



Operation Eyesight recognized with Innovation Excellence award Our dream: no more avoidable blindness!

Every October, Operation Eyesight and our partners in the international eye health community mark World Sight Day, a day when we honour the achievements made in the fight against avoidable blindness.

This past year, we had a special reason to celebrate: we held a public celebration in Kanapur, a village located in Telangana state, India – and declared this village avoidable blindness free!

This means that our staff worked with our local partner St. Gregorios Balagram Eye Hospital to ensure that anyone in the village who was suffering from unnecessary blindness, or was at risk of going blind due to preventable causes, was treated. **It's true: thanks to our incredible donors, an entire village was freed of the burden of avoidable blindness. Imagine the joy!**

Leading up to World Sight Day, our community health workers conducted 60 health awareness events to educate the village on eye health, general health, infectious diseases, malnutrition and immunization. Over 1,200 people participated in the events.

As well, a comprehensive door-to-door survey was conducted to identify those at risk of losing their eyesight. Trained community health workers visited over 230 houses and surveyed 1,185 people in the village. They identified 140 people with different eye problems and 17 people suffering from blindness.



We don't just talk about eliminating avoidable blindness; we're doing it!



Screening programs were conducted, and 288 people received examinations, while over 40 pairs of new, custom-fitted eyeglasses were prescribed.

To make it even more exciting, our work in Kanapur was recognized with the Innovation Excellence award by

Vision 2020 India, a national eye health advocacy group that has endorsed our Hospital-Based Community Eye Health Program in India.

"Declaring a village avoidable blindness free showcases the fact that we can deliver on the World Health Organization's Universal Eye Health priorities if we have the commitment and vision," says BV Tejah, communications manager for the International Agency for the Prevention of Blindness. "Kudos to the Operation Eyesight team!"

Kanapur is only one of the villages in India where your support is making a significant impact. See page 8 of this newsletter to read about five more villages! We look forward to celebrating our achievements – made possible by our generous donors – on World Sight Day 2015!



Please update your contact information!

Have you moved recently, or are you moving to a new address soon? Did you recently get a new phone number? If so, please contact us to update your mailing address and phone number. We want to thank you in person, and we always enjoy a good chat with our friends and donors! You can also provide us with your email address and request to be added to our email newsletter. Please call us toll-free at **1-800-585-8265** or email us at **info@operationeyesight.com** to update your information. **Thank you!**

Your support helps people see hope for their future

Wishing on a Christmas star



Nearly 200 people made a wish upon one of our "Stars for Sight."

Our heartfelt thanks goes out to our Calgary volunteers who helped run our booth at the Spruce Meadows International Christmas Market in November! Thank you for taking time out of your busy weekends and for braving the cold weather. Together we raised over \$2,600 and sold nearly 200 "Stars for Sight"! We talked to hundreds of shoppers and introduced them to, or reminded them about, Operation Eyesight and the work our donors and volunteers make possible. Thank you for helping us kick off the holiday giving season in style. We hope you'll join us again next year!

Throw a party and collect donations at the same time!

You can plan a fundraising event to show your support for eye health in India and Africa. Our **Fundraising Toolkit** has everything you need to plan a successful party, dinner, tournament, bake sale or other fun event. Our Toolkit is complete with customizable invitations, brochures, posters, presentations, thank you letters and more. You can even create your own fundraising page online, making it easy for your family and friends to donate to Operation Eyesight. Visit operationeyesight.com/events or call us toll-free at **1-800-585-8265**. We'd love to help you get started!



Remembering a remarkable couple

Hazel and Alastair MacDonald were deeply loved by their friends and family who remember them as generous folks with a door that was always open.

"They were always giving to and caring for total strangers if they saw them in need," says their daughter, Heather Arseneault. "That's what charity is all about."

Operation Eyesight was Hazel's favourite charity. She wore corrective lenses herself, and she wanted those less fortunate than her to regain the precious gift of sight as well. She



Hazel and Alastair celebrate their 50th wedding anniversary in London in 1995.

and Alastair often made contributions in the names of their six grandchildren. Hazel also helped organize fundraising events.

Hazel and Alastair both grew up in Winnipeg, Manitoba, however, it wasn't until the

war brought them both to Europe that they actually met. Hazel was an entertainer with the W-Debs and Alastair was a bomb aimer, both with the Royal Canadian Air Force.

On April 14, 1945, they were officially married in a bombed out church in London, England. A second ceremony was held in another church where their friends could attend.

