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Message from Murali Krishnamurthy

Dear Friends,

Warm greetings from San Jose.

2010 was a spectacular year for SEF. Our anonymous donor increased his donation from \$500K to \$1.25M for Focus-Punjab. This generosity, along with our other initiatives and your enthusiastic support, helped us generate around \$4.4M last year, which was our highest revenue so far. Our partners, 'Mission For Vision' (MFV), donated \$500K and SEF-Europe raised \$60K, taking the Focus-Punjab collections close to \$3.3M. We only have to raise \$900K this year to complete the construction of the Sankara Eye Hospital, Ludhiana. Can we do it? I am sure we can!

We visited India in February and spent a full week in meetings with the leaders of Sankara Eye Care Institutions, India (SECI) and MFV. We looked at our remarkable achievements of the last decade and discussed the strategy and plan for the next decade to achieve Vision 20/20 by the year 2020. Excellent systems and processes are being set up at our hospitals in India and SECI is ready to scale and achieve Vision 20/20 by 2020. We also looked at how SEF can power this movement -- our estimate is that we need to start generating revenue

at the rate of \$7M per year starting 2013. SEF, USA needs to scale up and we need your support. We need to expand and develop our initiatives in New York, New Jersey, Southern California, Seattle and other areas as well as make inroads into Foundation donations.

The CEOs of our eight Sankara Eye Hospitals presented information about their respective hospitals, surgery performance and progress towards self-sufficiency. All our hospitals are progressing very well, and we are very happy to inform you that our Guntur and Bangalore hospitals have attained self-sufficiency. We performed over 106,000 FREE eye surgeries at our hospitals in 2010 and this number will only increase in 2011. The Guntur Hospital has become so popular that we are planning to add 100 more FREE beds and other facilities. This summer, we are eagerly looking forward to the TANA-2011 Convention in Santa Clara to present the Guntur Phase III plan to all our supporters.

I had an opportunity to talk to our staff both at Coimbatore and Bangalore, and they are so committed to our cause. When one meets with the hundreds of patients waiting for surgeries, you feel that all our hard work is really worth it and

that all of us are privileged to be a part of this movement to eradicate curable blindness. Please visit our hospitals during your next visit to India. Please 'Open an eye a month' at our



existing hospitals and/or become a Founding Donor of our upcoming hospitals in Ludhiana and Kanpur and join us in this exciting journey. Call me today at 408-425-1268.

Sincerely Yours,

Murali Krishnamurthy
Executive Chairman, SEF

Capital Projects Progress:

Over 40 high school graduate girls from Punjab are being trained as paramedical staff at Coimbatore. The construction of the Ludhiana Hospital is progressing well and the inauguration is slated for March 2012. We are working on acquiring land for the hospital in Kanpur, UP and hope to begin construction by the end of 2011. We will take up Rajasthan after UP.

SEF Impacts Progress in India

No social advance rolls in on the wheels of inevitability. It comes through the tireless efforts and persistent work of dedicated individuals.

— Martin Luther King, Jr.

Vibrant Gujarat Festival

The government of India is taking initiatives and making changes towards building a modern India to benefit the masses. This was most evident in the recent event at the Vibrant Gujarat Festival in Ahmedabad, where there were knowledge-sharing sessions among industry leaders to bring urban facilities like healthcare, potable water, education, and basic infrastructure to the villages. Sankara participated in the event and Dr. Ramani was invited to present the topic, "Taking Healthcare to the Masses." The Sankara Model was presented as evidence that quality eye care to the masses is an attainable goal. Gujarat is making strides to put the human development index as a priority and is a shining example of what is achievable to make India a true global leader in 2020. SEF is proud to play a role in the rural development of India.



