



## Norma tackles Badwater® – for all the world to see!

Imagine running 217 kilometres non-stop, uphill, in temperatures above 40°C, with no sleep. You'd be exhausted, hot, likely in pain and perhaps wondering whether you'd make it to the finish line. Ultra-runner Norma Bastidas knows all too well just how physically and mentally challenging a run like this can be. In July, she completed the Badwater® 135 ultramarathon in Death Valley, California in support of Operation Eyesight.



*Congratulations on completing the Badwater® 135, Norma!  
From left to right: Nadia Ukrainetz, Kevin Compayre,  
Norma Bastidas, Rob Ohlson and Edgar Campos.*

Photo by Chris Kostman/Badwater.com

"I've never worked this hard for a race," she says. "But I knew the further I went, the better off someone else would be."

The race began at Badwater Basin, 85 metres below sea level. From there, runners had 48 hours to run 135 miles to Whitney Portal, 2,530 metres above sea level. Nineteen of the 97 runners were unable to finish the race, succumbing to Death Valley's brutal conditions. But Norma remained strong, crossing the finish line in just under 46 hours.

"Ultramarathons are symbolic of how you tackle something that seems impossible, like eliminating avoidable blindness," says Norma. "You keep going until it's done."

Rob Ohlson, chair of Operation Eyesight's Board of Directors, supported Norma in Death Valley as one of her run crew members. "Norma was incredible," he says. "We're all so proud of her!"

Congratulations on an incredible Badwater® finish, Norma! Thank you for supporting Operation Eyesight and giving the gift of sight to so many children, women and men in need. And thank you to Rob and the rest of Norma's run crew for helping Norma cross that finish line.

We'd especially like to thank everyone who supported Norma through their donations and words of encouragement. So far she has raised over \$17,000 for our programs in India and Africa. Norma's vision is for all the world to see, and with your generous support, her vision can come true!

*You, too, can support Norma's vision – and offer your congratulations – by making a donation to Operation Eyesight on her behalf. Please visit [operationeyesight.com/normasvision](http://operationeyesight.com/normasvision) or fill out the form on page 7. Thank you for your amazing support!*

## Time to think about holiday giving?

It may seem early to plan your holiday gift list, but we'd like to offer a suggestion: this year, consider giving virtual gifts to your friends and family that will bring a smile to their faces AND help restore sight to someone in need! Our Gift Guide has a great selection of virtual gift options that touch many lives. For instance:

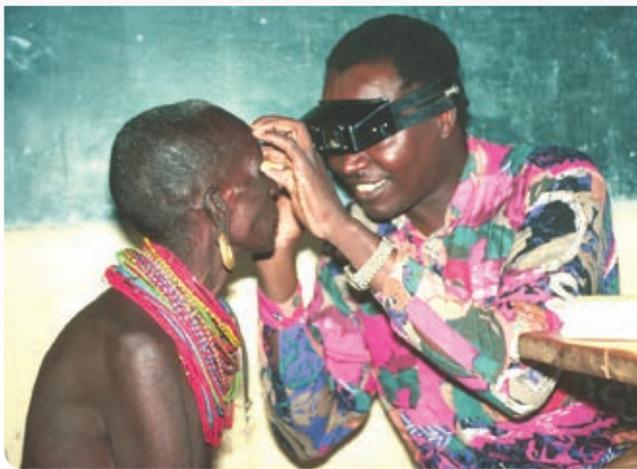
- \$50** will purchase a life-changing cataract surgery for a blind person in Africa or India.
- \$20** will provide brand-new, custom-fitted prescription eyeglasses for up to three people.

Visit [operationeyesight.com/giftguide](http://operationeyesight.com/giftguide) or call 1-800-585-8265 to stock up today.  
**Thank you for your support!**



# Your faithful support helps people SEE hope!

## Three decades of dedicated donors



*Many things have changed since our work began in 1963, but one thing has remained constant: the unbelievable support we receive from our donors!*

We know we say this a lot, but our donors really are incredible. **Did you know that 150 of our supporters have been giving to Operation Eyesight consecutively for more than 30 years?** They care about our work so much and think about Operation Eyesight so often that they haven't missed a *single year* of donating in the past three decades – more than half of Operation Eyesight's lifetime!

