

EYE2EYE



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Murali Krishnamurthy

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Dr JK Reddy
Dr Rajat Chabba

Message from the Executive Chairman

Dear Team Vision 20/20 by 2020,

What an incredible journey the past thirteen years have been! With your solid support and participation, SEF has made tremendous progress – over 120,000 free eye surgeries will be performed at our eight eye hospitals in India this year.

Looking back at this once-in-a-lifetime journey, I realize how fortunate we are to get this opportunity to make a difference and also improve ourselves. In the initial years, I used to think that it was all about helping visually handicapped people who couldn't afford medical care, but slowly it dawned on me that the work we were doing was changing my life too.

Today, I realize that the benefits we reap reaches far beyond charity work. It has helped me evolve into a better person,

someone who is motivated and passionate; positive and confident in the face of challenges. Meeting and working closely with a very committed group of volunteers in the US, highly motivated staff at our hospitals in India and a great group of donors has enriched this journey further.

When I visit our hospitals, I get to interact with the staff there. I once asked a driver who picked me up from the airport – “How do you like working for Sankara?” He replied “Murali sir, if there is another life, I would like to serve this hospital again. I am very fortunate to be part of it.” In that moment, I realized that each of us has an infinite potential to do good, in whatever ways we can, big and small.

Through my experience in Sankara, I have come to understand that the pain of a poor person in a remote village in India is our

pain, and we can do something about it; and above all, that when a group of like-minded, motivated people come together for a good cause, nothing can stop them. I wake up every day thankful for this great opportunity, and with the hope that I can share this “eye opening” experience with others and motivate them to be a part of the Sankara journey.



Murali Krishnamurthy

On the SEF front, we have raised around \$3.7M of the \$4.2M needed for construction of the Ludhiana, Punjab hospital; we need only \$500K more by this December. I am confident we will get there with your help. Our volunteer teams in California, New York, New Jersey and Seattle are doing wonders and we are eagerly looking for more volunteers in these regions. Of course, your continued financial support is absolutely needed to achieve our targets.

We plan to build twelve more hospitals this decade and scale up rapidly. We are currently operating eight hospitals, and the ninth one is being constructed. For our tenth hospital, we are hoping to acquire land in Kanpur, UP, in the near future. Two of our current hospitals, Guntur and Anand, are being expanded and we are looking for funds for these hospitals.

If an institution or a donor can donate \$1M or more, we will be able to expedite the Focus-UP project. Each of our new hospital construction costs anywhere from \$4M to \$5M and the cost of twelve new Sankara eye hospitals will be around \$60M. If we can raise such an amount now, why wait till 2020? We can then take our movement to the next level - to other poor countries that need community eye care.

Join the Sankara movement to eradicate curable blindness in India

Become a Founding Donor at one of the Hospitals for \$1,000
Have your name on the Wall of Founders
or
Become a Golden Founding Donor for \$3,000

Open an Eye for \$30 or
Open an Eye a Month for \$30 a month

A warm welcome to Mr Srivatsan to SEF, USA Board

Mr CN Srivatsan is a Chartered Accountant and Certified Information Systems Auditor (CISA) with over 25 years of consulting experience. As founder of Astral Consulting – a leading financial, systems and management consulting firm, he has handled Indian and overseas clients and engagements involving business strategy, financial consulting, audit, risk assessment, business process re-engineering, information systems, cost control, operational audits and other management areas. He has founded and been actively involved in various bodies such as ISACA, COBIT for IT Governance and the IT Committee of the Institute of Chartered Accountants of India. He also serves on the Board of a number of public companies.



C. N. Srivatsan

In 2007, he stepped out of the corporate world and into the social sector, to give back to the community in an honorary capacity. As Honorary Director Vision 20/20 program at Sankara Eye Care Institutions (SECI) he is part of the Apex body and the senior leadership of SECI. He has overseen the successful completion of new eye hospitals in Shimoga, Bangalore, and Anand, and has streamlined and instituted structures, systems and processes including the balanced score card to power SECI's rapid expansion all over India.

Mr Srivatsan's passion, commitment and enthusiasm is infectious and by his own admission; he is busier now in a honorary capacity at SECI than during his corporate days. He also coaches basketball at the high school level and manages to find time for that as well. SEF is honored to have Mr Srivatsan join our Board and help us reach Vision 20/20 by year 2020.