Dr. Ramani presenting "Taking Healthcare to the Masses"

Eye Health Awareness and Road Safety

Thousands of people are either killed or injured in India in road accidents every year. Each January, "Road Safety Week" is observed throughout the country to highlight and emphasize the need for safer roads. As part of its social responsibility, Sankara Eye Hospital, Bangalore observed the 22nd Road Safety Week from January 1 to January 7, 2011. During this period, Sankara Eye Hospital organized free comprehensive eye screening camps for drivers at different hospitals. With more than 600 drivers screened, over 60% of them had no awareness about the importance of eye health. "Drivers form a vulnerable and unique group of workers with high dependence on vision due to long and irregular working hours, high degree of strain on eyes while driving, frequent problems of glare and bright light, high frequency of travel on highways and high frequency of night driving" said Dr. Y. Umesh, Chief Medical Officer, Sankara Eye Hospital, Bangalore. The eye screening programs were utilized as an opportunity to create awareness among the drivers about the importance of eye health.

Beyond Sight Workshop on World Sight Day



Participants interacting at the Beyond Sight Workshop

World Sight Day is an annual day of raising awareness and global attention of the world's blind and visually impaired and is held on the second Thursday in October. This past World Sight Day on October 14, 2010, Sankara Eye Hospital, Bangalore, in collaboration with Beyond Sight Foundation, Mumbai, presented "Beyond Sight Workshop 2010" - a unique workshop on teaching photography to the blind.

The workshop illuminated a new line of thought, distinct from the way we approach photography – it demystified the polarity between blindness and visual expression by celebrating the human spirit of self-expression. It also spread awareness about the challenges and capabilities of the visually impaired and delivered the message that diminished visibility does not mean diminished life. The workshop empowered visually impaired photographers by instilling a sense of pride in their accomplishments; elevating their self-esteem as well as helping them develop social and workplace skills.



A photograph taken by a visually impaired participant

Donate \$360; Open an Eye a Month

**Tell a friend and
Help spread the word about the cause**

SEF Not Only Gifts Vision But Also Lives

Retinoblastoma Treatment

Retinoblastoma is a rare eye cancer affecting children and infants. Ironically, it is also the most common eye cancer in India and the third leading cancer occurring among children. About 2,000 new cases of retinoblastoma are diagnosed in India every year.

Retinoblastoma affects the retina of the eye and can cause vision loss in the early stages of the disease. As the cancer grows, it can spread to other parts of the body and ultimately become fatal. As part of the treatment, the first priority for Sankara doctors is to save the life of the affected child, second, to preserve vision, and third, to minimize complications or side effects of the treatment. If, the tumor is large and the vision is lost, then the eye is removed to prevent the cancer from spreading. A prosthetic eye is normally implanted for cosmetic purposes after the eye is removed. For those, whose vision can be preserved, various treatments like laser therapy, freezing or chemotherapy, are used to kill the tumor and save the eye.



The Sankara team was able to preserve vision in both the eyes of this child, absolutely free of charge. The Bangalore hospital has so far helped 150 children suffering from Retinoblastoma with zero mortality; half of them were treated completely free of charge.



Sankara Ocular Oncology Center

The Sankara Ocular Oncology Center was inaugurated on November 14, 2010 and has received approval from the Atomic Energy Regulatory Board. It is the only center in the state of Karnataka to provide comprehensive services for ocular cancer under one roof. A fellowship training program has been established at this center to train more doctors in ocular oncology. Plans to establish an Orbital Diagnostics and Surgery Unit as well as a Genetics Department for early detection of retinoblastoma in children are under way. Sankara is well prepared to tackle the problem that would otherwise be fatal for untreated little children.

SEF Board Members Meet with the India's Managing Team



Murali Krishnamurthy, Sundar Radhakrishnan, Arjun Mudda, and Dr. Ramani with young patients at Sankara Centre, Coimbatore



Apex Body meeting with SEF Board



Punjab girls in training - preparing for Punjab Hospital opening in 2012

SEF, USA Board Members recently attended a week-long meeting in Coimbatore with the SECI Apex Body and Mission for Vision representatives to review the strategy of Vision 20/20 by 2020. We, at Sankara are committed to continuous improvement, and thus, have established a quality assurance team that is chartered with conducting periodic audit and inspections of our operations. Further, we have standardized operations across all our hospitals, enabling us to effectively replicate and scale. Video conferencing facility has been added to all our hospitals to enable us to better share our practices and for specialists at various hospitals to share opinions and knowledge. We use a balanced scorecard approach that evaluates varied dimensions of our operations: marketing, training, surgeries, accounting, human resource, and community outreach –to name a few.

