

Donating couldn't be simpler

Pay by cheque, bank transfer or PayPal

Please use the emailable order form available on our web site or the shortened version below



Donation Form

My Club / I wish to support this potentially life changing initiative, and donate (No) of Optyse™ units at £27.50 (\$55) each

I enclose a cheque in the sum of £ payable to Stevenage Grange RC (ROI)

Club/my name

Contact name

Phone number

Email address

Please send your donation and cheque to:
Rtn. Ray Turner, Stevenage Grange Rotary Club
C/O The Cromwell Hotel, High Street,
Stevenage, Hertfordshire,
England SG1 3AZ



Electronic donation

A word based donation form, PayPal access, Gift-Aid Form, together with the Club's Charity Bank Account details are available from www.roisight.org

Finally

Can we assume: That you are happy for us to increase the value of your donation by acknowledging your Club as a TRF Matching Grant project Partner, & keep you informed of progress Yes / No

That you are happy for us to include your Club as a donor on the ROI web site Yes / No

Thank you for your interest and for sharing our vision for 2020



A man with cataract. Picture: Sightsavers

Cataract is just one of the many disorders detectable by retinal examination. It is, however, the main cause of avoidable blindness, and yet is easily treatable at less than £20 per adult. It accounts for nearly 50% of the world's blind. Symptoms vary: They include: a gradual blurring of vision, halos around lights, glare & double vision in one eye. Advanced cataracts ... where the pupil appears almost clouded over - can cause a total loss of vision, if not identified soon enough and treated.

Why donate to the ROI? Your donation could combine the benefit of using the portable Optyse™ which can literally be used in the field with minimal training, the power of The Rotary Foundation, and the experience of host Rotarians, to make a life changing difference for people in a developing country.

There's more to an ophthalmoscope than meets the eye. In trained hands, direct ophthalmoscopy is an effective, non invasive technique used to examine the retina. In addition to identifying eye problems, it can also be used to detect other eye-detectable life threatening conditions such as diabetes & heart disease.

What's an Optyse™? Its a global award winning, lightweight and lens free, pen sized ophthalmoscope.

Need more information? For further information, or to review the ROI video, narrated by Sir John Major & Ken Follett, to show your Club, do visit the ROI web site:

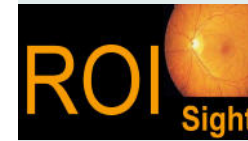
www.roisight.org email: info@roisight.org

phone: +44(0)1438 880106

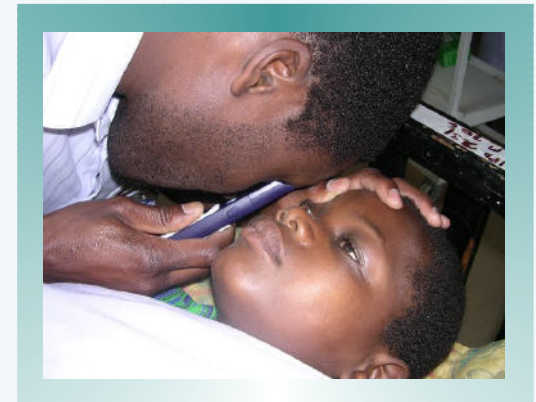
Stevenage Grange Rotary Club
District 1260, England

Leaflet: Designed by Community Initiatives
Edition 3 - March 2008

Sponsored by Nasa Marine
www.nasamarine.com



Make blindness history



Rotarians Ophthalmic Initiative



Stevenage Grange Rotary Club

In association with **sightsavers** & other global eye-care charities



Rotarians Ophthalmic Initiative (ROI)



ROI's about ...

Rotarians & friends helping to make blindness history for people in less developed countries

Providing low cost, award winning ophthalmoscopes to screen for early signs of eye & other life threatening conditions.

Using RI matching grants to fund cataract operations, eye-care equipment and other preventative treatments.

What's the need?

There are over 37 million blind people in the world. 90% live in developing countries.

80 percent of those are over 50 years old.

75% of potential blindness is treatable, or curable at little cost, given the will to do so.

Without sustained action some 2 million

more will go blind, needlessly, each year.

A child who goes blind in a less developed country is twice as likely to die before his or her 13th birthday.

Saving a productive adult's sight provides personal, family and community well-being.

... and will help *make poverty history*.

What are the benefits?

It costs so little to restore sight

Just £27.50 (US \$55) will put a 'Donated by Rotarians' engraved, UK designed and built Optyse™ ophthalmoscope to work, screening people in a developing country. It could, however, achieve a great deal more, thanks to The Rotary Foundation (TRF)

See a great return on investment

An ROI supported TRF matching grant project will increase the value of your donation by 50%.

With support of District Designated Fund (DDF) contributions, and a grant from the Blindness Prevention Donor Advised Fund this could be increased fourfold ... even more.

By way of example: ROI's first two sponsored projects, valued

at \$45,000 resulted from Club donations to ROI of just \$2,865.

The projects donated 125 Optyse™ units to trained community workers in India; enabled over 550 cataract operations to be performed, and provided specialist equipment for the Rotary Medical Centre in Mumbai.

That is a good ROI



Did you know?

Cataracts are the leading cause of avoidable blindness

Examination of the fundus (retina) also helps diagnose heart disease, diabetes, brain tumours and cerebral malaria.

Without intervention the number of blind is projected to grow to 75+ million by 2020.

On average, for each blind person, a further 3.4 people have low, often corrective vision.

Sight loss & poverty are often inter-linked. Restoring sight is one of the most social and cost-effective health-care interventions.

A cataract operation in many less developed countries can cost as little as £10 (US \$20).

ROI Optyse™ units have been donated to people in 44 countries around the globe.

A recent independent clinical study has demonstrated that the Optyse™ compares favourably with a similar product costing at least five times ROI's charity donation price.

The Optyse™ is only donated by ROI to trained personnel.

The big picture

ROI - The UK Rotarian's sight initiative, supports the goals of VISION 2020: The Right to Sight - the programme sponsored by WHO and the IAPB



Working with **sightsavers** & other global eye-care charities, & through Rotarian contacts, we seek to eliminate avoidable blindness, worldwide by the year 2020.



Support an I-care Matching Grant project through ROI today

- It's simple. We handle the administration
- It's recognised by The Rotary Foundation
- It attracts TRF Paul Harris credits
- You become a named Funding Partner
- Gain coverage & promotion for your Club
- Help make blindness history for many

A donation of just £27.50 (\$55) will purchase an Optyse™. When included in an ROI supported TRF matching grant project it will also help fund cataract surgery and more

A Rotary District 1260 and RIBI Centennial Club project



Picture: Courtesy of Fabienne Fosseze Sightsavers International