

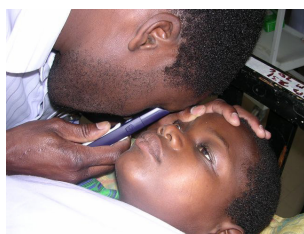
## Case study 1 – ROI & The Rotary Foundation (TRF) in action



### Making the most of matching grants – How Stevenage Grange Rotary Club & friends helped make blindness history, by turning £1,435 into £22,500, with help from fellow Rotarians and The Rotary Foundation (TRF)

ROI ... the Rotarians Ophthalmic Initiative has come a long way since its international debut just 18 months ago. Launched initially to encourage donations to fund placement of low cost, lens free ophthalmoscopes in developing countries, ROI has developed to fund cataract operations & other eye-care treatments as part of its 'screen and see' programme.

#### The scale of the challenge



90% of the world's blind live in developing countries. There are already over thirty seven million blind people, and frighteningly, this is growing by up to 2 million each year.

Without intervention the number of blind is projected to grow to well over 75 million by 2020. For each blind person another 3.4 people have low, often corrective vision. Whilst the scale of the challenge therefore appears enormous, 75% of potential blindness can be cured, or treated at little cost, given the will to do so.

Not surprisingly, 80 percent of those with sight loss are over 50. 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 enhances personal, family and community well-being and makes a significant contribution to making poverty history.

#### It costs so little to restore sight

Just £27.50 has put 'Donated by Rotarians' engraved, UK designed and built Optyse™ ophthalmoscopes to work: They are now screening people in 44 developing countries. Your donations could, indeed have, achieved a great deal more, thanks to The Rotary Foundation.

- An ROI supported TRF matching grant project will increase your Club donation by 50%.
- With support of District Designated Fund (DDF) contributions, and a grant from the Blindness Prevention Donor Advised Fund (BPDAF) this could be increased fourfold ... even more.

By way of example: ROI's first two sponsored projects, valued at £22,500 resulted from Club donations from Kings Lynn, Watton & District and Stevenage Grange to ROI totalling just £1,435.

The projects donated 125 Optyse™ units to trained community workers in India. They will enable 550 cataract operations to be performed, and provide eye-care & other essential equipment for the Rotary Medical Centre in Mumbai, run by Mumbai Borivali East Rotary Club. Now that is a good return on investment, or ROI.



All this was made possible in just months, thanks to The Rotary Foundation, BPDAF, & DDF contributions from Districts 1080, 1260 & 3140.

#### Club funds left? Why not 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 Paul Harris Fellowship credits
- You become a named Funding Partner
- You get coverage & promotion for your Club
- You help to make blindness history for many



ROI - The UK Rotarian's sight initiative supports the goals of VISION 2020: The Right to Sight - sponsored by WHO and the International Agency for the Prevention of Blindness (IAPB).

Working with global eye-care charities, such as Sightsavers International and the IMPACT Foundation, through Rotarian contacts, we seek to help eliminate avoidable blindness, worldwide by the year 2020.

#### Find out more about Rotarians helping to make blindness history



Do visit their website for a donation form, a copy of the new information leaflet, or their 'Guide to Matching Grants'. You can also download the ROI video, narrated by Sir John Major & Ken Follett, to show your Club.

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