

# press release



(Photocaption: Standard Chartered employee volunteers conduct eyehealth awareness sessions amongst children age 6 to 10 years old which includes an experiential activity on how it is to lose sight to help the children learn how to cope, trust and respect.)



(Photocaption: Seeing is Believing, in partnership with Cataract Foundation of the Philippines, Inc, has conducted over 250,000 community cataract screening and has catered to 76,368 adult cataract operations in the country .)

## **Standard Chartered Bank celebrates World Sight Day**

**Helps promote eye health awareness through their global programme Seeing is Believing**

**11 October, 2016 Philippines** – Standard Chartered Bank joins the world in celebrating World Sight Day through Seeing is Believing (SiB), the bank's global programme that tackles avoidable blindness and visual impairment. This year's celebration kicks off a series of fundraising initiatives, eye health awareness sessions and volunteering activities amongst the bank's 84,000 employees across the globe for SiB.

Launched in 2003, Seeing is Believing (SiB) is a collaboration between Standard Chartered, the International Agency for the Prevention of Blindness (IAPB) and leading international eye health organisations. The bank has committed to raise \$100 million between 2003 and 2020 for Seeing is Believing through fundraising with the bank matching the funds dollar for dollar. As of December 2015, SiB has raised \$86.3 million since 2003. Funds raised for Seeing is Believing are invested in eye health projects that range from providing comprehensive eye-care in low and middle-income countries to building innovative eye health delivery solutions.

In 2012, in partnership with CBM and Cataract Foundation of the Philippines, Inc (CFPI), the bank, through the program, donated USD1 million to the Philippines to support sight restoring activities in the country over three years. From the onset of the programme in November 2012, it has catered to over 1,127 children cataract operations, 76,368 adult cataract operations, 141,750 children screened for error of refraction, 52,456 spectacles distributed to children and 2619 health workers trained.

Standard Chartered Philippines' Head of Corporate Affairs/Brand and Marketing Mai Sangalang says, "Standard Chartered Bank believes that avoidable blindness is a key health issue in the markets where we operate. We recognise the impact that Seeing is Believing can bring to our communities - how a simple cataract operation or a pair of eyeglasses can change someone's future. We are looking forward to more opportunities here in the Philippines where we can make a difference."

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For further information please contact:

**Mai Sangalang**

Country Head, Corporate Affairs

Tel: +63 917 852 7375

Email: [Mai.Sangalang@sc.com](mailto:Mai.Sangalang@sc.com)

**Anne Dela Torre**

Corporate Affairs Manager

Tel: +63 917 553 9148

Email: [Anna-Marie-Abordo.Dela-Torre@sc.com](mailto:Anna-Marie-Abordo.Dela-Torre@sc.com)

**Note to Editors**

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