

2013-2014
GIFTS
of **SERVICE**®
Give gifts that do a world of good



POWERFUL
GIFTS INSIDE!

seva.org/mygifts

Imagine...

Imagine arriving in a small village after walking for days over rocky dirt trails, or riding for long hours in a jeep, bumping along through the mountains of Nepal.

Imagine a long line of people, many hundreds deep, patiently waiting to see an eye doctor, perhaps for the first time in their lives.

Imagine that many who traveled for hours and days were guided by a family member because they cannot see well enough to make the journey alone.

Imagine that on that one day, people who have been blind for months, sometimes years, will have their cataract removed and replaced with a lens that will allow them to see again.

Imagine the satisfaction of knowing you have profoundly changed someone's life forever, with your GIFT OF SIGHT to Seva.

THROUGH OUR SMALL GIFTS OF SERVICE® CATALOG, YOU CAN MAKE BIG MIRACLES HAPPEN!

CELEBRATING 35 YEARS OF SERVICE, Seva has worked in partnership with local organizations restoring sight to the blind overseas and here in the US. We are a family of caring donors like you, volunteers, and loyal staff who put our compassion into action every day bringing hope to thousands of people in need.

Your Gifts of Service® enable Seva to reach remote areas in Nepal, India, Bangladesh, Tibet, Cambodia, Myanmar, Russia, Guatemala, Paraguay, Pakistan, Egypt, Ethiopia, Tanzania, Uganda, and the United States.

Look what your gifts accomplished last year alone!

- Eye exams for over 180,000 school children
- Over 100,000 cataract surgeries
- And nearly 1,000,000 eye care services

Please join our *Seva Family* and global network of partners so that together we can build a world of healthy and self-reliant communities.

In service,



JACK BLANKS
Executive Director, Seva Foundation

IMAGINE GIFTS THAT DO A WORLD OF GOOD!

HOW IT WORKS

1 YOU CHOOSE YOUR GIFTS.

3 easy ways to order – online at www.seva.org/mygifts, call toll free 1-800-223-7382 9am–5pm M–F Pacific Time or mail in attached donation form.

2 WE SEND YOU A CARD TO GIVE TO SOMEONE YOU WISH TO HONOR.

The card tells them what the gift will achieve. You can add your own message too! If you would prefer to send an eCard, visit www.seva.org/mygifts and make your donation online!

*** If this is a Memorial card, please call us toll free 1-800-223-7382.

*** NEW this year! We now have a Wedding Registry. See www.seva.org/wedding_registry.

3 THE GIFT REACHES THOSE WHO NEED IT MOST.

Your donation will support the Seva projects you select and your generosity will change someone's life forever!

* Your donations go directly to projects you select unless an item has met its funding target. In that case, your donation will be applied to the same program area to the best of our ability.

EXTENDED HOLIDAY HOURS:

November 29th–December 24th
M–F 8am–6pm and Saturdays
9am–5pm



Choose your gift – then we send you a gift card you can personalize and give to someone you care about.

» Perfect for the Holidays, Mother's Day, birthdays and other special occasions.



NEW Seva Calendar from Putumayo!

All photos by Jon Kaplan. See page 8 for this great gift!

» Visit www.seva.org/mygifts for our new T-shirts, Caps and other merchandise!

“Helping out is not some special skill. It is not the domain of rare individuals. It is not confined to a single part of our lives. We simply heed the call of that natural impulse within and follow it where it leads us.”

—RAM DASS, *Seva Foundation Co-Founder and Honorary Lifetime Board Member*





GIVE THE GIFT OF SIGHT

Seva's International Sight Program

Every 5 seconds someone in the world goes blind...and a child goes blind every minute...unnecessarily.

80% of the world's 39 million people who are blind would be able to see again – to work, care for themselves, go to school and live normal lives – if they only had access to eye care services.

Cataract is the number one cause of blindness in the world, yet a simple fifteen minute surgery can remove a cataract and restore sight.

Because of generous gifts like yours, Seva and our partners have helped restore sight to 3.5 million people around the world!

IMAGINE...
THE BANDAGE IS REMOVED, A MOMENT OF SURPRISE, THEN A RADIANT SMILE BEAMS AS THE PATIENT SEES THE FACES OF LOVED ONES FOR THE FIRST TIME IN YEARS – THE MIRACLE OF VISION RESTORED.

GIVE SIGHT TO A BLIND PERSON

T1 \$50

Provide a 15-minute cataract surgery and give the gift of sight. Your meaningful gift will allow someone to see again!

