



## Why do you support Operation Eyesight? Help make connections – for all the world to see!

As one of our loyal supporters, we are very interested in your perspective on this question: Why do you support Operation Eyesight?

Maybe you or someone close to you struggles with eye problems, and you feel great empathy for the blind. You understand what it means to live with low vision – or no vision at all.

You may believe it's important to share your good fortune with those in need. Or perhaps you've taken the time to learn about our 52-year history, and are inspired by our proven results.

Whatever your reason, we want to thank you for making a connection with us. By choosing to give to Operation Eyesight, you have given the precious gift of sight to many children, women and men in Africa and India!

**Now for the next big question: Can you help others learn about Operation Eyesight's work?**

You're already inspired by our work – now, will you help us spread the word to your circle of influence? Think about your network: family, friends, colleagues, employees, service club, community, church contacts, and the people *they* know. You can open the doors to educate others about the worldwide crisis of



All Photos: iStock

avoidable blindness, and how they too can help prevent blindness and restore sight.

Would you consider sponsoring, hosting or participating in an event at your business site or your home? We can provide you with the tools to get started. Contact us to learn about our **Ambassador of Sight** program.

If you work or own a business, organizing an employee matching donation program is a great start. Or what about donating all, or a percentage of, the proceeds from the sale of a particular item or sales event?

Promoting your involvement with Operation Eyesight to your colleagues, employees, customers and community members is very important!

Need other ideas? Call us for some easy suggestions or check out our online **Fundraising Toolkit** at [operationeyesight.com/toolkit](http://operationeyesight.com/toolkit). Whether it's hosting a community garage sale, a charity walk/run, a sporting event or even collecting donations instead of birthday or wedding gifts, we have a creative and fun suggestion for everyone at every age.

Did you know we can mail a beautiful Operation Eyesight card as a tribute to someone you care about? Call us or visit [operationeyesight.com/donate](http://operationeyesight.com/donate); we can send a gift in honour of a birthday or other special occasion, or send a gift in memory of a special person. You can also send a tribute via email if you choose at [operationeyesight.com/ecards](http://operationeyesight.com/ecards).

Also, you can send free awareness e-cards to your friends and family, telling them you support Operation Eyesight and inviting them to learn more about us. Visit [operationeyesight.com/awareness](http://operationeyesight.com/awareness) to send an attractive free e-card.

*Whether or not you choose to further your involvement with us, we are sincerely grateful for your kind support. Your generous spirit is our biggest asset, and truly does make a difference in preventing blindness. Thank you!*

## Here's another idea!

Who are the people you know that others would like to know? They can be a valuable asset to us! Do you know someone in the media who would be interested in learning about our work? A famous figure? A prominent member of the community? We can help make connections happen. Call **Susan** toll-free at **1.800.585.8265** to talk about it.

**Hope to hear from you soon!**

# You are helping all the world to see! Thank you!

## Happy 110<sup>th</sup> birthday, Rotary!



*Rotary International celebrated its 110<sup>th</sup> anniversary in February!*

February 23, 2015 marked the 110<sup>th</sup> anniversary of Rotary International. For over a century, Rotary members have created access to education, empowered communities and improved lives around the world.

We're proud of the relationship we have with Rotary International, as well as with individual clubs across Canada and the United States. Several clubs participate in our certificate program, while others support specific eye health projects in India and Africa. In fact, some of Operation Eyesight's earliest supporters were Rotarians, and our founder, Art Jenkyns, was an honorary member of the Rotary Club of Calgary West.

We're grateful for the opportunity to speak with Rotary members during their monthly meetings. Over the past few months, our executive director Brian Foster has presented to the Rotary Clubs of Calgary, Calgary Millennium and Red Deer, AB. Ray Mowling, one of our board members, has also presented to the Rotary Club of North Scarborough, ON. These presentations allow us to showcase the work Rotary has made possible, and say "thank you" to Rotarians in person.

Congratulations on 110 years of remarkable accomplishments, Rotary! And thank you for being a dedicated neighbour and friend of Operation Eyesight.