"My parents had a fairytale life," says Heather. "Since they passed, there's been a lot of tearful moments, a lot of laughter and a lot of story sharing."

Heather makes a donation to Operation Eyesight in her parents' memory every year. She's thankful to have had such amazing parents as role models, and she encourages her own children to donate as well.

Thank you for sharing your parents' remarkable story with us, Heather. And thank you to you and your family for supporting Operation Eyesight!

To read more about Hazel and Alastair, visit blog.operationeyesight.com and search for MacDonald

Leave a legacy for all the world to see.



Photo by Rick Rowan

Have you ever considered allocating a gift to Operation Eyesight in your will, so you can continue to make a difference in the world beyond your lifetime?

You don't have to be wealthy to leave a legacy gift; you just have to have a big heart! Contact us today to receive your **free Legacy Giving Information Package**.

operationeyesight.com



One man's legacy makes a significant impact

John Hacault certainly had a great big heart.

A longtime donor to Operation Eyesight, John passed away in Vancouver in 2013. Thanks to his generous legacy gift, our partner hospitals are able to reach out and give the gift of sight to people in need.

One such partner is Dr. Salins Eye Hospital, located in Bidar, India. Many of the region's 61 million people lack basic health care, which is why the recent establishment of two vision centres is so important. Located at central village junctions, they are the point of first referral for serious eye problems and a big part of Operation Eyesight's strategy to eliminate avoidable blindness.

"The legacy gift given to Operation Eyesight by the late John Hacault has been a gift of sight to quite a lot of people in Bidar," says Kashinath Bhoosnurmath, Operation Eyesight's Senior Director of International Programs. "He has made a significant difference in the lives of these people."

John's legacy has also helped another Operation Eyesight partner – Siliguri Greater Lions Eye Hospital, located in West Bengal State at the base of the Himalaya Mountains. Many people from the neighbouring countries of Bhutan, Bangladesh and Nepal cross the border to reach the hospital.

"We are grateful to Mr. Hacault, and I am also impressed by his foresight," adds Kashinath. "Our vision centre is catering to a critical need of the people here. His legacy is making a very real difference!"

We all want to leave a legacy like John Hacault – and you can! You don't have to be wealthy to make a meaningful impact. Call us toll-free at 1-800-585-8265 or email us at info@operationeyesight.com to receive a free Legacy Gift Information Package.



Patients at Dr. Salins Eye Hospital represent a small number of the millions of Indians who lack even basic eye health care.

Order a customizable certificate today

Most of you already know that you can request a card and gift tag when you make a donation to Operation Eyesight on someone else's behalf, but did you know that you can choose to order a certificate instead? With a minimum donation of \$50, you can request to have a customized certificate mailed to you or directly to the recipient. Each certificate comes in a beautiful folder and makes a great gift for a guest speaker, client or business associate. To order a certificate, call us toll-free at **1-800-585-8265** or email us at **info@operationeyesight.com**.



You can give someone a beautiful certificate!

Our mistake

In our last issue, we ran an article entitled "Saying goodbye to a dedicated ambassador." Unfortunately, we incorrectly referred to our friend and donor Pat Gee's first name as Patricia. We regret the error.



*Ten years later,
Art Jenkyns
would be
proud!*

When Operation Eyesight's founder Art Jenkyns passed away on January 26, 2005, we knew that the world had lost a rare individual. Much has changed since the first meeting of "The Gullison Club" in 1963, when Art and his fellows at the Baptist Men's Club raised \$840 in support of Dr. Ben Gullison's Arogyavaram Hospital.

A lot has changed since Art's passing, too. In the past 10 years, we have adapted our methods and worked to tackle the root causes of avoidable blindness.

One such example is our effort to eliminate the agonizing eye disease trachoma. In 2007, we drilled our first borehole in Kenya's Narok district, part of a strategy to change the conditions that allow the trachoma-causing bacteria to spread. Since then, we have drilled boreholes in Kenya's West Pokot district and Zambia's Sinazongwe region.

Another change is that we now work more closely with our partners. Our India staff have created a model of hospital-based community eye care that provides important

technical advice rather than financial support. This model was endorsed by Vision 2020 India and represents a unique way of thinking about ending avoidable blindness. It involves establishing local referral and treatment services and training local community eye health workers.

These solutions are designed to create eye health care that can be sustained without foreign financial assistance, so that the places where we work will be able to eliminate avoidable blindness once and for all.