Our long-time donors have watched us grow into the organization we are today. They supported us as we began focusing on blindness prevention in addition to treatment, and as we transitioned from a charity aid model to a development model. Many remember Art Jenkyns, our founder, and Dr. Ben Gullison. Their vision of "the best for the poorest" still motivates our donors to give today.

*Thank you for your unbelievably dedicated support! Your ongoing contributions are vital to our work to eliminate avoidable blindness. We can't do it without you.*

## Tell us your story!

We'd love to hear how and why you support Operation Eyesight. You can fill out the information card on page 7, call us at 1-800-585-8265 or email [info@operationeyesight.com](mailto:info@operationeyesight.com). We look forward to hearing from you!

## From the 1960s to today

Don and Sylvia Hatfield from Victoria, BC have been supporting us since the very beginning. Don first heard of Operation Eyesight through his mother, who supported Dr. Ben Gullison's work in India, even before Art Jenkyns founded our organization in 1963.

Don was a chaplain at the Canadian Forces Base in Kingston, Ontario. When the chapel was looking for a project to support, Don proposed they support Operation Eyesight because he believed in our work and valued our sustainable approach to working *with* communities. The Canadian Forces Protestant Chapels has donated a remarkable \$800,000 since then! "It just goes to show that one person in the right place at the right time can make an incredible difference," says Don.



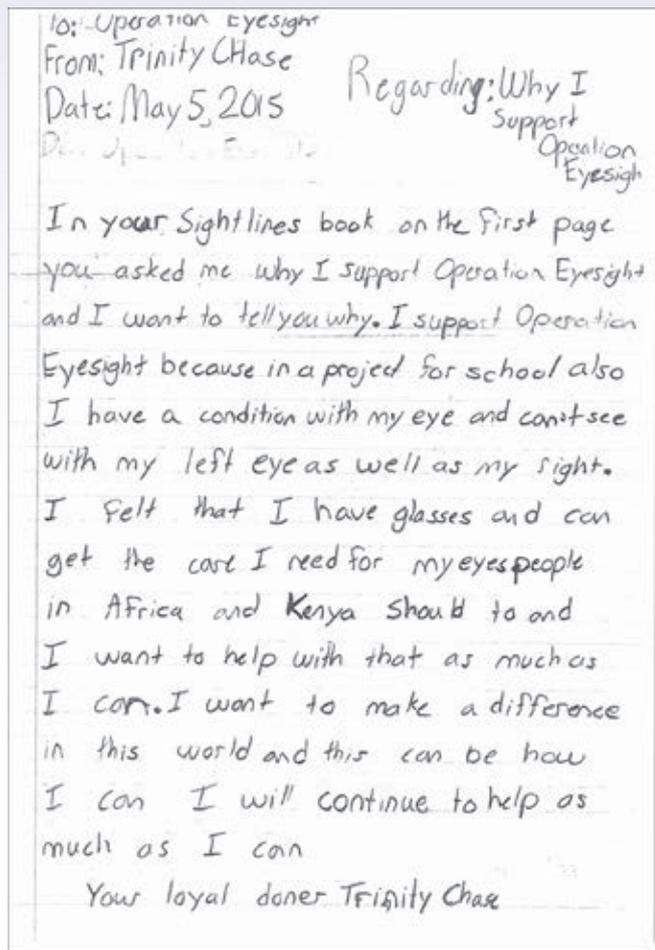
*Don was a member of the Rotary Club of Norfolk Sunrise, which supports the Rotary Eye Hospital in Udhampur, India. We launched a Hospital-Based Community Eye Health program at the hospital earlier this year.*

Don had the opportunity to meet both Dr. Ben and Art. He remembers the time Dr. Ben visited the chapel and attended Don's sick aunt. "He was someone who obviously loved people," says Don. "He was such a gentle and caring man."