*To organize a presentation for your next service club meeting, contact **Blair MacNicol** at [macnicolb@operationeyesight.com](mailto:macnicolb@operationeyesight.com) or **1.800.585.8265**.*

## Wow! Four generations of supporters!

Maureen Bush is just one part of an Alberta family that's been supporting Operation Eyesight across four generations.

The story begins with Ella Marcus, Maureen's grandmother. Ella knew Dr. Ben Gullison, whose work inspired our organization. Her son-in-law, Gordon Bush, became a donor after he lost the sight of one eye from a detached retina. He treasured the cards he received from Operation Eyesight that told of another person's sight restored – proof of responsible stewardship of dollars.

That's a theme that continues to drive Maureen's donations today. "It's hard to know how charities are spending their

money," she says. "My mom lived overseas and saw incredible misuse [of charitable donations]. That led me to being cautious about which organizations I donate to. I feel like I can trust what Operation Eyesight is doing."



*Gordon Bush and granddaughter Adriene Harding, shown in 1992. We're so thankful for wonderful donors who not only give charitably, but who pass that quality on to their children. The world is a better place because of them!*

Maureen became a donor to Operation Eyesight during the 1980s and has been giving ever since.

She passed that spirit of generosity on to her daughter Adriene, who has volunteered for us. Thank you Ella, Gordon, Maureen and Adriene. Our work is possible because of people like you!

*Tell us your story! We'd love to hear how and why you support Operation Eyesight.*

# Become a monthly donor



Operation Eyesight supports local solutions by local people. Our work to provide quality, sustainable eye care combined with community development is changing lives right now. But our work cannot continue without ongoing support from donors like **you**.

**Become a monthly donor today and restore sight for the rest of our tomorrows. You can sign up on page 7.**

For more information, contact us at **1.800.585.8265** or **info@operationeyesight.com**.



[operationeyesight.com](http://operationeyesight.com)



## Reading to raise funds for others

Clara Dunbavin, an 11-year-old girl from Lincolnshire, England, spent her Christmas holidays reading so children living in Africa and India could have the means to read, too. For a school project, she organized a sponsored read to raise funds for Operation Eyesight.

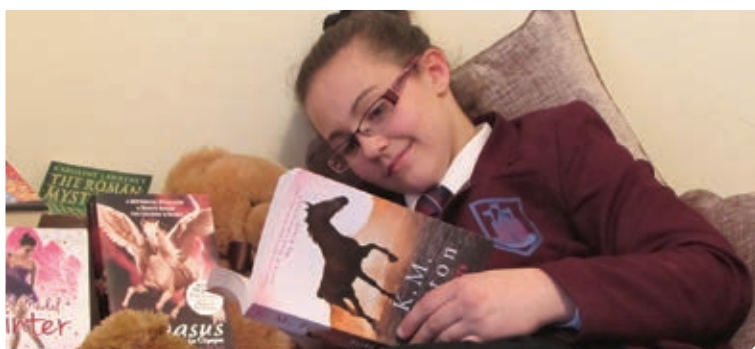
Clara and her mother, Louise, were shocked when they first heard about avoidable blindness. "Not often does something touch me," says Louise. "But I was horrified to learn that people, especially kids, are losing their eyesight unnecessarily."

The plight of those living with avoidable blindness hit home for Clara. "I wanted to give to an eyesight charity because I have bad eyesight myself," she explains. Clara has to wear eyeglasses to correct her short-sightedness, and her father is blind in one eye due to a detached retina.

Clara funnelled her passion and creativity into a letter that compelled her family and friends to sponsor her reading marathon. She read an incredible 10 books and raised £30.

"Operation Eyesight does wonderful work," says Louise. "It's a good charity to be able to donate to."

*Clara, thank you for donating not just your sponsorship money, but also your free time, to Operation Eyesight. Because of you, other children can now see to go to school and read their favourite stories, too!*



Clara Dunbavin reads out of the goodness of her heart.

