Seeing is Believing

Seeing is Believing (SiB) is Standard Chartered's global programme to help tackle preventable and curable blindness. The programme was launched in 2003 to celebrate the Bank’s 150th Anniversary. SiB is a collaboration between Standard Chartered and the International Agency for Prevention of Blindness that works to help tackle avoidable blindness. In 2008 Standard Chartered launched A New Vision, to bring eye care services to 20 million people in 20 cities across the world by 2012. By the end of 2008, Standard Chartered had raised over US$17 million towards SiB and reached over 5 million people in 17 countries contributing to 2 million sight restorations.

In August 2009, The Standard Chartered Private Bank launched its philanthropy programme, ‘Investing for a Better Future’. The programme seeks to provide clients and their families with a wide range of options to suit their philanthropic goals however large or small. As part of this programme the Private Bank will partner with clients to fund three SiB eye-care projects over the next five years. The first proposed project will be located in Kolkata, India. It is the Private Bank’s commitment to partner with clients and raise US$1 million to provide accessible and effective eye care services for the underprivileged in Kolkata, in particular to women and children who suffer high levels of avoidable blindness.

The Standard Chartered Private Bank Charter

We believe that with wealth comes responsibility. Together with our clients we want our individual action to make a collective difference. We aim to:

- Inspire clients to get involved
- Make giving easy and more meaningful
- Partner with our clients to make a collective difference
- Raise awareness of giving effectively
- Create a sustainable future
Key Facts on Blindness

- There are 45 million blind people in the world
- 80% of blindness is avoidable (preventable or treatable)
- A person goes blind every five seconds; a child goes blind every minute
- 60% of children die within one year of going blind
- 90% of avoidable blindness occurs in the developing world
- Without effective, major intervention, the number of blind people worldwide has been projected to increase to 76 million by 2020*

The Kolkata Project

Kolkata is the capital of the state of West Bengal in eastern India. The city has an extended metropolitan population of over 14 million making it the second largest city in India. It is one of India's poorest cities with one-third of the population residing in slums. The slums are infamous for their squalid conditions with three quarters of the population living below the poverty line earning less than US$1 a day. Most slum dwellers are employed within low-wage sectors on a daily basis, working as rickshaw pullers, vendors, carpenters, rag pickers and domestic servants. Studies conducted in Kolkata have revealed that slums are often built on unauthorized land and exist in hazardous environments. The slum populations have low incomes, poor literacy and poor health indicators. The slums of Kolkata embody some of the worst examples of urban poverty in the world, with little or no access to water sanitation.

Surveys conducted by NGOs (Non Government Organisations) have found that over 8% of the population living in these slums were identified with cataract, 20% of the children screened were found to be suffering from refractive error and many slum children are at a risk of permanent blindness due to deficiency of Vitamin A.

Aims of Kolkata Project

- The project will target 65 slums
- US$1 million investment is planned to provide eye care services to the slums of Kolkata
- Over 2 million people residing in these slums are expected to benefit from the project
- The project will aim to provide accessible, effective and quality eye care services for the slum population, particularly women and children

The project will work through Sightsavers International in collaboration with local partners.

Your Involvement

Sight restoration enables people to become economically independent. By supporting the project you will help those treated create a sustainable future for themselves and their families. Funds raised go directly to projects on the ground, making a direct impact on people’s lives in Kolkata.

We welcome clients’ contributions to the project. With the Bank pledging to match each donation up to the US$20 million target for all SiB programmes, together we can make a collective difference.

Here are a few examples of the difference your contribution could make

- US$1 provides one child with one dose of Vitamin A
- US$16 pays for a pair of spectacles for a child
- US$33 pays for a cataract operation for an adult

We thank you for your consideration and support. Your help will make a difference to the lives of many who need it.

*Source: VISION 2020: A joint programme of the World Health Organization (WHO) and the International Agency for the Prevention of Blindness (APB)