These excellent systems and processes, setup by Sankara, make it possible to scale up and add the next four projects in Punjab, UP, Rajasthan and Bihar. We are on our way to becoming the largest FREE eye care provider in India. There definitely is a lot of excitement about Vision 20/20 by 2020!

How You Can Help

Become a Volunteer

Share your creative ideas for Vision 20/20

Donate:

Open an Eye
a Month for One Year



Host a Small Dinner Party

& Share the Vision 20/20 by 2020

Join Our Community

Learn and share information about the cause



Become a Sponsor

& Promote your business

Subscribe to SEF's Blog

Visit us at sankaraeyefoundation.blogspot.com

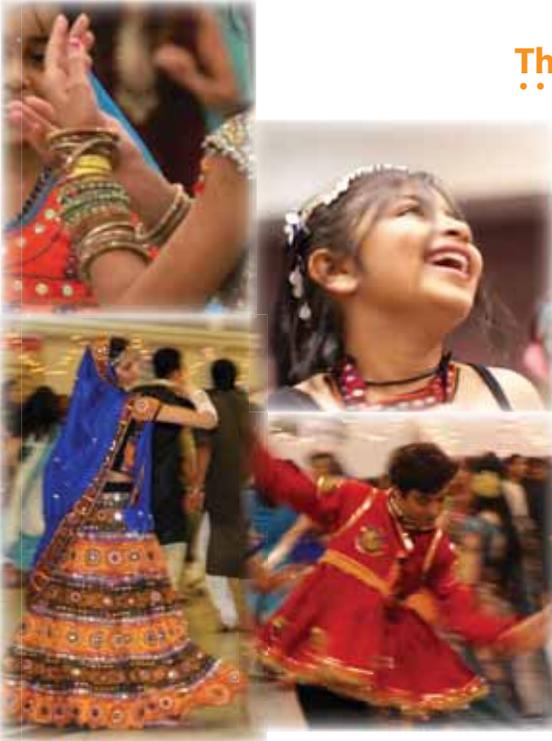


Let's Go Green

Email to GoGreen@giftofvision.org to receive e-Newsletter in your inbox
Please include your donor ID and full name as seen on the mailing address

Please email us at info@giftofvision.org
if you are interested in helping out with any of the above

Some Ways People Support SEF



Halo! Halo! Halo!

Thousands attend SEF Dandia 2010!!!



Colorful kurtas and ghaghra cholis. Loud and energetic beats of the dhol. People of all ages vibrantly dancing to the beautiful and harmonious music. Another successful, sold-out dandia event in SEF fashion!

In Northern California, nearly 10,000 people stormed through the doors of the Santa Clara Convention Center to celebrate "Dandia for a Cause... Dandia with Style." Many more joined our wonderful Dandia events in Pleasanton, Los Angeles and New Jersey.

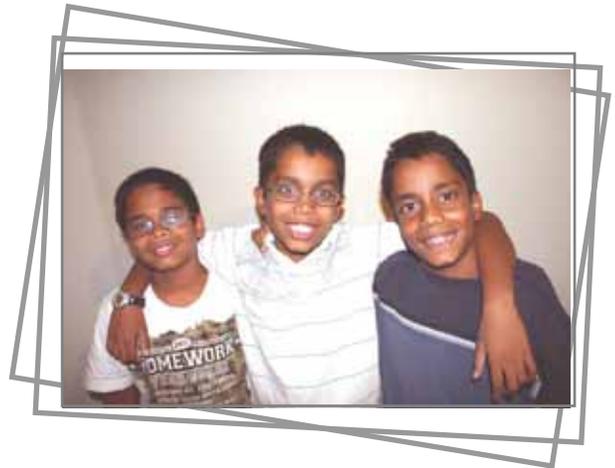
Kotak Mahindra NRI Services and Sulekha.com were our grand sponsors for the events in Northern California. Deepak Sharma and Virat Diwanji, from Kotak, flew all the way from Mumbai to take part in the biggest and most happening dandia in the Bay Area. (They raffled away Apple iPads to a few lucky dandia enthusiasts too!)