## It's easy to be green!

Trying to cut down on paper? You can receive *SightLines* by email instead of by mail. Contact us at **1.800.585.8265** or **info@operationeyesight.com**, provide us with your email address, and we'd be happy to set that up for you today. Thanks for helping us cut down on printing costs!

While you're contacting us, you can also let us know if you'd like to be included in our *Glimpse* eNews bulletin. We promise not to send too much email; just quick updates once in a while, and you can unsubscribe at any time. Just let us know, and we can add you to that list, too.



## Farewell to a longtime friend

John Carmen Roberts, a longtime supporter and former board member of Operation Eyesight, passed away at age 94 in February. "Carm was an active participant with Operation Eyesight from the very beginning," said executive director Brian Foster. "He was truly a gentleman, and will be greatly missed." Our deepest condolences to his wife Gertrude and their family.



# Guess who's making great contributions to Operation Eyesight? **KIDS!**



*'Knights for Sight' youth club at Queen Elizabeth High School in Calgary.*

"Kids these days." You've heard the phrase before, and lately it seems to be followed by comments about how this generation is self-entitled. But we know just how passionate and kind-hearted "kids these days" can be.

We have an incredible group of supporters – and their children and grandchildren are even more amazing! Eleven-year-old Clara (see page 3) spent her Christmas holidays reading so that other kids could receive the gift of sight. Joanne's three children donate 10 percent of their chore money to Operation Eyesight. (See *Joanne's letter below right*). Many others, like Rourke, give up their birthday presents and collect donations instead. (See *below left*.)

We're also excited to announce that we now have a youth club: Youth for Operation Eyesight! When we invited Calgary youth to join, we were overwhelmed with the response.

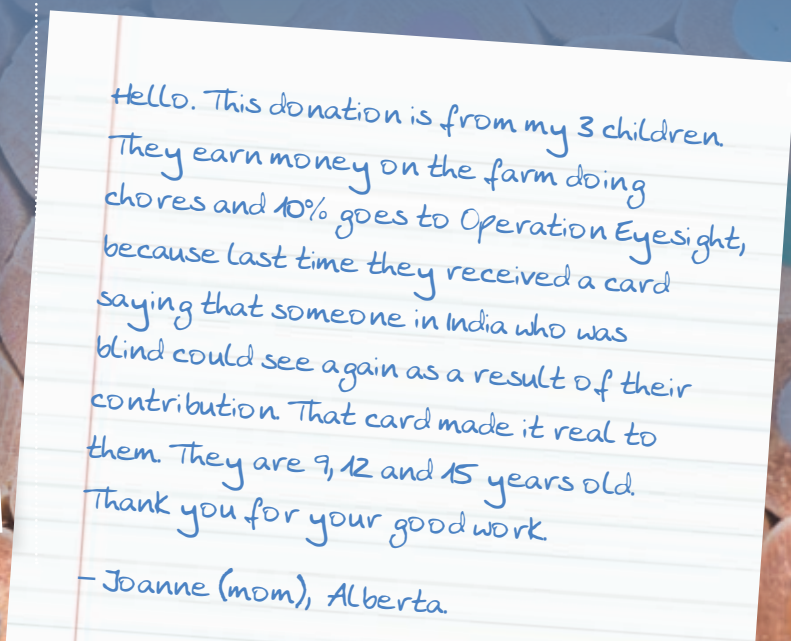
Forty students attended our first meeting in September, and we now have seven youth groups across six different schools in Calgary. Maybe you know someone who can start a youth club in your home town or city? Contact us for ideas!

You can help make the spirit of giving a way of life for your children, grandchildren, or nieces and nephews. Lead by example; volunteer together or establish an annual giving tradition. Follow their interests and encourage them to participate in your family's donation decisions. Giving back can be a fun and rewarding way to bond with those special kids in your life – and it's a great way to teach them about philanthropy, too!