TRAIN A HEALTH CARE WORKER

T2 \$150

Train a health care worker in the techniques needed to prevent blindness. With meaningful work in their community, these screening and outreach workers ensure that sustainable eye care is available for generations to come.

HELP A WOMAN SEE

T8 \$35

Two-thirds of the world's blind are women.

Give a woman living in a poor rural area the eye care services she needs. Your gift ensures she avoids low vision and blindness.



We'll send this card when you choose any SIGHT PROGRAM gift

“Alone we do so little, together we can do so much.”

—HELEN KELLER

GIVE THE GIFT OF SIGHT *continued*

There are places in the world where no clinics exist and travel to the nearest eye care facility takes days or weeks. Seva's clinics, eye camps and outreach services attract nearly one million people annually who receive diagnostic screenings, eyeglasses, medical treatment, and sight restoring surgeries with your generous help.

GIVE SIGHT TO A CHILD

T3 \$100

One child goes blind every minute.

Provide a child with specialized pediatric surgery and follow-up care. An entire family benefits when a child regains vision. Now able to attend school, a child's life is changed forever.

PROVIDE SIGHT SAVING TOOLS

T10 \$25

The right tools in the right hands enable Seva's eye care teams to test the vision and restore sight to thousands of people. Support quality, durable equipment for the Seva teams.

SCREEN AND PROVIDE EYEGLASSES FOR 10

T7 \$150

Improve 10 people's lives with your gift!

Support the screening and provision of eyeglasses to 10 people in remote regions. Glasses help children to read and stay in school and elders to maintain their independence.

BUILD AN EYE CARE TEAM

T6 \$75

Your gift provides continuing education in the latest techniques, specialized tools and equipment. Help train and equip an eye care team to prevent blindness and restore sight in underserved communities.

SPONSOR AN EYE CAMP AND OUTREACH SERVICES FOR ONE DAY

T4 \$1,500

Restore sight to as many as 30 people!

In the most remote regions of Nepal, Tibet, Cambodia and Guatemala, your gift enables Seva to run a remote eye camp for one day.

SPONSOR A 10-DAY EYE CAMP

T5 \$15,000

Give 300 people the gift of sight!

When you sponsor a 10-day mobile eye camp in Nepal, Tibet or Cambodia you are providing over 1,000 eye exams and 300 sight restoring surgeries. For more details please call us toll free (877) 764-7382, ext 318.



GREATEST NEED
THE BEST WAY TO SUPPORT
ALL OF SEVA'S WORK.

OPEN YOUR HEART TO COMPASSION

HEART OF COMPASSION

G1 \$75 (or any amount)

By choosing the Heart of Compassion, you give so many gifts in one – the gift of healthy communities, the gift of economic opportunity, the miracle of eyesight, and much more. Seva uses your donation for the critical programs that need it most urgently. What a wonderful way to reach out to others in compassionate service!



We'll send this card when you choose the HEART OF COMPASSION gift

“Seva takes the impulse towards generosity and turns it into compassionate action that helps people in real need. I honor my friends and relations by giving to Seva in their name – the entire world benefits. I hope you'll join me.”

—PETER COYOTE, Actor, Writer, Activist





NURTURE CHILDREN

KINDNESS FOR CHILDREN

G2 \$100 (or any amount)

Every minute somewhere in the world a child goes blind.

The well-being of the world's children is a responsibility we all share.

With your special gift, you support Seva's work to prevent and treat blindness for children around the world. From simple screening and eyeglasses to complicated surgeries, your act of compassion helps create the world that children deserve.

GREATEST NEED
THE BEST WAY TO SUPPORT
ALL OF SEVA'S WORK.



We'll send this card when you choose the **KINDNESS FOR CHILDREN** gift.

GIFT CARD PACKS & CALENDAR

With these card packs, you give Seva the ability to use your donation where it is most needed. Keep a few packs of these beautiful cards on hand for any occasion. They are perfect for last minute holiday giving and birthdays.

4-PACK GIFT CARDS

G4 \$50



10-PACK GIFT CARDS

G10 \$100



NEW! SEVA 2014 CALENDAR

G12 \$20

Renowned international photographer Jon Kaplan in collaboration with Putumayo has created an outstanding calendar of his vibrant portraits of children from around the world.



Visit www.seva.org/mygifts for our new T-Shirts, Caps and other merchandise!

"This old clown has had the joy of working with children for more than 40 years. Our future shines in their eyes. Please support Seva's work in restoring children's sight. It is one of the most important acts of kindness you could give."