Don's appreciation for our work deepened when he himself had cataract surgery. He remembers his awe at being able to see twigs on the trees again. "Operation Eyesight is doing excellent work and needs to be supported."

We'd like to thank Don, Sylvia and the Canadian Forces Protestant Chapels for their generous support. Together, we continue to make an incredible difference in the lives of others!

## Touching words from a young donor



Thank you for your kind donation, Trinity! Unfortunately, we misplaced your address; can you please get in touch again with us so we can thank you properly? **Please call Susan at 1-800-585-8265. We hope to hear from you soon!**

## Going green? We can help!

Trying to cut down on paper? Provide us with your email address, and we'll be happy to send you *SightLines* electronically instead of in the mail. You'll also help us cut down on printing costs!

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.

Contact us at 1-800-585-8265 or [info@operationeyesight.com](mailto:info@operationeyesight.com) today.



## 2015 AGM: Spreading Christmas cheer in June

Christmas trees, turkey dinner and caroling in June? Our amazing supporters make every day feel like Christmas, so we thought, why not celebrate year-round? More than 80 donors, board members, staff and friends of Operation Eyesight gathered on June 25 for our "Halfway to Christmas Party" and Annual General Meeting. It was a fun evening, filled with inspiring updates, Christmas cheer and, best of all, great company!



From left to right: Tom Jenkyns, Linda Jenkyns, executive director Brian Foster and Arleigh Sipos. Tom, Linda and Arleigh are children of our founder, Art Jenkyns.

Sophia Langlois, Vice-Chair of the Board of Directors, facilitated the board meeting portion of the evening and shared highlights of our work in 2014. We also enjoyed a presentation from our new youth club and video "thank you" messages from our international staff and partners. We're especially grateful for our generous sponsors who made the event possible:

- » Active Accounting
- » Collis Insurance
- » Data Group
- » EBI Group Benefits
- » Greg McKernan Graphic Design
- » HCB Canada
- » MNP LLP
- » SerVantage
- » Sure Systems
- » Topline Printing
- » Western Union Business Solutions

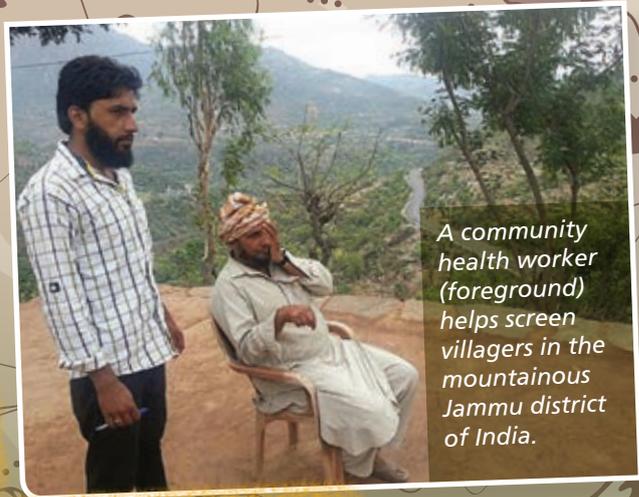


We treasure all our donors, and thanks to them, we're heading into the coming years financially healthy, optimistic and proud of the great work we've accomplished together! Thank you for an incredible year – and merry Christmas!

