjab has a special place in my

heart. The problem of curable blindness, while a challenging one, can be solved and is mainly constrained by funds. I saw Sankara's dedicated volunteers take on this challenge and I wanted to strengthen their efforts and ability to help the rural poor".

On the aggressive goals for Focus Punjab to raise \$2M by mid 2010: " It is very doable

with an aggressive approach to reach out to the donors in the US, Canada and mainly in India. We all have the ingredients including the land worth \$2M. Need a focused effort in Ludhiana, the financial capital with concentration of all major industries. We have many industry associations in the US like the trucking, banking, builders, doctors and media companies that can help promote SEF cause. I believe that people are genuinely compassionate and they just need to be approached for support".

through various projects.

On his request to the community: "Please help Sankara reach their goals with your support for the first hospital in Northern India. Every little thing will be helpful and it is only \$30 for an eye surgery. Become a Founding Donor for the hospital and have your name or that of your loved ones on the hospital premises forever. Tell your friends and family about this humanitarian cause and join the Sankara movement. Thank You"





Focus Punjab Project Strives for Aggressive Goals

The progress of establishing Sankara Eye Hospital, Punjab is gaining momentum with the acquisition of 2 acres of land in Ludhiana on Sep 14th 2009 for a nominal lease. Ludhiana being in the centre of Punjab will enable us to serve a large area of 150-200 kms in and around Ludhiana, including Jalandhar, Nawanshahr, Fatehgarh Sahib, Sangrur, Mogha, Kapurthala, Rupnagar, Patiala, Bathinda, Amritsar, Firozpur and Mansa districts.

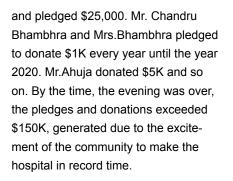
The accelerated pace for fundraising

is driven by the conditions of the lease that the hospital should start the operations within 30 months of signing the lease deed. The Focus Punjab team has to raise around \$2M by mid 2010 to start the construction of the hospital in order to have the hospital ready for operations by Dec 2011. SEF is fortunate

to have guidance and support from patrons and donors and the SEF team is energized to drive towards meeting these aggressive fund raising goals.

The Founders Dinner Banquet was a successful fundraiser held on Nov 14th in San Mateo, CA. The banquet was an elegant setup at the Canyon View Center; a very inviting atmosphere with a great view of the city and perfect ambience for a formal gathering. The audience consisted of many donors, who knew little about the project but left the evening with a conviction to make the project happen on time. The key community leaders who inspired

the audience included Jessie Singh, Anil Lal, B. V. Jagadeesh and Ramesh Japra. Mr. Anil Lal talked about how 2/3rd of blind in India are female and called on the audience to join him and SEF in ending the problem. He also has committed to raise \$100K through the community. B.V. Jagadeesh, CEO of 3 Leaf Systems, champion for the Bangalore hospital talked about the economic impact of SEF's effort to India's GDP, in addition to the social impact. He referred to the possibility that 500,000 free eye surgeries could



The SEF team is focused on the goal of raising \$2M by mid 2010 but it is very clear that it cannot achieve this aggressive goal without the contin-

> ued support of it's donors. SEF requests you to please show your support to the Focus Punjab project. Please become a Founding Donor of the Sankara Eye Hospital, Punjab. Join our "1000 Families \$1000" program. Donate \$1000 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/Focus-Punjab.htm or send an e-mail to info@ giftofvison.org or call Raj @ 408-230-4698.

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increase GDP by \$1B, if the people who benefited from the surgeries could start earning around \$2,000 rupees each. He urged people to donate saying that every penny to SEF would be well spent. FIA chair, Ramesh Japra promised help on the project. The speakers for the evening motivated the audience to donate and clearly, the audience acted on it. One donor, Mr.Gurdeep Sekhon was inspired to take action and pledged \$10K every year for the next ten years. Another anonymous donor who was visiting from India donated Rs.100,000. Lahori Ram family followed up with their dad's aspiration to promote the cause



SEF Events help drive Focus Punjab

Shreya Goshal, Live In Concert is presented as a fundraiser for the SEF Punjab hospital. The San Francisco Bay Area crowd is invited to enjoy a delightful evening with Shreya Goshal, a star performer/singer of Bollywood, while contributing to the success of the hospital at the same time.

Shreya Goshal has mesmerized audiences with brilliant romantic melodies such as 'Bairi Piya' (Devdas), 'Yeh Ishq Hai', (Jab We Met), 'Dheere Jalna' (Paheli), 'Barso Re' (Guru), 'Jadu Hai Nasha Hai'(Jism). With 4 National Awards and 4 Filmfare Awards, she is the most awarded playback singers in the recent times. This popular show has sold more than 1,000 tickets, a month before the event date, March 12th 2009 at 7.30pm at the Flint Center auditorium, Cupertino.