Art Jenkyns believed that we have the means and responsibility to help people who suffer from avoidable blindness. While those means have changed, the responsibility remains, and we are so thankful that our generous donors agree that this serious health issue is a challenge that must be addressed.

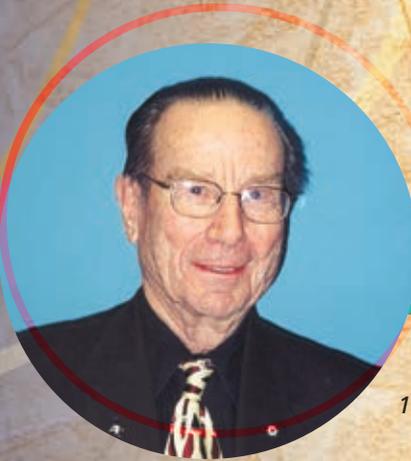
We thank everyone who honours Art by making sure that his message is heard. We know that his dream of a world without avoidable blindness will one day be a reality!



Our partner hospital DS Karad Eye Institute, located in India, is just one of our partners to establish a hospital-based community eye health program, ensuring that these communities have access to diagnosis and treatment that they would otherwise lack.



The opening of Watborg Eye Services' new hospital in Ghana in 2012 was another important milestone. Watborg has been our partner since 2007, and the new facility will improve eye care services to the region's four million inhabitants.



*Founder
Art Jenkyns,
1921 - 2005*



Community eye health workers are a key part of our strategy to eliminate avoidable blindness. Shown here being trained at DS Karad Eye Institute in India, these workers are locally recruited, ensuring good relationships in the communities where they work.



Community health workers, shown here filling out paperwork at our partner Pushpagiri Vitreo Retina Eye Institute, perform services such as surveying to determine the extent of eye problems, diagnosing basic eye problems, providing information on immunization and vitamin A deficiency, and ensuring that women receive ante-natal and post-natal care.



Another change from earlier days: Operation Eyesight no longer collects used eyeglasses. It is now less expensive and easier to supply locally-produced eyeglasses to those with vision problems, and the sale of frames to wealthier buyers helps subsidize them for those in need, as well as provide the eye exam necessary to ensure that they get the right prescription.



One thing hasn't changed: our donors are still saving sight and preventing blindness! Jerita from Kenya is just one of many people to whom our donors have restored sight. Jerita, like all the people you've helped, is grateful for your support. "Thank you!"

A return to vision

What if you were told by a respected family friend that wearing eyeglasses would cause your child to go blind? Imagine your shock and fear!

That was the situation faced by Hannah Quayson, a widow living in Kasoa, Central region, Ghana. Hannah works at a local convenience store to support her six children. After her husband's death three years ago, she received a dire warning from a prophetess and friend of the family: Hannah's youngest child, Ekow, then 11 years old, would go blind if he continued to wear the eyeglasses he had been prescribed since he was two years old. Not knowing any different, poor Hannah believed the prophetess and prevented her son from wearing his eyeglasses.



Ekow is doing well in school again, thanks to his new eyeglasses!



Ekow and Hannah say thank you!

Fortunately, luck smiled on Ekow last year, when the outreach team from Operation Eyesight's Watborg Eye Services visited his school for a regular school eye screening. Ekow was diagnosed with abnormally low vision, yet the refractive procedure was able to bring his vision to normal.

The outreach workers were even able to convince Hannah that her son would not go blind

Now 14 years old, Ekow's life changed dramatically. He had been one of the best students in his class, but without his glasses, he couldn't see the chalkboard and couldn't read. His teacher tried to get him to sit at the front of the classroom, but – typical of adolescent boys – Ekow insisted on sitting in the back row. His marks fell quickly.

with the new eyeglasses. Now, thanks to his brand-new, custom fitted prescription glasses, Ekow is able to see clearly for the first time in years!

Ekow, his mother and the school are grateful to our donors for your unyielding commitment to the elimination of avoidable blindness. Thank you!

School screening in rural Kenya – using a mobile phone!

In the Spring 2014 issue of SightLines, we told you how Operation Eyesight helped fund an exciting technological development that will revolutionize eye examination: a smartphone application called Portable Eye Examination Kit (PEEK).

Now being tested in rural schools in Kenya, the school-based PEEK pilot project is helping build capacity of teachers to monitor and evaluate the visual acuity of their students.