SEF has made a tradition of bringing together and energizing the community during Navratri with its one-of-a-kind Dandia events. SEF Dandia 2011 is not too far away. Hope to see you there this year!

To sponsor SEF Dandia 2011, contact sponsorships@giftofvision.org

Young Philanthropists from Peoria

Hello! We are Kasha, Nithin and Vivek Ravi. We are 10 years old and live in Peoria, Arizona. At our 10th birthday party, we told our guests to bring cash instead of gifts so that we could donate to a charity. We also had our parents give some more money so that we could come up with a good amount. We have donated money to other charities in the past in the same way. We chose to donate to Sankara Eye Foundation this time because two of us already have glasses and we had our vision checked at the Guntur Hospital during our trip to India. We loved their service and of course, we want to donate to the blind and people with poor vision. We want to pay for surgeries at the hospital so that people can benefit. We hope to keep on helping people in need.



\$16,001 Donation! Sunshine Seniors Association Diamond Bar, CA



Mr. Jack Shah and the Executive Board of Sunshine Seniors Association of Diamond Bar awarding the plaque and a donation of \$16,001 to SEF SoCal volunteers at their Valentine Dinner



Patrons of Sunshine Seniors Association listening to SEF's Vision

SEF would like to grow all over the country, especially Tri-State and Southern California

Please share your vision and help us reach Vision 20/20
Contact info@giftofvision.org with your ideas

The Punjab Hospital - A Close Reality

During the fall of 2009, the Sankara Eye Hospital, Ludhiana, Punjab, was just a dream; but today, in 2011, the hospital is close to being a reality. The land acquisition made possible by Jessie Singh; Anil Lal's Punjab Express concept to raise funds across the nation; the generous anonymous benefactor; contributions from Mission for Vision and SEF Europe as well as the much needed support from all of you, has enabled the dream to progress towards a successful completion.

The hospital construction is in full stride; the paramedical staff for the hospital is in training at the head quarters in Coimbatore and equipment is being purchased; all in preparation for the hospital to be inaugurated in March 2012. We are on the last leg of fundraising and need only \$900K to complete the Punjab project. We are grateful for your support and request your continued support to complete this project.



Bhoomi Puja Ceremony



Only \$900K needed!



Construction of the Sankara Eye Hospital, Ludhiana, Punjab

Kotak Mahindra Bank is proud to be associated with Sankara Eye Foundation

Global presence with Indian values

Over 305 branches, 665 ATMs and 173 locations in India

Premium Knowledge Partner to Overseas Indian Facilitation Centre (OIFC)

For more information, visit www.nri.kotak.com




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	Coimbatore	Guntur	Krishnankovil	Bangalore	Shimoga	Anand
Inaugurated Land (acres)	1977 5.26	2004 4.36	2004 6.1	2008 4.5	2008 5.5	2008 5
Building (sq. ft)	104,769	72,000	48,009	90,320	59,695	59,695
Non-Paying Beds	450	200	200	200	190	200
Paying Beds	50	25	12	25	35	25
Doctors	42	22	5	26	10	12
Paramedics	183	79	44	93	64	58
Support Staff	104	24	19	19	15	15
Free Surgeries 2009	33,480	22,271	10390	13,484	7,150	7,994
Free Surgeries 2010	34,033	24,742	11990	12,310	10,958	10,003
Paid Surgeries 2009	3,847	2,947	732	1,988	936	877
Paid Surgeries 2010	4,192	3,656	1006	2,672	1760	1519
Camps 2009	472	144	231	222	123	148
Camps 2010	451	157	252	246	174	213
Out Patients 2009	66,245	42,962	32473	42,196	24,393	18,951
Out Patients 2010	70,889	50,492	33912	61,028	34,816	22,520



Sankara Eye Foundation Donation

Capital Funding – Hospital Construction

- | | |
|------------------------------------|--|
| <input type="checkbox"/> \$10,000+ | Facility Donor – Sponsor rooms at the hospital and get a personalized plaque displayed at the hospital. <i>Please contact SEF Office at 1-866-SANKARA or visit www.giftofvision.org for latest information on the facility sponsorships opportunities available at each hospital.</i> |
| <input type="checkbox"/> \$3,000 | Golden Founding Donor - Limited to the first 300 donors for the Punjab and UP hospital only. Your name will be inscribed on the “Golden Wall of Founders” |
| <input type="checkbox"/> \$1,000 | Founding Donor and get your name inscribed on the “Wall of Founders” |
| <input type="checkbox"/> Other | \$ _____ |