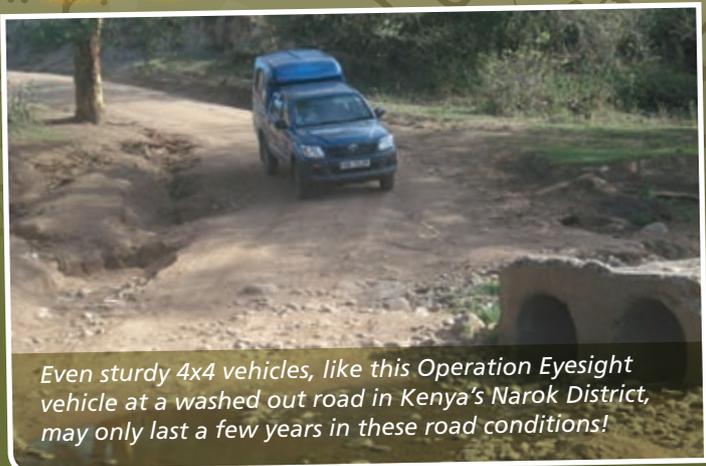
Visit our YouTube channel for a video of the event.

**YouTube** [OpEyesightUniversal](https://www.youtube.com/OpEyesightUniversal)

# DIFFICULT TERRAIN PRESENTS BARRIERS TO EYE HEALTH



A community health worker (foreground) helps screen villagers in the mountainous Jammu district of India.



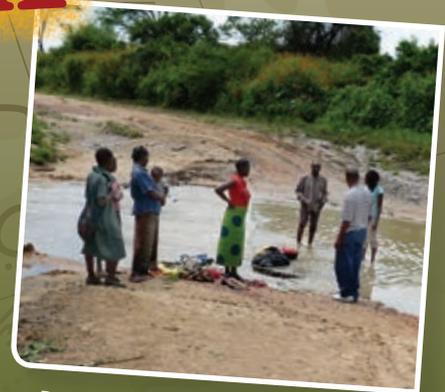
Even sturdy 4x4 vehicles, like this Operation Eyesight vehicle at a washed out road in Kenya's Narok District, may only last a few years in these road conditions!

High mountains, thick forests and endless savannah. They may sound like settings for the latest Hollywood blockbuster, but in the countries where we work, this sort of terrain can actually stop people from accessing eye care and having their sight restored!

Why? The most obvious problem is distance. Many people in India, Ghana, Kenya and Zambia live many kilometres from the nearest eye care facility. Often, in these regions, infrastructure such as roads may not exist.

Even if there are roads, it's sometimes beyond the ability of a blind person, who is often very young or old, to travel that distance by themselves. It can be difficult for a caretaker to take time away from work to travel with them, especially when such a trip could take several days. Other hazards, such as the mountains of India's Jammu district, or washed out bridges in Zambia's Sinazongwe district, further complicate matters.

Operation Eyesight and other international eye care organizations used to deal with inaccessibility by holding eye camps, which brought eye health care personnel to remote areas to tackle existing problems. Unfortunately, this wasn't a good long-term solution, because new eye problems like cataracts inevitably developed, and there were still no permanent eye health care facilities for patients to access.



Road washouts, like this one in the Choma District of Zambia, are all too common thanks to unpredictable weather. To someone who's blind, they can present an impassable obstacle.



Senior program manager Anup Zimba climbs some of Jammu's difficult terrain. We don't rest until the last person in the last village is reached!

Now, we help people in remote areas by training local community eye health workers to diagnose problems, refer patients to the proper eye care facility, and arrange transport for those who need it. These community workers work closely with our partner hospitals to ensure that patients can have their eyesight restored efficiently, in quality facilities, regardless of their ability to pay.

This system is enabling us to build permanent eye health services, something we couldn't do without the generous support of our donors. So while our donors may not literally be moving mountains, we know you're doing the next best thing. **Thank you for your loyal support!**

# New role for an old friend

If you're a long-time SightLines reader, you may recognize the name Dr. Boateng Wiafe. He's been working with us in one form or another since 1985 – first in Zambia, and now in Ghana. In 2006, he became an employee, working as a regional advisor, and later regional director. At the beginning of 2015, his role changed to Director of Quality and Advocacy. We recently chatted with Dr. Bo about his latest role.