Dr. Ramani

Dr Ramani, Founder and Trustee of Sankara Eye Care Institutions visits the US

Dr Ramani, Founder and Trustee of the Sankara Eye Care Institutions, India, visited the US this summer along with Dr JK Reddy, Technical Director and Mr Srivatsan, the newest member of SEF Board and the Honorary Director of Vision 20/20 in India. Dr Ramani accomplished the objectives of his trip to engage with partner organizations, share technology topics with eye care organizations and doctors, align with SEF management objectives, and motivate volunteers and donors across the US. He attended fundraising events like the TANA convention, Golden Wall of Founders Banquet in Santa Clara, CA and Sankara Moonlight Gala in New York. His trip inspired donors and volunteers to continue on the exciting journey of eradicating curable blindness in India.

Hospital Updates



Punjab Hospital

In the last leg of fundraising: Only \$500K needed to finish the project! Hospital construction underway and inauguration slated for March 2012.



Anand Hospital

Phase II is being launched to expand the hospital. City Center being opened in Baroda for paid patients. Services expanded to Surat, Narmada and Bharuch.



Bangalore Hospital

Ocular Oncology Centre to offer in-house chemotherapy approved by ICMR (Indian Council for Medical Research). Selected to be the primary reporting centre for Indian retinoblastoma registry.



Guntur Hospital

Celebrated 6 yrs of service and has become self-sufficient. Phase III was launched in 2010 due to increasing demand. City Center in Vijayawada added for access to paid patients.



Shimoga Hospital

Continues to be a local favorite care-provider. Moving soon towards self-sufficiency.

Inspiring Innovation

Sankara doctors and technicians constantly strive to keep themselves on the cutting-edge of medical research and technology, and harness this knowledge to create and improvise techniques and equipment to suit patients' needs. Dr JK Reddy, who has been spearheading medical research at Sankara, shares with us the mind-boggling medical innovation that takes place at our hospitals.

Artificial Cornea: Exploring New Horizons *By Dr. Reddy, M.B.B.S, M.D.*

Greetings from Sankara!

Let me start this issue with an innovation that had been my dream for twenty years - the artificial cornea. The cornea is the transparent front portion of the eye that focuses light on to the lens, which further focuses light on to the retina of the eye. When the cornea gets damaged, it becomes opaque and stops light from entering the eye and the person can no longer see clearly. Corneal transplantation or corneal grafting is a surgical procedure to replace damaged or diseased cornea with donated corneal tissue (the graft), thereby restoring the transparency of the cornea and, in turn, the vision.

Despite the increasing success rate of corneal transplantation, there are patients for whom such surgery is ineffective. These patients are typically people suffering from Pempigoid, Steven-Johnson Syndrome, and severe chemical burns. An "artificial cornea" made of transparent material has for a long time seemed to be an attractive alternative for such situations.

Doctors and researchers at Sankara have been working towards restoring vision for patients suffering from Steven-Johnson syndrome with severe dry eye. We have successfully developed three models of artificial cornea - the first one with a titanium skirt (patented), the second with a Dacron mesh skirt, and the third with scleral support.



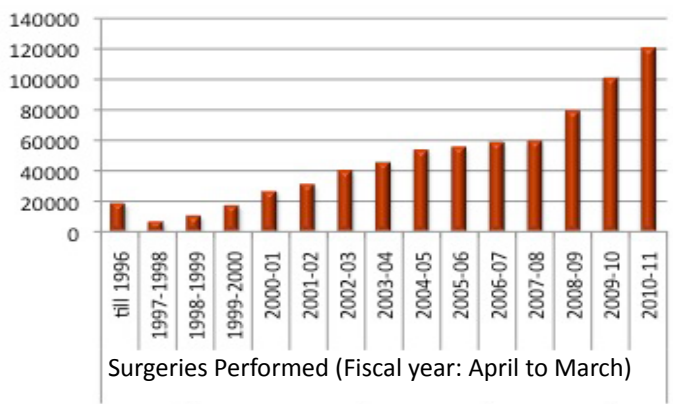
Titanium Cornea

Artificial Cornea at work

An 8-year-old girl developed Steven-Johnson syndrome after being treated for fever, due to a suspected drug reaction. She received further treatment in various hospitals in Hyderabad and underwent multiple surgeries. But within a year, she became blind with completely dry eyes. Doctors declared that she was not suitable for the necessary surgery at her age.

Referred by a doctor who was a former student at Sankara, the child's parents brought her to our Coimbatore hospital. She underwent artificial cornea surgery in June 2011 and had artificial cornea with sclera support implanted in her left eye. In six weeks of post-operative care, she could walk around by herself and was able to read from a close distance. To our surprise, she had even started applying eye drops to her eye all by herself!