Choose the Capital Project

- | | | |
|--|---|---|
| <input type="checkbox"/> Punjab (New!) | <input type="checkbox"/> Uttar Pradesh (New!) | <input type="checkbox"/> Shimoga, Karnataka |
| <input type="checkbox"/> Bangalore | <input type="checkbox"/> Anand, Gujarat | <input type="checkbox"/> Guntur, Andhra Pradesh |
- Special request** – e.g. Donation in name of _____

Cataract Surgeries

- | | |
|----------------------------------|---|
| <input type="checkbox"/> \$3,000 | Open 100 Eyes (100 Cataract Surgeries) |
| <input type="checkbox"/> \$1,500 | Open an Eye a Week for one Year (50 Cataract Surgeries) |
| <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:

- Check** (Payable to Sankara Eye Foundation) **Credit Card** (Visa or Master Card only) **Amount:** \$ _____
- Credit Card # _____ 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: ____/____/____

- My employer will match my donation. Employer: _____

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

1-866-726-5272

Fax: 408-456-0790

Email: info@giftofvision.org

Date received: _____

NL0311

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Please note that we have moved!

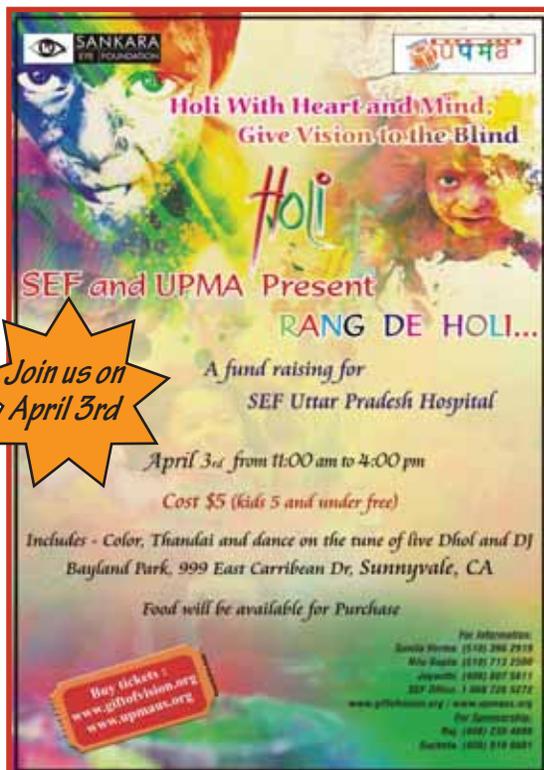
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Thank you for your support

Magic of Light Coming to Uttar Pradesh



**Holi With Heart and Mind.
Give Vision to the Blind**

Holi

SEF and UPMA Present

RANG DE HOLI...

Join us on April 3rd

A fund raising for
SEF Uttar Pradesh Hospital

April 3rd from 11:00 am to 4:00 pm

Cost \$5 (kids 5 and under free)

Includes - Color, Thandai and dance on the tune of live Dhol and DJ
 Bayland Park, 999 East Carribean Dr, Sunnyvale, CA

Food will be available for Purchase

Buy tickets :
www.giftofvision.org
www.upmaus.org

For Information:
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Uttar Pradesh Mandal of America (UPMA) has joined forces with SEF to raise funds for the Sankara Eye Hospital, Uttar Pradesh

Updates for Sankara Eye Hospital, UP

- * The project cost is \$4.2 million (estimated)
- * We have collected \$180,000, as of March 2011
- * We are actively looking for land in Kanpur
- * Construction will start as soon as \$2 million has been raised
- * Hospital inauguration aimed for March 2013

Please join us and become a Founding Donor; get your name or that of your loved one on the Wall of Founders at the UP Hospital



SEF and UPMA participants at 2010 Holi