—WAVY GRAVY, *Seva Foundation Co-Founder, Humanitarian Activist, Clown, Author, Camp Winnarainbow Co-Director*



EMPOWER WOMEN AND GIRLS

GREATEST NEED
THE BEST WAY TO SUPPORT
ALL OF SEVA'S WORK.

OPPORTUNITIES FOR WOMEN AND GIRLS

G3 \$100 (or any amount)

**Two out of three of the world's blind
are women.**

You can open new doors for the women and girls around the world who receive less access to health care and fewer economic opportunities.

Your gift helps restore a woman's eyesight in places where women are still twice as likely to suffer avoidable blindness as men. Change a woman's or girl's life forever!

We'll send this card when you
choose the **OPPORTUNITIES FOR
WOMEN & GIRLS** gift.



“Seva has given so much help to so many thousands of people for so many years — such a wonderful example of love in action.”

—BONNIE RAITT, *Singer / Songwriter*



GIVE THE GIFT OF SIGHT

Seva's American Indian Sight Initiative

SEVA FOUNDATION is pleased to introduce the **American Indian Sight Initiative (AISI)**. AISI stems from Seva's efforts to streamline our mission and tap into our global expertise in providing vision care, while still honoring our commitment to serving American Indians. We have found many parallels between the eye health needs of American Indians and the underserved communities we support around the world.

Despite the existence of U.S. government supported tribal health programs, unmet eye health needs among American Indians are significant:

- Only a minority of tribal health programs have an eye care provider on-site.
- Tribal health programs that provide vision services do not have adequate funding, staffing, or equipment.
- Language and other cultural barriers prevent American Indians from seeking eye care. Few eye care providers are American Indian.
- Many American Indians cannot access existing eye care services due to limited income and transportation as well as long waiting lists.
- American Indians are at greatest risk for diabetic eye disease, such as diabetic retinopathy, due to having the highest rates of diabetes among all racial/ethnic groups in the U.S. However, only half of American Indian diabetics get a recommended annual eye exam.



“The American Indian Sight Initiative brings Seva's expertise in curing blindness to American Indian communities by providing access to vision care while respecting the dignity and traditions of the people.”

—BUFFY SAINTE-MARIE, (*Cree*) Academy Award-Winning Songwriter, Social Activist



SUPPORT SEVA'S AMERICAN INDIAN SIGHT INITIATIVE

T11 \$25 or any amount

Your gift supports Seva's American Indian Sight Initiative (AISII) by advancing educational opportunities, equipment upgrades and improved accessibility to eye care. AISII also provides support for American Indian vision technician training, making eyeglasses more affordable, and screening for diabetic retinopathy via telemedicine.

HELP AN AMERICAN INDIAN STUDENT SEE!

T12 \$75

Your gift provides vision screening and prescription eyeglasses for an American Indian student in need. With eyeglasses they are more likely to succeed in school and thanks to your generosity will be on the path to a better future.

PROVIDE VISION SCREENING FOR A CLASSROOM

T13 \$500

These vision screenings and eyeglasses for 25 students are critically needed in a community where vision care is neither affordable nor accessible to the vast majority of families. By providing children with screenings and free eyeglasses when needed, you're not only providing them with the ability to see clearly – you're also giving them back their potential to learn, to earn a living, and to engage with the world.

TRAIN AN AMERICAN INDIAN VISION TECHNICIAN

T14 \$150

By supporting an American Indian student with training to become a certified Vision Technician you are helping to create sustainable eye care programs. As these students graduate and begin their new careers they also provide a much needed service to their communities.

We'll send this card when you choose any AMERICAN INDIAN SIGHT INITIATIVE gift



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These photographers have generously donated their photographs. Our heartfelt thanks go to the photographers for their contributions.

FOUR MORE WAYS TO GIVE!

1. CIRCLE OF SHARING

Join dedicated Seva donors who give each month to support our work.

2. PLANNED GIVING

A wonderful way to serve people in need for years to come by including Seva in your will or estate plans.

3. MATCHING GIFTS

You can double or even triple your gift if your company offers a matching gifts program. If they don't have one, suggest they start one today!

4. DONATIONS OF STOCK

Gifts of stock, bonds or mutual funds can have a huge impact on poor communities.

FOR MORE INFORMATION:

Visit www.seva.org/mygifts or call 1-800-223-7382, 9am-5pm M-F

EXTENDED HOLIDAY HOURS:

November 29th–December 24th:

M-F 8am–6pm and Saturdays 9am–5pm.

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Please don't throw this catalog away! Save it for special gift-giving occasions throughout the year or pass it along to a friend or family member.





seva
FOUNDATION®

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www.seva.org

2013-2014
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