Volunteer Initiatives

One of the most effective ways to promote the cause and raise funds for SEF is through events. Unfortunately, the events involve upfront expenses and resources and with SEF strict financial guidelines around events, it is a challenge to scale the efforts to create multiple events across the country. That is where our volunteers and donors are stepping in to solve this scaling problem. They are undertaking fundraisers across the country, big and small, in their houses, in their communities and in their companies to spread the SEF message and raise funds.

Uma Bangalore, a new leader in the Modesto, California has brought together the American and Indian community to plan for an Ethnic Dance and Music event at the Gallo Center for the Arts on August 28th, 2010. They plan to bring in well known artists and attract a crowd of 1000+ people with a goal to raise around \$35K for the Punjab hospital. Her friend, Mike Chiavetta, a high school teacher in the central valley is teaming up as a core member to drive this event towards success. Uma's enthusiasm is contagious and when asked for the reason for her motivation, here is what she had to say.

"Growing up in a middle income family, I used to wonder about the separate lines at the doctor's office; one for people who could pay, and one for those who couldn't. These people were waiting to get free consultations and medicine. I would wonder, "I wish I could pay for all these people and then they would not have to wait in long lines and suffer in pain." That was a child's wishful thinking, but little did I know that I would actually get an opportunity to fulfill that wish. I knew about the underprivileged population in India and how many were suffering from curable ailments due to lack of funding or resources. Then I heard about Blindness in India on PBS' "News Hour with Jim Lehrer". This caught my attention. In this show, they showed the hospitals where the medical services are rendered, interviewed some of the doctors who give up their time in serving the needy. They also showed how they manufacture lenses at a very low cost, saving on overhead so they could help more people; most of the money raised was actually spent on patient services, and less on administrative services. I was really motivated by all these people using their time and skills in helping and treating others, putting others' need ahead of their own. Two years ago,

my nephew's high school's "Indian Club" hosted a fundraiser for the Sankara Eye Foundation. It was amazing to know so many youngsters and their parents getting involved in raising funds for the Foundation. At this time, I knew that the window of opportunity had opened; I was going to take it. I contacted Mr. Murali KrishnaMurthy from SEF for advice on planning the fundraiser, gathered few friends who were equally committed in helping others. Now we are a motivated group, excited and eager to plan our fundraiser and I appreciate this opportunity to be in a position to help bringing vision to the needy".

Ms. Lachmin Singh has another proactive approach. Under her leadership, Virsa Events is hosting a fundraiser where 100% of the ticket proceeds will go to Sankara Eye Foundation's Focus Punjab project. The event is a dance party on Sunday 21st February, with tunes of classic retro Bhangra and latest Bollywood hits with DJ Nix, DJ Precaution and live performance by up and coming local star- Jasmin Sandlas

Champions Campaign: The SEF volunteers were encouraged by the show of support and took on creative



Volunteer Initiatives (continued from page 5)

fundraising during the holiday season. The initiative named the Champions Campaign was started with a goal to raise \$300,000 by Dec. 31st to do 10,000 cataract procedures using online fundraising. Champions used emails and social networking sites like facebook, twitter, and linked-in to fundraise. The average goal for each champion was set around \$1K each. This was a 7-week campaign during which 91 Champions created cause pages on yourcause.com to eventually raise \$55,949.29 (1, 864 cataract surgeries). Champions were from 13 states, North Carolina, Iowa, DC, Chicago, New Jersey, New York, Boston, Florida, Seattle, CT, California, Arizona, Texas, PA, participated to raise funds. Our youngest champion was Sahiti Kadiyala who at just 6 years of age raised over \$2K for this campaign. Two champions, Minal Patel and Sejal Dave raised over \$5K. Even though the initial dollar goal was not reached, it created many champions across the US, which will go a long way in growing SEF base across the US.

Vidya Jagannathan is one of the champions emerging from the Seattle area. She was encouraged through her participation in the Champions program last December to take on a goal of raising \$100K towards the Punjab hospital. Here in her own words, is the reason for her motivation. "Around 4 years ago, I saw a very touching Sankara Ad with a Vande Mataram background, on an Indian channel. I remember being moved to tears and mentally deciding to donate to this cause. Learning that the price of one dinner outing (\$30) can actually give someone his/her eyesight back hit me hard. That's when I started donating to Sankara. The more I came to know about this cause, the more it resonated; and I decided to start volunteering as well. The fundraising campaign in December was when I really got involved actively. It is amazing how you can make time for something you believe in. Like many others, I thought my resources and network were very limited. I started, expecting to raise money for not more than 5 eye surgeries. With a lot of motivation from Murali uncle and other SEF volunteers, I kept thinking of ideas to reach out to more people and raising funds. SEF has a dedicated group of volunteers, and their enthusiasm is truly contagious. For 3 weeks, I was constantly thinking of ways to raise money for surgeries, and each day I came up with some new idea. Some ideas worked and some didn't. But the end result was that I was able to convince several folks to donate, and raise money for 84 eye surgeries! Now there is no looking back. I am just getting ready for the next fundraising campaign for the Punjab hospital. I am sharing my experience with you just so that you know that it isn't as difficult as one thinks. If you believe in Sankara's cause, get to the next level and start volunteering. I would encourage each of you who is reading this to consider getting more involved. It is a very fulfilling experience. There is no dearth of ways to help - do reach out. We can and should put an end to curable blindness in India.