For family fundraising activities, visit [operationeyesight.com/toolkit](http://operationeyesight.com/toolkit). For ideas for your next giving tradition, visit [operationeyesight.com/giftguide](http://operationeyesight.com/giftguide).



For his seventh birthday, Rourke asked his friends for toonies instead of presents. He recently stopped by our office in Calgary to make his \$50 donation. Thank you, Rourke!



Hello. This donation is from my 3 children. They earn money on the farm doing chores and 10% goes to Operation Eyesight, because last time they received a card saying that someone in India who was blind could see again as a result of their contribution. That card made it real to them. They are 9, 12 and 15 years old. Thank you for your good work.  
- Joanne (mom), Alberta

# A fisherman's story

Kantu Halder, 60, lives with his wife and teenage son in a small village in West Bengal, India. To provide for his family, he spends his days catching fish and weaving fishing nets to sell at the local market.

Last year was a challenging one for Kantu and his family, when Kantu's vision began to deteriorate. He could no longer see the needle to weave his nets, and fishing alone didn't provide enough for his family to get by. Eventually, he got to the point where he was immobile and confined to the house.

Fortunately, his situation didn't last long. A community health worker from Operation Eyesight's partner hospital, Thakur Sitaram Seva Kendra, visited Kantu's home during a door-to-door survey. On her advice,



*Kantu is grateful for his cataract surgery, made possible by our donors.*



*Kantu earns a living by weaving fishing nets – a task that requires acute eyesight.*

Kantu attended a screening program at a nearby village, where he had his eyes examined by a medical team. They discovered he had bilateral cataracts and recommended he go to the nearby hospital for surgery. Kantu was reluctant at first, but after being reassured by the community health worker, he agreed to the operation – and he's so glad he did!

Kantu had the cataract removed from his left eye

and plans to have his right eye operated on soon.

With his vision improved, he can once again weave his fishing nets and earn a decent living. "I am the happiest fisherman in my village," he says. "Thank you all!"

## Visible growth: Our new vision centres

Many of our donors are familiar with the idea of eye camps; temporary clinics set up to provide eye care to people in rural or remote areas.

After all, they've been a big part of our efforts for many years, because distance is a huge barrier for many people who need eye care.

But temporary services don't adequately fill the need and don't provide long-term services. That's why Operation Eyesight has embraced a policy of Vision Centre-Based Community Eye Health.

Vision centres are permanent facilities, staffed by trained eye care personnel. By locating these centres at strategic population areas, we can provide services like eye exams, diagnosis and referral of eye problems, and the fitting of prescription eyeglasses. An amazing 85 percent of our centres become financially self-sustaining within six months through the sale of custom eyeglasses, which funds the provision of eyeglasses to those unable to afford them.

To date, we have established 68 vision centres across India. The newest centre was established in partnership with Little Flower Hospital at Kanhangad in Kerala state. Through the vision

centre, we will also train primary health care workers for the district.



*Our latest vision centre in North Kerala, India was inaugurated in February in collaboration with our partner Little Flower Hospital.*



"The vision centre in Kanhangad is unique in several ways: we established it on the

request of the government of Kerala and in partnership with not just an NGO hospital but also with the district health department of the government," says Kashinath Bhoosnurmath, our Senior Director of International Programs. "It serves as a

model for our work in collaboration with government. Without our donors, it would not be possible. Our thanks to them!"

We also recently opened vision centres at Unnao and Mituali in Uttar Pradesh state and at Fulenagar in Maharashtra state. These newest vision centres are expected to provide services to target populations of about 200,000 people. We hope our donors know just how much of a difference they're making with these vision centres!

# Our goal in Kenya: no more trachoma



*Ngoswani in Narok is just one of many villages where Operation Eyesight has built boreholes. They have a dramatic impact on life and health in the community.*

**W**hen Operation Eyesight drilled our first well in Kenya in 2007, we were following the World Health Organization-endorsed **SAFE** (Surgery, Antibiotics, Face-washing, Environmental change) strategy to eliminate painful, blinding trachoma. Thanks to our amazing donors, we've made great progress on that goal, so much that we're now part of a plan to completely eradicate trachoma from Kenya by 2019!

