

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 ...**

**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 acknowl-
edging 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 con-
ditions 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)1438880203

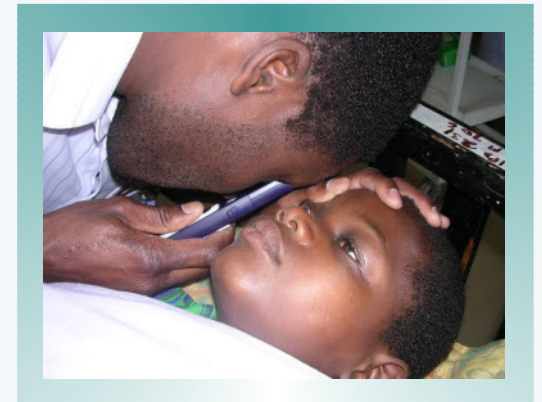
Stevenage Grange Rotary Club
District 1260, England

Leaflet: Designed by Community Initiatives
Edition 4 - July 2009

Sponsored by Nasa Marine
www.nasmarine.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.

It will *make poverty history* for someone.

What are the benefits?

It costs so little to restore sight

Just £27.50 (US \$46) 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 fivefold ... even more

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

at \$148,424 resulted from Club donations of just \$14,280.

The projects donated 200 Optyse™ units to trained community workers in Asia; enabled some 4,500 cataract operations to be performed; and provided specialist equipment for the Rotary Medical Centre in Mumbai.

That is a good ROI !



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
- Become a named Project Funding Partner
- Gain coverage & promotion for your Club
- Help make blindness history for many



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 £12 (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 joint initiative of 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.



Picture: Courtesy of Fabienne Fosse Sightsavers International

A donation of just £27.50 (\$46) to purchase an Optyse™, when embraced by an ROI supported TRF matching grant project will also help fund cataract surgery and more

A Rotary District 1260 and RIBI Centennial Club project