Started five years ago, so far, we have done 25 such procedures in rare conditions. This medical innovation at Sankara has successfully restored vision in 15 patients, and in some cases, where the patients have been blind for more than 20 years.



Dr. JK Reddy

The man behind the research...

Dr. Reddy has been working with Sankara Eye Centre, Coimbatore for over 17 years, and is currently Director-Technical, in charge of all the eight Sankara Eye Hospitals across India.

Dr. Reddy's impressive surgical experience includes:

- 40,000 Cataract surgeries
- 2,000 Corneal transplants
- 3,000 Excimer Lasik Laser procedures
- 500 Pediatric Cataract surgeries.



Empowering Staff to Stay Ahead

Sankara Institution constantly focuses on encouraging its staff to improve their knowledge and skills. We have deputed our doctors, administrators and support staff for various training programs, both at the national and international levels. The Sankara College of Optometry at our hospital in Bangalore was established to train optometrists in alignment with our goals. The college also provides a unique opportunity for our existing staff to upgrade their clinical skills. So far, six of our staff have been trained at the college.



“I joined the hospital right after my 12th standard and was trained in refraction. Initially, I used to get nervous when there were a large number of patients waiting to be tested, but after my training at the Bangalore Hospital, I felt more confident. I was able to gain theoretical knowledge and also treat patients needing contact lenses and the elderly needing low vision aids.”

Ms Rajeshwari, Refractionist,
Sankara Eye Hospital, Krishnankovil

Ms. Rajeshwari with patient

Collaborating for a Cause

We have been fortunate to have partners across India who share our vision to eradicate preventable and curable blindness.

Anand Hospital and Aga Khan Program go beyond Anand district

Anand Hospital is partnering with the Aga Khan Rural Support Program, (AKRSP) to take our Gift of Vision Outreach program into Bharuch, Narmada & Surat districts in Gujarat. This will facilitate much-needed eye care services to the poor tribal communities of these districts. Monthly camps have been organized in and around Netrang since April, 2011. While SECI provides the eye screening and subsequent eye care, AKRSP(I) takes care of logistical support in terms of surveying, organizing camps, etc.

Bangalore Hospital and Saathi team up to help railway children

Bangalore hospital is collaborating with Saathi, an NGO that works towards rehabilitating children working / living on railway platforms. Every month, around 25-30 children are screened for vision abnormalities and treatment is provided as and when required. A mobile population, these children lack awareness about eye care and hygiene and are prey to smoking, drinking and other addictions. Our team also counsels these children on ocular hygiene.

SECI's Nanna Kannu and Akshara Foundation reach out to the ICDS

Since Feb 2011, SECI's Nanna Kannu Team has collaborated with the Akshara Foundation to reach out to primary schools and ICDS (Integrated Child Development Services) centers managed by Akshara. As part of this partnership, our Nanna Kannu team visits Akshara's ICDS centers on a monthly basis and screens children in the age group of 3-6 years. Every month around 600-800 children are screened through this partnership.

Gift of Vision and Blindness Control Society

The Gift of Vision outreach program teams up with the District Blindness Control Society and various local NGOs and service organizations to sponsor outreach camps. Around 48 partners from nine districts, where Sankara Eye Hospital Bangalore conducts outreach camps, met for a day long meeting on May 29 2011. The meet provided an opportunity to strengthen the partnership.

Ways you can help...

**Donate to
Open an Eye a Month
for \$30 a month
or
Become a Founding Donor**
and leave a lasting legacy!



Become a Volunteer!

Join one of the local teams or start your own team

Become a Sponsor
& Promote your business

**Double your impact through
matching contributions from your
company**

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 full name as seen on mailing address.

Learn and share the word about our cause!



LA Region: Dr Marwah becomes "Partner In Service" at Punjab hospital

On July 23, 2011, Sankara Eye Foundation organized a banquet hosted by Dr Marwah at his Malibu estate. As the keynote speaker, Dr Marwah made a personal appeal to all present to donate freely for the Punjab hospital and reminded all that they had all come to this country with nothing, and now that they had all made good, it was time to help the underprivileged from their homeland. The event raised around \$30,000 and impelled Dr Marwah to a "Partner-In-Service" status for the Punjab hospital for his role in helping raise a total of more than \$100,000 for the hospital. His name will be prominently recognized in front of the hospital.



