

eyelights

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AMERICA

June 2010



Sankara Nethralaya OM Trust Inc.,

**Sankara Nethralaya
OM Trust, USA**

9710, Traville Gateway Drive No.392,
Rockville, MD 20850 e-mail : acharya@omtrust.org

39% of blindness is due to age-related cataract

82% of visually impaired people are
50 years and older

**Why wait.....
Act now.**

Gift your parents
the annual
complimentary
courtesy master
eye check-up
and protect
their vision.

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OM Trust receives grant



SN OM Trust's unstinting support to Sankara Nethralaya has been acknowledged yet again! The Human Services Committee of the Shiva Vishnu temple at California has awarded the SN OM Trust a grant-in-aid of \$1,000 for providing free ophthalmic treatment to poor patients at Sankara Nethralaya, Chennai, India.

This is the fourth time in a row that the Trust is receiving the grant in recognition for the support it renders to Sankara Nethralaya. The Trust was awarded a similar grant in 2007, 2008 and 2009.

Every year, the Shiva Vishnu temple selects a few social service organisations and awards them a grant to support their cause. Varsha Upadhye, SN OM Trustee, California, represented the Trust and received the grant at a function on May 15, 2010.

In 2009-2010, Sankara Nethralaya performed 14,540 surgeries, free of cost, for indigent patients.

27 % of the free surgeries were for complicated eye ailments like Glaucoma and Vitreoretinal.

Unnikrishnan benefit concerts

Leading Carnatic classical vocalist P. Unnikrishnan performed a series of benefit concerts, in aid of Sankara Nethralaya, Chennai, in the US in May 2010. About \$50,000 was raised through the benefit concerts; the amount will be used towards Sankara Nethralaya's community services, including free cataract surgeries for indigent patients. The concerts were organized by Sankara Nethralaya Ophthalmic Mission Trust, USA.



San Jose, May 16

Event coordinator: Varsha Upadhye

The first of the benefit concerts commenced at the CET auditorium, San Jose, California on May 16. Mr. Unnikrishnan, along with Mr. Embar Kannan (Violin) and Mr. Arjun Kumar (Mrudhangam), mesmerized the audience with a soulful performance interspersed with ragas and bhajans. The three-and-a-half-hour performance also included individual performances by Sri. Embar Kannan and Sri. Arjun Kumar, much to the delight of the audience. The support from the media (sulekha.com, sivajiTv.com, India Currents, Psymphony Radio) as well as organisations like SIFA (South Indian Fine Arts, Bay Area) and INDUZ in promoting the concert was deeply appreciated by one and all.

Washington DC, May 22

Event coordinator: Ramarao Mysore

After an outstanding performance at San Jose, Mr. Unnikrishnan and his team next headed to Washington DC where they enthralled audiences at the Sri Siva Vishnu Temple. The audience went into raptures on the exceptional display of talent. The artists accommodated spontaneous requests from the audience. SN OM Trust also screened 'Future Vision' - a documentary capturing the phenomenal growth of SN, showcasing its initiatives and future projects.

Atlanta, May 23

Event coordinator: Dr. Seshu Sarma

The last leg of the concert took the artists to the Hindu Temple, Atlanta, where they performed to a packed audience. The artists were at their musical best as they captivated the audience with some of their most popular renditions. Mr. Alagiri, Manager, Resource mobilization, Sankara Nethralaya spoke eloquently about the many achievements, initiatives and activities of the institution.

SN OM Trust was able to successfully organise the concerts due to the overwhelming and unconditional support received by numerous volunteers including, Dr. Preeti Chitgopekar Ms. Laxmi Achar, Mr. Ashok Kumar, Mr. Sundararaghavan, Mr. Ram Mallappa, Mr. Bobby Nayar, Ms. Madhu Iyer, Ms. Uma Narayan and Ms. Maya Nair, SN OM Trust President, Mr. Shankar Iyer, SN OM Trust Treasurer Mr. S.V. Acharya, Trustee Mr. K.G Venkataraman.

Annual Complimentary Courtesy Master Eye Check-up

To those living abroad, it is always a matter of concern that their loved ones get the best treatment when they require and more importantly get that treatment close to home. Sankara Nethralaya has introduced the “Annual Complimentary Courtesy Master Eye Check-up” aimed for Indians abroad, who are concerned about the visual health of their parents, in-laws, uncles, aunts and other near and dear ones living in India.

Features:

- A person in USA can pay \$ 100 and nominate 2 individuals in India who will receive a comprehensive eye examination for that year.
- Once a person sends in the names of the nominees, the Patient Relation Officer at Sankara Nethralaya will get in touch with the nominee(s) to ascertain their convenience for a date for consultation, and fix an appointment for the consultation.
- Courtesy transport with escort will be provided by Sankara Nethralaya for those in and around Chennai (within 30 kms).
- Nominees can also be parents, in-laws, relatives living in the USA who come down to India on a vacation and would like to undergo a Comprehensive Eye Examination at Sankara Nethralaya.



My experience - Mythili Arunachalam

My brothers and I live in the US with our families and visit India once a year and while there, we try to take care of our parents as best as we can. Of late my dad, who is 86-years-old, has been finding it difficult to read. Reading being his only pastime, we were all very worried. A family friend dispelled my concerns and asked me to get in touch with Sankara Nethralaya. I was briefed about the complimentary eye check-up that Nethralaya offers.

