

About Seeing is Believing

1) What Seeing is Believing is

- Seeing is Believing is the **Bank's global initiative to tackle avoidable blindness**. It funds projects through eye care organizations to develop eye care capacity and provide services for communities in need. Standard Chartered has committed to raising USD 100mn by 2020, of which half is provided through the Bank's investment and half is generated by staff and business-led fundraising initiatives.

2) Why we're doing it

- **Seeing is Believing's foundations are in the Bank's staff**. The programme responds to the drive of staff and their expectation to be able to make a difference to poorer communities across the Bank's footprint.
- **Seeing is Believing tackles a key social and health issue across many of our markets** that not only affects the quality of life of individuals in our communities but also depresses economic growth in our markets.

3) What differentiates it/why it is unique

- **Seeing is Believing is a rare long-term NGO:Corporate partnership** between the Bank, the International Agency for Prevention of Blindness (IAPB) and eye care NGOs. The Bank created the initiative in 2003 and has committed to extend its support through to 2020, making a unique commitment to the global campaign to eliminate avoidable blindness.
- Thanks to this long-term commitment, the initiative has moved beyond **a funding relationship to become a genuine partnership**: projects are co-created between the Bank and NGOs and Seeing is Believing has helped IAPB bring NGOs together to develop new projects and share best practice.
- Seeing is Believing is a **genuinely staff-led initiative**. Staff have driven the programme's ambitions since its inception and continue to do so.
- The **Bank commits to match all donations to Seeing is Believing** until the USD 100mn target is met – doubling the impact of donations.

4) Who it's helping

- Seeing is Believing funds projects in **poor or underprivileged communities** across the Bank's footprint. It targets areas of high need where access to affordable and quality eye care is low.
- Its focus is tackling preventable and treatable blindness but it also provides support to people who are incurably blind to help them integrate into society.

5) What impact it's having:

- By supporting **the development of local eye care capacity** through its projects, it can ensure that the impact of its funding goes far beyond the life of its projects. For example, Seeing is Believing has funded the training of over 58,000 health workers, from eye surgeons to nurses, optometrists and community based health workers.
- **It has helped over 25 million people to date** through direct service provision and education and awareness campaigns. It has contributed to over 2.7 million sight restorations and treating 3.9million people for Vitamin A deficiency and river blindness.

SiB's Track Record of Success

- **Phase I (2003):** SiB is born as a staff-driven initiative to celebrate the Bank's 150th anniversary, setting a target to fund 28,000 cataract operations.
 - Over USD 1.6 million raised and eyesight of **56,000** people restored.
- **Phase II (2004-6):** USD 6.8 million raised to contribute to **1,021,465** sight-restorations in 12 projects across 10 countries.
- **Phase III (2006-10):** Set aim to raise USD 10 million by 2010 to make a difference to the lives of 10 million people through the prevention and treatment of blindness. It achieved its fundraising target in 2007 – three years ahead of target.
 - **17,931,061** people have benefitted from 17 projects across 20 countries.
- **Phase IV (2008-14¹):** The Bank made a Clinton Global Initiative Pledge in 2008 to raise USD 20 million which would be spent across 20 cities in the Bank's markets to deliver comprehensive and sustainable eye-care services to people living in neglected, marginalised, urban areas. The fundraising target of this pledge was reached in 2011. The projects are in progress and so far **6,079,637** people have been reached through Phase IV projects.

Breakdown of project outputs- all phases

- Over 25 million (25,088,163) beneficiaries of SiB projects so far.
- Over 2.7 million cataract operations and surgical interventions
- Over 3.9 million people protected from Vitamin A and river blindness
- Over 3.4 million patients screened
- 126,000 pairs of spectacles distributed.
- Over 5.2 million beneficiaries of health education.
- Over 58,000 health workers trained.
- 67 undertaken since 2003.
- Projects in 23 countries since 2003

Seeing is Believing – Next Steps Forward (Phase V)

- 1) **Standard Chartered renews its commitment to tackling avoidable blindness - by launching a USD 100mn fundraising pledge through Seeing is Believing at the Clinton Global Initiative 2011.**
 - We are extending our fundraising commitment to 2020 and aim to raise a total of USD 100mn, building on the USD 37mn that has been raised since 2003²

¹ Phase IV projects only. N.B. Phases III and IV overlapped.

² USD 37 million has already been raised for Seeing is Believing from external donations and the Bank's matching contributions since 2003. The Bank will commit to match a further USD 31.5mn worth of fundraising between 2012 and 2020. The grand total will be USD100mn by 2020.

- Seeing is Believing is a unique 1:1 agreement which Standard Chartered has with its staff, clients, and networks. The Bank commits to match all donations dollar for dollar until the USD 100mn target is met.
- The commitment responds to the continued staff drive to support the programme through fundraising.

2) We hope to lead by example and that our commitment will spark further action to eliminate avoidable blindness. Despite the huge impact of tackling blindness, it remains a relatively neglected issue.

- There are an estimated 39 million blind people in the world but 80% of blindness is preventable or treatable.
- 90% of avoidable blindness occurs in the developing world affecting much of our footprint. It is estimated that the global economic cost of avoidable blindness and visual impairment is USD 200bn per annum.
- Yet tackling blindness is one of the most cost-effective health interventions. The average cost of a sight-restoring cataract operation for an adult is a mere USD 30.

3) The commitment will make Seeing is Believing one of the longest-standing public-private partnerships tackling a neglected global health issue.

- So far, Seeing is Believing has helped over 25 million people through work to prevent and cure sight and through education and awareness campaigns. Over 2.7 million people have had their sight restored with support from Seeing is Believing.
- Working in partnership with the International Agency for Prevention of Blindness, our programmes will reach 50million people³ from underprivileged communities across the world.

4) Working with the international eye care community and building on previous Seeing is Believing experience, we will place significant focus on childhood blindness to leave a long-term legacy to the campaign against avoidable blindness.

- A child goes blind every minute and 60% of children die within one year of going blind.
- In addition, millions of children suffer from uncorrected refractive error, seriously affecting access to education. Ensuring children have access to an eye exam and affordable glasses is a simple but effective way to address this.
- The new programme will set up 5 major projects to tackle childhood blindness in locations across Africa and Asia. This will enable Seeing is Believing to act as a catalyst for NGO cooperation and fund coordinated national responses to childhood blindness.
- Through action to tackle childhood blindness and by training doctors, nurses and community health workers to deliver eye care services, Seeing is Believing aims to leave a long-term, sustainable legacy to the campaign against avoidable blindness.

³ What does ‘reach 50 million people’ mean? It means that our programmes are directly benefiting individuals through surgeries, medical treatment, preventative treatment, screening and refraction. It also includes people who are counted by our NGO partners as benefiting from health education through our programmes.