



Seva Canada Media Kit





**Seva Canada's
vision is a world in
which no one is
needlessly blind or
visually impaired.**

About Seva Canada

We believe that everyone, everywhere should have the power of sight.

Founded in 1982, our mission is to restore sight and prevent blindness in low- and middle-income countries.

Seva Canada is global health charity based in Vancouver, BC that restores sight and prevents blindness in low- and middle-income countries. Since 1982, Seva donors have given over **5 million people the power of sight** through life-changing surgeries and provided eye care services to millions more including eye screenings, glasses and medicine.

Through our unique partnerships, we work to establish locally-managed eye care programs that will continue to serve people and communities long after our involvement is complete. Our programs are culturally sensitive, and reach those most in need – women, children and people living in extreme poverty and isolation.

Everything we do at Seva Canada, from training to providing supplies to conducting research and funding surgery, glasses and medicine, is for one reason: to provide communities with access to high-quality eye care that will restore sight and prevent blindness, now and in the future.

Where We Work

Benin

Burundi

Cambodia

Ethiopia

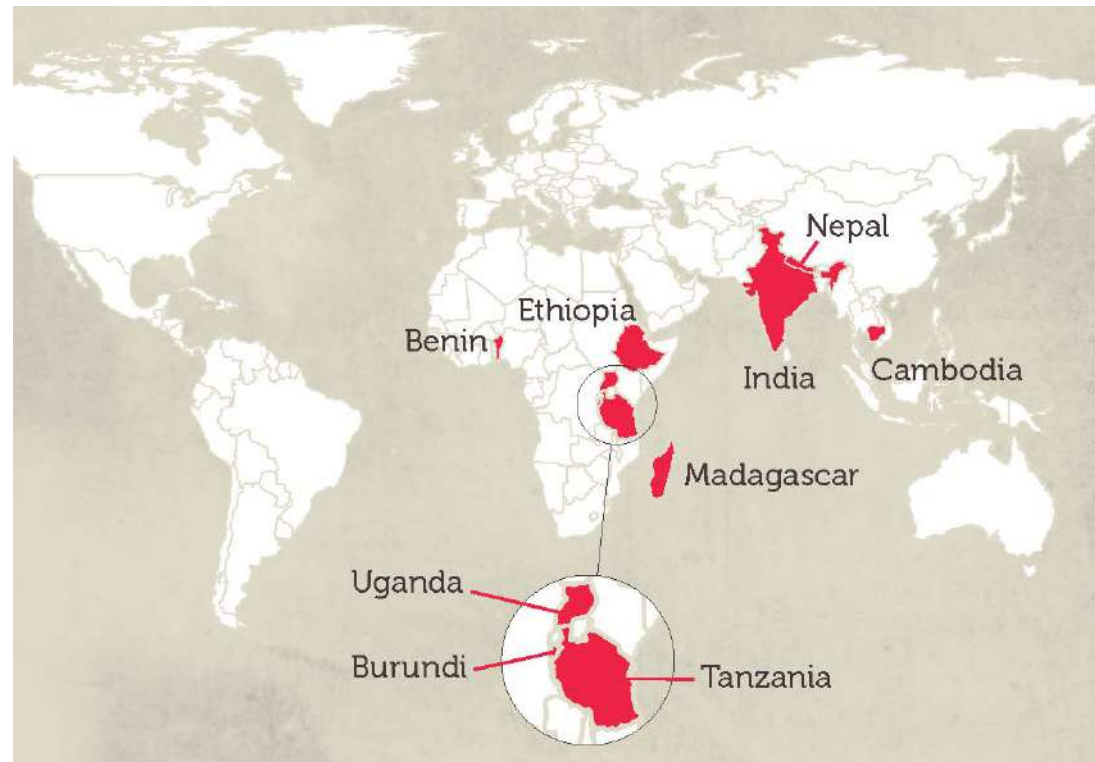
India

Madagascar

Nepal

Tanzania

Uganda



90% of people living with vision loss live in low- and middle-income countries.

Why Sight?

Vision loss results in a staggering global economic productivity loss of US\$ 410 billion annually.

However, correcting vision loss can significantly boost educational attainment, economic opportunities, alleviate poverty, and promote gender equity.

In fact, the World Bank has stated that restoring a person's sight is one of the most cost-effective health interventions.



1.1 billion people
worldwide live with
vision loss **90%** of
which is **preventable**
or treatable

Why Sight?

It's Solvable

With surgery, glasses and medicine, **990m people could have clear vision today**, 34m of whom are blind.

Promotes Gender Equity

There are **more women and girls in every category of vision loss** than men and boys due to socio-political barriers to care. Our community-based strategies work to ensure women and girls can get the care they need and deserve.

Breaks The Cycle Of Poverty

When people can see, they are able to take better care of their health, get an education, earn an income, contribute to their communities, and help lift themselves and their families out of poverty.