Vikash Mody
-a young fundraiser

A new energetic team is emerging in Southern California - dedicated, focused and powerful. Together, they are electrifying the SEF movement in the LA region. This team is not stopping to celebrate its successes but moving towards the mission with more events and renewed dedication. The next events are:

Carnatic Music on Sept. 12 - Krishna @ 805-432-4894
Walk-a-thon on Sept. 18 - Anu @ 818-357-6864



Dr Marwah, M Krishnamurthy, K Sridharan

New York Region:

Summer 2011 was a memorable one for the New York chapter volunteers, Kanika Marwaha (NY Chapter Coordinator), Anita Ramakrishna and Amar Patel, as they planned and hosted a series of events raising awareness and over \$15,000 for SEF, USA.

June 23 welcomed "Sip Into Summer" event, hosted by Golden Founding Donor Simran Aggarwal Rekhi. With generously donated food and drinks the event raised \$4,000. The Annual Moonlight Gala was held on July 9, and attended by Dr Ramani from India and Mr Murali Krishnamurthy from California as well as celebrity activist Obaid Kadwani. With a lot of local support, the team was able to raise over \$10,000 in pledges and donations for Project Punjab. Sip for Sight, a recurring high-end, classy cocktail event was launched where interested parties can attend, enjoy a drink and learn about the cause. The first Sip for Sight raised about \$500.



M Krishnamurthy with NY volunteers

The weather may be cooling down, but the NY Chapter has no plans to slow down! Hosting diverse events will attract a wide breadth of sponsors, donors and volunteers with the specific intention of growing Sankara in the Tri-State area. If you are interested in volunteering in the NY area, please email Kanika@giftofvision.org or Anita@giftofvision.org.

SF Bay Region

July 4th weekend was extremely busy for the SF Bay Area volunteers. With a visit from Dr Ramani and the team from India, the volunteers rallied around working on two events, the Golden Wall of Founders Banquet and the TANA Convention, simultaneously. The banquet helped us successfully raise around \$145K for the Punjab hospital. At the TANA Convention, SEF worked with TANA organizers to launch Focus AP Phase III and raised around \$20K. Following these events, SEF collaborated with 50 other non-profits in the Bay Area at the annual walkathon event, "Sevathon-2011" organized by the Indian Community Center. More than 1000 runners and walkers participated and Sankara won the "Sevathon Spirit Award" by registering the highest number of walkers/runners.



Dr Ramani and Dr Reddy with SF Bay Volunteers

Seattle Region

SEF-Seattle volunteers have made huge strides in fundraising – raising over \$100K for the Punjab hospital through a very successful banquet, and now are ready to take on the challenging and impactful Microsoft Giving Campaign.

Microsoft Giving Campaign generates major contributions to SEF's year-end campaign and the SEF-Seattle team is energized to beat last year's achievement. On October 15, the team will also be organizing the popular Dandia event. SEF-Seattle is looking for volunteers and wants to call for volunteers to join the Seattle team. Please contact us if you can help out in:



Seattle Volunteers

Amar | Amar.Nalla@microsoft.com | 425.891.1561 Arun | Arun.K.Sharma@boeing.com | 425.359.1780
Suveen | Suveen.Reddy@microsoft.com | 425.445.4604 Sarabjit | Sarabjit.Singh@microsoft.com | 206.419.5851

Inspiring Notes



The Saviors' March by Sowmya Sridharan (Age 14)

*That darkness; one whom we meet in the depths of the night,
For a blind man a slumber from which he never wakes.
Hope; the only light ever seen,
From a distance the angels dream.*

*In the war against darkness, man prevails.
Winning back his sight; coming alive.
But the journey doesn't end there, for many more suffer this plight.
Fear not, the saviors march; flooding the world with light.*



Recital for the Cause

Sneha Paranandi, 16, has been learning Carnatic vocal music since she was six years old. Sneha gave a vocal recital on August 7, 2010 at the Smothers Theatre at Pepperdine University campus in Malibu, CA, dedicating her program to raise awareness and funding in support of Sankara's Punjab project. The program was attended by more than 360 music lovers and community leaders, along with SEF Chairman Mr Murali Krishnamurthy and his family. Sneha and her family raised nearly \$30,000 through voluntary donations, pledges, and corporate matches at this concert. Kudos to Sneha and her family for their initiative and passion.