I contacted the institute's GM, Ms. Akila Ganesan, who was extremely gracious and immediately set about making arrangements for my dad to be transported to SN for the tests. The very next day, the PRO contacted my dad, set up the appointment and assured him of all help.

On the designated date, SN made arrangements for my dad to be driven to the hospital. At the hospital, Mr. Mahalingam (Roving Ambassador at Sankara Nethralaya) stayed with my dad till his medical examination was complete. From helping him undergo the tests to providing refreshments, Mr. Mahalingam looked after my dad just like a son would have.

My dad underwent a small laser procedure on his right eye and has been asked him to come back in 4 months to do the procedure on his left eye.

My father and the rest of the family have been completely overwhelmed by the generosity of the institution and the professionalism of all the people involved. I want to thank Shankar Iyer, Akila Ganesan, Mahalingam, the PRO department and all the doctors for their excellent service and support.



For more information on the Annual Complimentary Courtesy Master Eye Check-up or to avail the service, mail us at: omtrustusa@yahoo.com with a copy to information@snmail.org, donation@snmail.org expressing interest, with your details and that of the nominees.

Fund-Raising Diary

Cleveland Aradhana

As part of the fund-raising team at Sankara Nethralaya I have had the good fortune of meeting many eminent personalities. My efforts in spreading awareness about Nethralaya's community services has taken me to places aplenty - from the hallways of government offices to the plush lobbies of MNCs, from music concerts to charity events. And in almost all the places I've visited, I have been touched by the warmth and support people have shown to Nethralaya. So it was no different at the 33rd Cleveland Thyagaraja Aradhana, considered to be the largest Indian classical music festival outside India. With more than 8,000 attendees participating in the 10-day festival, this was yet a nother platform for me to spread word on the services rendered by Nethralaya.

It is heartening to see the high regard people here have for our founder Dr. Badrinath and his services in ophthalmology. As a representative of Sankara Nethralaya, I was humbled by the admiration with which people spoke of Nethralaya's services and our team of doctors. Many of the people who I met applauded the efforts of the SN OM Trust USA, which has helped raise funds for Nethralaya. I was overwhelmed by the genuine interest shown by people at the Cleveland Thyagaraja Aradhana to lend support to our cause. Through their magnanimous contributions we have raised \$3000 which will be used to provide free treatment to indigent patients at Sankara Nethralaya.



S. Alagiri,
Resource Mobilization
Manager, Sankara
Nethralaya, recounts
his experience at the
recently held
Cleveland Aradhana.



And it's not just at the Cleveland Aradhana, but elsewhere in the US too, I've been besieged by a sea of generosity which I know will only further our cause to provide quality and affordable eye care to all.

Fund utilization from SN OM Trust, USA

Funds received from SN OM Trust are utilised in

- Dispensing free spectacles.
- Performing free cataract, glaucoma, corneal and retinal surgeries.
- Conducting camps in remote areas and screening for ophthalmic diseases using teleophthalmology.



Join our Mission for Vision



DONATION SCHEME	AMOUNT IN US\$
1. One time on a designated date	
Single Cataract Surgery	65 \$
Single Major Surgery such as Retina, Glaucoma	175 \$
2. Single day free service	
40 Surgeries per day	2,600 \$
3. Year after year on a designated date	
Single Free Cataract Surgery	500 \$
Single major Surgery (Retina, Glaucoma)	1,750 \$
4. Tele-ophthalmology	
A single day screening of 200 rural poor for vision care	250 \$
5. Corpus Fund	
For Community outreach program	Any amount

SN OM TRUST is an IRS recognized 501 [c] 3 charitable organization



How to donate in the United States of America...

Sankara Nethralaya OM Trust Inc.

9710 Traville Gateway Drive, No. 392, Rockville, MD 20850, Ph: (877) 393-7666

Tax Exempt ID No. 52-1611548

Donating online at Omtrust.org - All your donations are securely routed through www.groundspring.org.

United Way - Mention the above information on your authorization form. Local chapters will remit your contributions to the SN OM Trust Inc.

Combined Federal Campaign - If you are a US federal employee, make your donations to Sankara Nethralaya OM Trust Inc. CFC No. 68803.

Employer Matching Program - A number of US employers match *dollar for dollar* to employees' contributions. You may be able to double your contributions to SN OM Trust.

Appreciated Stocks - You may donate appreciated stocks to SN OM Trust Inc. and avail of a tax deduction. For additional information, please contact the Trust at the aforementioned phone number.

Contributions by check - Simply make your check payable to SN OM Trust Inc. and mail to the above address.

Payroll Deductions - Please check with your HR office if they are programmed to withhold from payroll and remit to a non-profit organization. A number of organizations provide this as a public service.

Draft from Checking Account - Download from our website www.omtrust.org, the direct debit authorization form and forward your authorization with a 'void check' to the above address. We will draft the funds on the 15th of every month. You can stop your authorization any time by a simple notification to us.

Donate on Special Occasions, as a tribute - Festivals, birthdays, wedding anniversaries, in memory of a loved one and provide support in the form of a bequest.

Join us in the battle against blindness. Together, we can give light!