Because trachoma is a bacterial infection caused by poor sanitation and is spread by flies, eliminating it won't be easy. But by working with the Kenyan Ministry of Health, the Queen Elizabeth Diamond Jubilee Trust, and other non-profits like our friends at Fred Hollows Foundation, we're confident it can be done.

Our efforts are focused on Kenya's Narok and West Pokot regions, where our donors are helping us dramatically improve the lives of many people. Their generosity is allowing us to drill boreholes to improve sanitation and prevent the spread of trachoma. The construction of latrines and the provision of clean water for face washing is essential in stopping the cycle of repeated trachoma infections that impact victims of this awful disease.

That support is also allowing us to train eye care professionals, since Kenya has just one ophthalmologist for every 450,000 people. Those trained professionals are performing more surgeries to alleviate trichiasis, the painful result of repeated trachoma infections that turns the eyelids in, causing the eyelashes to scrape the eyeball. Because of our donors, we're also able to provide mass campaigns of antibiotic distribution to cure those currently suffering from the bacteria that causes trachoma.

There are other benefits to our approach of providing clean water and improving sanitation. It includes increased enrolment of pupils and retention of teachers in schools where boreholes have been developed, reduction of incidences of other water borne diseases, and increased time and productivity, especially for women and girls.

*We want our donors to know that our dream of ending this painful, blinding disease in Kenya is possible because of them. We join millions of Kenyans in saying "Thank you!" to the people who are making this amazing progress possible!*



*At Ichangipusi, also in Narok, their new borehole encouraged a school to be opened in 2013. With support from the community, school management initiated a vigorous water, sanitation and hygiene program, which prevents the spread of trachoma.*

# Send your gift today.

You can help someone see a brighter tomorrow.

## Donate online!

It's secure, easy and puts your gift to work immediately.

Go to [operationeyesight.com](http://operationeyesight.com) and follow the links.

### Make your gift:



**By telephone:** Toll-free in Canada and the USA: 1-800-585-8265



**By mail:** Canada:  
Operation Eyesight Canada, Suite 200, 4 Parkdale Crescent NW,  
Calgary, AB T2N 3T8

United States:  
Operation Eyesight USA, 14900 Interurban Ave. S. Suite 271 PMB 35,  
Seattle, WA 98168-4654



**Fax or scan and email this form:** Fax: 403-270-1899  
Email: [admin@operationeyesight.com](mailto:admin@operationeyesight.com)



### Yes! I will support Operation Eyesight's sight saving projects by making a regular monthly gift of:

\$50  \$30  \$20  \$10  Other \$ \_\_\_\_\_  
(\$5 minimum)

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### I prefer to make a one-time gift of:

\$100  \$75  \$50  \$20  Other \$ \_\_\_\_\_

### Payment options:

I have enclosed my cheque payable to Operation Eyesight (or a blank cheque marked VOID to pre-authorize a Monthly Gift)  
Charge my:  Visa  MasterCard  American Express

Name on card: \_\_\_\_\_

Card number: \_\_\_\_\_

Signature: \_\_\_\_\_

Expiry date: \_\_\_\_/\_\_\_\_ Security Code: \_\_\_\_\_

This donation is made on behalf of:  an individual  a business

### Tax receipts will be issued for donations of \$20 or more unless otherwise requested.

We do not sell, trade or otherwise share our mailing lists. The information you provide will be used to keep you informed and up to date on the activities of Operation Eyesight, including our programs, special events, funding needs, and more. If you have questions about our organization or wish to be removed from any of these contacts, phone us at 1-800-585-8265 or email [admin@operationeyesight.com](mailto:admin@operationeyesight.com).

I understand that my monthly donation will be automatically withdrawn from my bank account or charged to my credit card. I can change or cancel my monthly contribution at any time. To obtain a sample cancellation form, or for more information about my right to cancel a PAD Agreement, I may contact my financial institution or visit [www.cdnpay.ca](http://www.cdnpay.ca).