Volunteer Speaks by Sundar Vedaraman

I was a volunteer with SEF for nearly a decade in San Jose, CA before moving to Bangalore. During that time, I observed that sometimes we used to get so preoccupied with the complexities and day-to-day challenges of fund-raising and event management that we would miss the bigger picture - Sankara Eye Hospital functioning in full swing 365 days of the year, and its impact on people's lives. Now that I live close to Sankara Eye Hospital, Bangalore, I visit the hospital often. And every time, I feel

humbled by my experience, the staff, and the patients. To witness the fruits of our labor and a highly successful model in health-care/non-profit functioning cohesively to make Vision 2020 a reality - it is indeed a powerful and spontaneous feeling of joy!

Every small effort you invest in is exponentially magnified with Sankara. So please do your best and the next time you are in India, visit one of the Sankara hospitals - to have your own experience.



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Sankara Eye Foundation Donation Form

Capital Funding – Hospital Construction		
<input type="checkbox"/> \$1,000	Founding Donor and get your name inscribed on the “Wall of Founders”	
<input type="checkbox"/> \$3,000	Golden Founding Donor - Limited to the first 100 donors for the Punjab hospital only. Your name will be inscribed on the “Golden Wall of Founders”	
<input type="checkbox"/> \$5,000+	Facility Donor – Sponsor rooms at the hospital and get a personalized plaque displayed at the hospital. <i>Please contact SEF Office at 1866-SANKARA or visit www.giftofvision.org for latest information on the facility sponsorship opportunities available at each hospital.</i>	
<input type="checkbox"/> Other	\$ _____	
Choose the Capital Project		
<input type="checkbox"/> Punjab	<input type="checkbox"/> Uttar Pradesh	<input type="checkbox"/> Shimoga, Karnataka
<input type="checkbox"/> Bangalore	<input type="checkbox"/> Anand, Gujarat Phase II	<input type="checkbox"/> Guntur, Andhra Pradesh, Phase III
<i>Special request – e.g. Donation in name of</i>		
- We will contact you to get details for the names		

Cataract Surgeries & Other Services Donations	
<input type="checkbox"/> \$1,500	Open an Eye a Week for one year (50 Cataract Surgeries)
<input type="checkbox"/> \$1,000	One outreach Camp
<input type="checkbox"/> \$360	Open an Eye a Month for one Year (12 Cataract Surgeries)
<input type="checkbox"/> \$90	Open Three Eyes (3 Cataract Surgeries)
<input type="checkbox"/> \$30	Open an Eye (One Cataract Surgery)
<input type="checkbox"/> 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:	
<input type="checkbox"/> Check (Payable to Sankara Eye Foundation)	<input type="checkbox"/> 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: ____/____/____	
<input type="checkbox"/> My employer will match my donation. Employer: _____	
<input type="checkbox"/> 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, 1900 McCarthy Blvd # 302, Milpitas, CA 95035



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Location	Event	Date
Hayward, CA	Tamil Light Music Show by Pallavi	20 Nov, 2011
Santa Clara, CA	SEF Dandia 2011	24 Sep, 2011
Santa Clara, CA	SEF Dandia 2011	1 Oct 2011
Santa Clara, CA	SEF Dandia 2011	8 Oct 2011
Pleasanton, CA	SEF Dandia 2011	15 Oct 2011
Seattle, WA	SEF Dandia 2011	15 Oct 2011
Seattle, WA	Microsoft Giving Campaign	Oct 2011
LA Region, CA	Carnatic Keyboard Concert By Baradwaj Simha Sankar	11 Sep 2011
LA Region, CA	Walk-a-thon	18 Sep 2011
New Jersey	Hindi Light Music by "Jersey Rhythms"	TBD
New York region	Sip for Sight events	On-going
New York region	NYC Comedy Night	TBD
New York region	Samarthanam Sunadha Dance Recital	TBD
New York region	Bollywood Fashion & Jewelry Show	TBD
New York region	Diwali Charity Casino Night	TBD

For more info please contact
1866-SANKARA or info@giftofvision.org



SEF DANDIA 2011

Dandia for a Cause... Dandia with Style
Sold out for the past 7 years!

Sept 24, Oct 1, Oct 8
Santa Clara Convention Center
PreetySha and Troupe
Internationally acclaimed artist with the "Voice of Lata"

Oct 15
Alameda Fairgrounds, Pleasanton
Dhol Baaje Entertainment

FREE Dandia sticks for first 500 tickets per event

- FREE Entrance for kids aged under 5**
- FREE Dandia Lessons**
- FREE Parking**

Special Dancing area for kids

Tickets : \$15
www.giftofvision.org

sefdandia@gmail.com
Inquiries : 408-658-0191, 1-866-SANKARA
Sponsorships : 408-230-4698

All proceeds go towards SEF's mission of eradicating curable blindness in India

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