Profound & Immediate Impact

A pair of **glasses** brings the world into focus. A **cataract surgery** restores sight and independence. And **medicine** treats infections preventing a lifetime of vision loss.

Leads To Education & Opportunity

When kids can see they can get an education, play with friends and realize their potential! For every additional year a child stays in school, their future **income potential rises by 10-20%**

Ripple Effect For Generations

When you give 1 person back their sight, you **give 2 people back their lives**.

75% of visually impaired people need assistance with everyday living by either a child or adult.

Our Approach

Our program partners and the people they serve must be true partners in the programs that impact their lives and their communities.

Our guiding principle:
make our partners the leaders, and remain in the background ourselves.

We foster development with dignity by empowering our global partners with decision-making autonomy and the authority to create and grow programs that will provide high-quality eye care for all in their communities. Our success is measured by the growth of programs, increased patient numbers, and the enhanced capabilities of local eye care professionals to serve their communities effectively.

We start by working with our local partners to understand their population's needs and develop culturally-appropriate strategies to meet those needs.

The crucial next step is to provide our partners with the funding and expertise to provide eye care with excellence and equity.

This includes equipping hospitals, training personnel, funding programs, and educating partners in research, marketing, and fundraising.

Our Expertise

Eye Care for All

Everyone, everywhere deserves access to high-quality, low-cost eye care. All our community-based programs are designed to help people overcome cultural, economic and geographic barriers to accessing care. We follow a sustainable cost-recovery model where fees paid by patients who can afford to pay, subsidize care for those who cannot.

Sight for Women & Girls

Women and girls constitute the majority of people worldwide living with blindness and vision loss due to cultural and economic barriers to access- not genetics. We support gender equity by creating programs that overcome the barriers women and girls face accessing eye care.

Sight for Children

An estimated 2 million children worldwide are blind, with another 88 million living with vision loss. Poor vision can severely impact a child's education, contribute to low self-esteem and their future opportunities. Our donors and partners are helping kids see clearly so they can reach their potential.

Our Expertise

Training

Sustainable eye care programs can only develop if there are skilled eye care professionals at every level to meet the needs of their communities today and in the long-term. Seva Canada funds strategic training initiatives to increase the number of people available to treat causes of vision loss and blindness in the countries where we work.

Research

Evidence-based decision making is central to our eye care programs. All our programs actively invest in the tools, training and strategies to support research and data to inform decision-making and to share promising practices with the global eye care community.



We believe that what we do and how we do it are of equal importance.



Each year, Seva-funded eye care programs give the power of sight to 1 million people living in some of the most challenging areas with the greatest need in the world.

Anjana's Story

Watch Anjana's Story



Anjana clings to her mother's skirt as they walk along the dirt road of their remote village.

Anjana, a little girl in southern Nepal, was born blind. Her world is dark.

Anjana's parents worry about her constantly. "Traditional healers, superstitions, we have tried everything," her father explains. "She can recognize us - but only by feeling and listening."

A neighbour told them to take Anjana to the hospital, but they knew they couldn't afford it. He urged them to try. "He told us the hospital could help us with the cost."

On the way to the hospital, Anjana's mother worries, "What will happen to Anjana?" she asks her husband. **"She will be able to see. That is all that matters,"** is his reply.

The doctor examines Anjana and explains that she was born with cataracts. He also says that he can help her see.

And that's exactly what he does.

Thanks to the generosity of our donors, Anjana received life-changing cataract surgery free of charge.

Sat Sari and Kouoy Long



After 40 years of marriage, Sat Sari and her husband Kouoy Long's love is still going strong.

In a small village in Cambodia, they've worked together to raise four children while tending their farm. Their children and nine grandchildren all live nearby so they can spend time together as a family — sharing meals, celebrating special occasions, and just being a family.

However, Sat Sari and Kouoy Long had begun to feel like a burden to their family. Just two years ago, the couple who had done everything together for four decades began to lose their vision together. Now, they had to rely on their family for help as their vision deteriorated.

"I have a lot of difficulty tending to my farm which we rely on for food. I used to love reading books but now I can't see the letters clearly. I would love to be able to farm and read again," said Kouoy Long.

Earlier this year a Seva Canada field worker came to their village to do a community screening. At the screening, the couple were told that they both needed glasses which could be provided by the nearby Samlot Community Eye Centre (CEC).

At the CEC, they were examined and both were diagnosed nearsightedness. Within an hour, each was given a new pair of prescription glasses funded by Seva donors.

"I'm so excited to get my new glasses! I'm going to wear them every day so I can keep my eyes healthy and be independent. I can't wait to go clean our home and work on our farm again!" – Sat Sari.

After putting on their new glasses and seeing each other clearly for the first time in years, Sat Sari and Kouoy Long held hands and smiled.



Thank you!

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