I have certain recourse rights if any debit does not comply with this agreement. For example, I have the right to receive reimbursement for any debit that is not authorized or is not consistent with this PAD Agreement. To obtain more information on my recourse rights, I may contact my financial institution or visit [www.cdnpay.ca](http://www.cdnpay.ca).

Please note that if more funds are received for a particular program, project or item than required, Operation Eyesight will re-allocate the funds to areas of highest priority.

### My details:

Title: \_\_\_\_\_

First name: \_\_\_\_\_

Last name: \_\_\_\_\_

Address: \_\_\_\_\_

City/Town: \_\_\_\_\_

Province/State: \_\_\_\_\_

Postal/Zip code: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

### Please send me:

information about Legacy Giving

current Report to Donors

2015-nl2apr

### Tell us your story!

I support Operation Eyesight because: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Operation Eyesight is an international development organization established in Canada in 1963. We are dedicated to eliminating avoidable blindness in the developing world.

*SightLines* is published three times a year by Operation Eyesight.

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Calgary, AB T2N 3T8

# Help Norma's vision come true!

Our friend Norma Bastidas is at it again! This July, she will compete in the Badwater® 135, "the world's toughest foot race," to raise much-needed funds for Operation Eyesight's work.

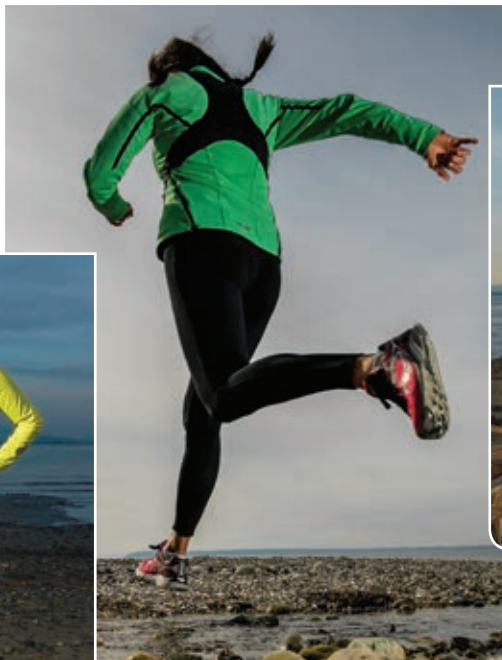
Six years ago, Norma ran the "777 Run for Sight" as an ambassador for the millions of people around the world living with avoidable blindness. She became the fastest female in history to run seven of the planet's most unforgiving environments on seven continents in seven months.



*Ultra-marathoner Norma Bastidas is a visionary.*

Although this journey took her around the world, the cause is something that hits home for Norma. Eight years ago, her oldest son Karl, now 19, was diagnosed with cone-rod dystrophy, a blinding eye condition with no cure. As a single parent at the time, supporting herself and her two sons Norma found Karl's diagnosis to be an emotionally draining experience. To relieve the stress, Norma began to run – and she has never stopped!

Once again, she has chosen to support Operation Eyesight to show her son Karl that he is not alone – that there are people



*Norma will run 135 miles across Death Valley... for all the world to see!*



*Norma with her sons Karl (left) and Hans (right).*

around the world who are as strong and amazing as he is. This time, she is going for the Badwater® Ultra Cup, the

signature event being the Badwater® 135. This race covers 135 miles (217 km) non-stop from Death Valley to Mt. Whitney, California. The average high in Death Valley in July is a whopping 116° F (47° C)! Norma knows the race will be extremely challenging, but says it's nothing compared to the pain and suffering that others go through every day.

*Norma's vision is for all the world to see. You can help her vision come true! Please sponsor a mile today, and help us spread the word about Norma's incredible journey! To make a donation or to learn more, visit [operationeyesight.com/normasvision](http://operationeyesight.com/normasvision).*

All Photos Ric Rowan

“Join the Conversation”

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