

press release

Standard Chartered Gambia raises awareness and funds for preventable blindness

June 10th 2016, Standard Chartered Gambia organised a fund raising carnival to help raise awareness and funds for preventable blindness. Over 70 bank staff including Chief Executive Officer Albert Saltson and senior management volunteered to help sell tickets, food and drinks. Funds were raised from donations, food & beverage sales made by customers, friends and family members of staff of the Bank.

Seeing is Believing is a global collaboration between Standard Chartered, International Agency for Prevention of Blindness (IAPB) and leading international eye-care organisations. The Bank's matched funding approach means that for every dollar raised, Standard Chartered will contribute the same.



The Chief Executive Officer of the Gambia, Mr Albert Saltson said “Since 2003, we have reached over 1500 people in The Gambia with essential eye care through Seeing is Believing fundraising activities. Preventing avoidable blindness is a great achievement that we in Standard Chartered Bank value. We believe that giving sight to people not only shows and depicts our values but makes us human as well”.



The Seeing is Believing Coordinator, Bintou Demba said “Standard Chartered has invested over GMD1.28million into this initiative, donating a cumulative total of over GMD760, 000 to various schemes under the Ministry of Health and Social Welfare including five braille machines and food items to the GOVI School for the Blind over the years.

Entertainment was provided by local artists including MLK, dance group Dragon Arsh, traditional Ethnic Dancers and Masquerades. The event also featured a spectacular children’s dance competition. Several games including bouncy castle and face painting were organised for the children and the general public.