Case studies: A perfect place in this imperfect world

By Dr. Rajat Chabba, Sankara Eye Hospital, Bangalore

This is an unusual story. A story of children who, to naked eye shall appear imperfect and disabled, but on a closer look they depict a world we all strive for. The children at SKID are happy and content. They are enthusiastic and passionate and their zeal to learn is much more that you and I will ever have. They are different in one regard though. They use two senses less than we do. They are dumb and deaf. For me they are "differently abled" as it doesn't deter them from facing the challenges and competing with the so called normal students.

Sankara Eye Hospital, Bangalore conducted a camp at SKID in collaboration with GE Capital and screened their 160 children free of cost. It was a challenge for team Sankara as they had to make the children understand using sign language. The teachers and volunteers at SKID helped our team in interacting with the children. The preliminary examination was carried out successfully and 25 children were prescribed glasses. The children were provided glasses on a later date free of cost by Sankara Eye Hospital.

All the children expressed their gratitude towards the humanitarian work done by Sankara. They acknowledged the efforts made by our team but for me our efforts are nothing in front of the courage shown by these children in facing the world. The smiles on their face on receiving the glasses gave us a satisfaction with the riches of the world fail to provide.

After my interaction with these amazingly perfect children, I have one advice for all of you my friends: "In case you visit Bangalore, remember to visit a place called SKID and witness a perfect place in this imperfect world of ours. You might miss one or two tourist spots in this city in case you decide to visit SKID but you will gain an insight to life."







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□ \$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:					
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Capital Projects – Hospital Construction						
□ \$1,000	Founding Donor and get your name inscribed on the "Wall of Founders"					
□ \$5,000+	Facility Donor (Sponsor a Room get a Personal Plaque in the hospital) \$					
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Special request – eg Donation in name of						

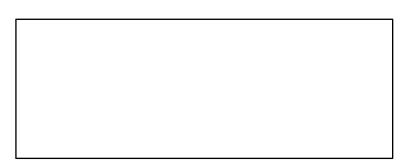
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Case studies: Baby Ferdinand fights Retinoblastoma

Baby Ferdinand was born on October 9, 2009 in Medan, Sumatra Island, Indonesia. His parents were ecstatic with their new first born. However within the first month Baby Ferdinand's paternal grandmother started to notice something familiar. Her own son had Retinoblastoma and she had noticed something whitish in one of her son's eyes which led to the diagnosis. Her son then had his left eye enucleated some 30 years ago. Similarly she was holding her grandson one day and noticed the same symptoms that she had seen some 30 years ago. Sure enough Baby Ferdinand





was diagnosed with retinoblastoma. In November his left eye was enucleated by a doctor in Kuala Lumpur.

A month later in December 2009, Dr Sethi Sundaram from Globe Eye Hospital Bangalore went to Medan for a Rotary Club Meeting. At this meeting Baby Ferdinand's grandmother, an active Rotary Club Member took the opportunity to talk with him regarding ber grandson. Dr S

ber, took the opportunity to talk with him regarding her grandson. Dr Sethi suggested the family visit Bangalore to see Dr Mahesh Shanmugham, a specialist in Ocular Oncology at Sankara Eye Hospital. As the family was ready to do anything to save Ferdinand's life they arrived in Bangalore on December 22nd and the first chemotherapy session began on December 23. The family was

happy to see his treatment begin so promptly and were also upset to hear that his left eye need not have been enucleated. Prompt treatment with chemotherapy in cases of Retinoblastoma has a very good prognosis in eradicating the cancer and saving the child's life.

Now baby Ferdinand and his mother Carolina stay in Bangalore and continue Baby Ferdinand's chemotherapy monthly. The baby has already received two cycles of chemotherapy and the doctors are pleased with the progress. The side effects of chemotherapy have taken a toll on Baby Ferdinand – loss of appetite, loss of hair, vomiting, diarrhea but as in all cases of Retinoblastoma the most important aspect is to save Baby Ferdinand's life. His mother Carolina is very thankful for the care at Sankara Eye Hospital and is praying that her baby recover soon. She looks forward to returning to Indonesia in June of 2010 with a healthy handsome baby.

We all can learn from this brave hearted lady who has the courage to smile, be optimistic and recognize Sankara's efforts and humane work during her tough times. Looking at her I realize one famous quote:

"You smile at the world and the world will smile back at you!!"