**Q** How can advocacy help eliminate avoidable blindness?

**A** Advocacy secures the support of key players such as eye health providers, governments, other development partners, and corporations to bring about the changes we seek. We advocate for increased support for eye care and the prevention of vision loss. We collaborate with ophthalmologic societies, training institutions, and international non-government organizations (INGOs) to support and implement Vision 2020, the global initiative to eliminate avoidable blindness.

**Q** As Director of Quality and Advocacy, how do you see yourself contributing to Operation Eyesight's advocacy agenda?

**A** I represent Operation Eyesight on various working groups and committees dedicated to ending avoidable blindness, and chair the Primary Eye Care working group of the International Association for the Prevention of Blindness



*With over 25 years of experience in ophthalmology, Dr. Bo Wiafe is an expert in the development of sustainable eye care in Africa.*

in Africa. We network with other INGOs operating in each of the countries where we work to better integrate our efforts.

**Q** You're also working on developing and implementing our policy on quality. How does quality set us apart from other non-profit organizations?

**A** We prioritize quality over everything else. Our experience has shown that when we focus on quality, we almost automatically achieve our goal of reaching out to more people (quantity), while also achieving sustainability.

**Q** Can you share a favourite memory from your time with Operation Eyesight?

**A** I remember one patient in Zambia who was totally blind from cataracts, then

had his sight restored through surgery. This man was poor, but he wanted to do something to help. He dedicated himself to cleaning the local eye clinic and arranging benches in the waiting room. He was ever-present whenever we visited that clinic for many years.

*Our thanks to Dr. Bo for his tireless work in support of our mission!*

## A safer and more promising future

How would you like to work with corrosive chemicals if your vision was impaired? Like Janet Williams, some people make their living that way.

Janet lives in the town of Weija, Ghana, and worked at Pambros Salt Mine, the largest salt producer in western Africa. Two years ago, she started experiencing blurred vision, causing her to make mistakes and suffer accidents. Once, she missed her step and fell into a concentrated salt solution at the mine! For her own safety, management reassigned her as an office cleaner, but she had difficulty carrying out her duties because of her poor vision. Eventually, she was let go.

Without an income, Janet found it hard to cope. She could barely see, and was unable to even cross the street because she couldn't watch for vehicles. What future could she expect?

Fortunately, Janet learned about an Operation Eyesight partner, Ga South Municipal Hospital, where she was diagnosed with

cataract in both eyes. But Janet was fearful of an operation. She accepted prescription eyeglasses to temporarily improve her vision while she decided whether to have her cataracts removed.



*Janet enjoys seeing the world around her again!*

Finally, her mind was made up. "Though I'm afraid of eye surgery, I cannot see and there is nothing else I can do. I hope I'll be able to see again and return to work."

Janet's left eye was operated on first, and six weeks later, the cataract in her right eye was removed, resulting in much-improved vision. After recovery, she told one of our staff, "I was surprised to see a lot of construction work being done in my neighbourhood. I had no clue of what was going on prior to my eye surgery!"

She hopes to return to work at the salt mine in the near future, and sends her deepest gratitude to our generous donors who helped her regain her independence. "I never thought I'd be able to see clearly again. Thank you to the doctor and all the Operation Eyesight donors who are helping the poor and needy!"

# GivingTuesday 2014: Update

Last December, we participated in GivingTuesday, the global day of giving, for the first time. **Thanks to your support, we raised enough funds to set five villages in West Bengal, India free of avoidable blindness!** This means that anyone in the village who was suffering from unnecessary blindness, or was at risk of going blind due to preventable causes, has been (or will be) treated.

Through our Hospital-Based Community Eye Health Program in partnership with Siliguri Greater Lions Eye Hospital, we've already eliminated avoidable blindness in three of the villages (Totaigach, Saheb Para and Mantadari/Pradhan Para). The other two villages (Futkipara and Patagara) will soon follow suit. In total, these villages have a population of about 2,750.

How do we free villages of avoidable blindness? We work *with* the communities. First, community eye health workers conduct door-to-door surveys to identify those at risk of losing their sight. They also educate people on the importance of eye health to ensure continued eye health-seeking behaviour in the village.