Wilberforce Nyukuri, 41, has been a teacher for four years at Kiminini Primary School, located in Transzoia County in Kenya's Rift Valley. Before he was sensitized about eye problems, the teacher admits that it was not easy for him to recognize children with low vision or other eye issues. The only help he could offer a child was to move them to the front of the classroom to better see, or inform their parents.



Proud teacher Wilberforce Nyukuri demonstrates the PEEK app screen.

Wilberforce praises PEEK's efficiency, adding it has completely removed paperwork from the screening exercise. Data is transmitted directly from the smartphone to a doctor's computer. "PEEK is perfect. It is very fast to screen and less tiring," he says, noting about 950 pupils were screened at his school as part of the PEEK study.

Dr. Hillary Rono, an ophthalmologist in charge of Kenya's North Rift Zone (population 2.5 million people), is an investigator in the pilot project. His interest in validating PEEK arose from the scarcity of eye workers and the need for early detection and treatment of children with visual impairment.

According to Rono, school screening in most parts of Kenya is conducted by eye health workers, which takes time that could otherwise be used in treating patients. By using mobile phone technology and PEEK, teachers can independently conduct screening in their schools.

Technology is creating important new ways to help fight avoidable blindness – and we will keep you up to date on PEEK's progress! Special thanks to Seeing is Believing for funding this exciting project.

Through Operation Eyesight's Child Eye Health project supported by Seeing is Believing, Wilberforce was trained on the principles of primary eye care, and later was picked for PEEK training.

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 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



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:

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Signature: _____

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

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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.

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.

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.

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.

Operation Eyesight is an international development organization dedicated to eliminating avoidable blindness in the developing world. For 52 years, our efforts have brought sight to more than two million people and delivered treatment to over 33 million others for a variety of potentially blinding conditions. We work in partnership with medical professionals and community development teams in Ghana, India, Kenya and Zambia to offer high-quality, comprehensive eye care services with long-lasting results.

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Thank you for *giving* on Giving Tuesday!

Thank you to everyone who donated towards our Giving Tuesday project! With your help, we raised \$7,430. Because of your compassion and generosity, we now have the funding to implement our flagship Hospital-Based



Community Eye Health Program in five villages in North Bengal, India: Sahab Para, Totaigach, Mantadari / Pradhan Para, Patagara and Futkipara. Anyone in these five villages who is suffering from unnecessary blindness, or is at risk of going blind due to preventable causes, will be treated. These villages can then be declared free of avoidable blindness!

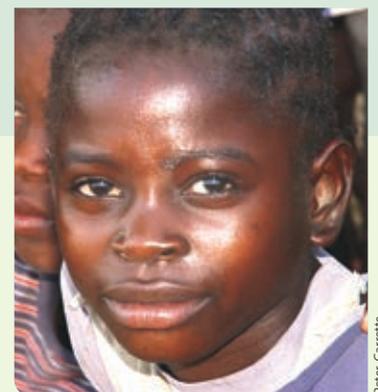
What is Giving Tuesday all about, anyway? Giving Tuesday (known online as #GivingTuesday) is a day dedicated to giving back around the world. Most people know about Black Friday and Cyber Monday, two days that kick off the holiday *shopping* season. Now, on the following Tuesday, we have Giving Tuesday, a day to kick off the holiday *giving* season. On this day, charities, families, businesses and community groups join together to celebrate the season of giving by making donations, volunteering or spreading the word about causes that are important to them.

This was Operation Eyesight's first year joining the event, and we are already looking forward to participating next year. So, mark your calendars now for next year's Giving Tuesday, December 1, 2015!

Thank you again to those who supported this year's project. Together, we are showing the world that we can eliminate avoidable blindness!

You can give a gift of securities and help prevent blindness!

There are many different ways to give to Operation Eyesight – and some of those ways may be sitting in your investment portfolio! Gifts of securities are a great opportunity for you to transform your assets into an immediate contribution. By donating appreciated stocks, bonds or mutual funds, you can make a meaningful contribution to Operation Eyesight's work and, at the same time, take advantage of the tax benefits. You can choose to give now, or you can include a gift of securities in your estate plan or will. Either way, you can be assured that your donation will be stewarded in the most effective way possible.



Peter Carrette

For more information about making a gift of securities, please contact Susan Deike, Senior Philanthropy Officer, toll-free at 1-800-585-8265 or email deikes@operationeyesight.com.

Your gift can change a life today!

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