Patients who require surgery are examined by a medical team and transported to the hospital for treatment. We later conduct a follow-up survey to ensure that all patients have undergone treatment, that their recovery is on track and that any new patients are identified. Once we've verified that all patients have undergone treatment, a public meeting is organized to declare the village avoidable blindness free. Patients and their families, politicians and all the villagers attend.

Thanks to you, Totaigach, Saheb Para and Mantadari/Pradhan Para were declared free of avoidable blindness this year! We'll hold declaration events in the other two villages very soon. This would not be possible without your generosity!

*We look forward to participating in GivingTuesday again on Tuesday, December 1, 2015. Be sure to "Like" us on Facebook for updates on how you can get involved!*



Declaration event in Totaigach on April 30, 2015.



Saheb Para was declared avoidable blindness free on July 31, 2015.



A community eye health worker conducts an eye screening program in a village.

All Photos Dr. Santosh Moses

## Leave a legacy for all the world to see.



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](http://operationeyesight.com)



# 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 \$ \_\_\_\_\_

My gift is in honour of Norma Bastidas

### 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-nl3

### 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.

Editor: Lynne Dulaney, [admin@operationeyesight.com](mailto:admin@operationeyesight.com)

Operation Eyesight, Suite 200, 4 Parkdale Crescent NW, Calgary, AB Canada T2N 3T8

Tel: 403-283-6323 Fax: 403-270-1899 Toll-free: 1-800-585-8265

[admin@operationeyesight.com](mailto:admin@operationeyesight.com)

Operation Eyesight Canada is a registered charitable organization. #11906 8955 RR0001

Operation Eyesight USA is a registered charitable organization. #20-2682468

Operation Eyesight Universal  
Suite 200, 4 Parkdale Crescent NW  
Calgary, AB T2N 3T8

**ANNOUNCING**

# The Operation Eyesight Universal Institute for Eye Cancer!

Since we started working in India in 1963, Operation Eyesight has made great strides in that country. Our program models have been endorsed by Vision 2020 India, and other organizations look to us as leaders in the eye health community.

Our India projects are growing by leaps and bounds, and serving many levels of eye health across the country, from community programs to secondary and tertiary hospitals. However, one area of eye health where we saw a need is that of eye cancer, or ocular oncology.

We are proud to announce that this fall, we will open the doors to the Operation Eyesight Universal Institute for Eye Cancer in India.

This centre, which will be housed within LV Prasad Eye Institute in the city of Hyderabad, will deal exclusively with tumors within and around the eye. It will provide comprehensive treatment for the entire range of ophthalmic tumors in both adults and children.

**“There are only a few centres around the world that specialize in this type of integrated treatment, and we are proud that we will soon operate one of them,” says executive director Brian Foster.**

The Institute has been made possible thanks to a generous gift from members of the Killam family, who have supported our work for many years. The family recognizes the

Photo by: Peter Carrette



Photo courtesy of LV Prasad

*This family anticipates coming to the new Institute for their son's eye care.*



*This little boy is already being treated for retinoblastoma in both eyes. He will be a patient at the Institute when it opens!*

critical need for affordable care for eye cancer patients, especially in India where there is a high burden of eye cancer.

“Like all of us at Operation Eyesight, the Killam family believes in providing “the best for the poorest,” says Brian. “Patients will now be able to receive the specialized treatment they need, and those who cannot afford to pay will be offered treatment free of cost. We offer the Killams our warmest thanks.”

*The Operation Eyesight Universal Institute for Eye Cancer will help those with eye cancer, and in the process, will save lives. Watch your mailbox for the next issue of SightLines to see photos of the Institute's grand opening!*

“Join the Conversation”

OperationEyesightUniversal

OpEyesightUniversal

blog.operationeyesight.com

@OpEyesight

operation-eyesight

OpEyesight

@operationeyesight

Subscribe to our blog: [blog.operationeyesight.com](http://blog.operationeyesight.com)