World Sight Day 2017
Country Activity
One Hour Campaign

- Thanks to everyone who has donated an hour of their salary to support SiB.
- In total, USD347,075 was raised before matching – a 10.8% increase in fundraising income from 2016.
- Staff participation increased to 6.82% from 5.78% in 2016.

Many thanks in particular to the following teams and senior individuals for their fantastic pushes of the One Hour campaign:

- UAE #OneHourChallenge to nominate colleagues and pass it on!
- Michael Gorriz’s blog
- David Fein’s blog
- Chris Allington for the One Hour in CIB push
- CEOs of China, Hong Kong, Kenya, Taiwan, the Philippines and more
Cameroon press release

World Sight Day: we can eliminate 80% of blindness

As part of the World Sight Day celebrations, Cameroon has set a vision to eliminate 80% of blindness by 2020. The goal is to reduce the number of blind people by 80% by 2020. This is a significant achievement and a testament to the commitment of the government and its partners in the fight against blindness.

Standard Chartered Bank, through its Seeing is Believing program, supported the Ministry of Health to promote World Sight Day. The campaign aims to raise awareness about the importance of eye care and encourage people to get their eyes checked regularly.

The campaign emphasized the importance of early detection and treatment of eye diseases. It also highlighted the role of eye care professionals in ensuring that people have access to quality eye care services.

The campaign also stressed the importance of decent work for eye care professionals and the need for government and private sector partnerships to address the challenges faced by the eye care sector.

Notes to Editors:

Standard Chartered Bank is supporting the seeing is believing campaign, which aims to improve access to eye care services and raise awareness about the importance of eye care. The campaign is in line with the United Nations Sustainable Development Goals, particularly Goal 3, which aims to ensure healthy lives and promote well-being for all at all ages.

For further information, please contact:

Hasan Hadi
Head of Communications
Standard Chartered
Tel: +237 93452585
Email: hasan.hadi@scbank.com
China – awareness raising EV

• Project visit to SiB’s Yunnan project with Fred Hollows Foundation.

• Lunch in the dark + eye care seminar with experts from Orbis and hospital partner in Shanghai to raise awareness and funds for SiB / eye care

• Knowledge lecture about how to protect eyesight in Tianjin Natural Museum aimed at raising awareness amongst children.
The Gambia

- Staff dressed in black and white and shades
- EV to sell breakfast packages
- Awareness talks on preventable blindness with staff of Central Bank of The Gambia
- Guess the weight of the SiB cake
Ghana – project launch and press coverage

- Launched new SiB project with Orbis
- Project will focus on primary level and district hospitals to increase the uptake of eye health services by children and adults in four districts in the Ashanti region.
• David Fein led HK Legal, CoSec and SIS town hall. Celebrated USD430,000 raised by these teams over the past five years.
• Close to USD2,500 raised from charity sales to date
Indonesia – Project launch and Staff EV

- Project launch event in NTB as part of the child eye health project.
- Child vision screening
- Free spectacles given out
- EV day in Jakarta for 600 staff
- Fun walk with blindness messages
- Retyping books into Braille
- Financial literacy education for the visually impaired
- Blindfolded fun activities
- Raised over USD1,675 through a raffle
Japan – SiB warrior tournament

- SiB Warrior arm wrestling tournament.
- Male and female competitions
- Fundraising sweepstake on winners
- 50% staff participation
- Raised USD645 from a small office of 150 people.
Malaysia – awareness raising event

- Eye health awareness speech by SiB champion.
- Free cataract screening, supported by trained bank volunteers.
- Reflexology and massage by Malaysian Association for the Blind (MAB) blind masseurs.
- Sensory and blindfolded games
- Fundraising activities raised MYR16,140.
Pakistan – TV appearances!

- Shazad Dada and Khadija Hashimi appeared on live TV shows to talk about SiB.
- Fantastic coverage and exposure was gained from the appearances on the following shows:
  - ARY Salaam Zindagi
  - Sanam Jung’s show on HUM TV
Philippines – press coverage

- Full page feature in leading broadsheet, Business World.
- Promoted the Seeing is Believing programme as well as country specific statistics and project information.
- Conducted free eye screening outreach activities.
Singapore – Bake for Sight

- Third Bake for Sight event
- Over S$ 48,000 was raised before bank matching!
- 30 teams participated in the ‘Sweet vs Savoury (Instaworthy goodies)’ contest.
- Judy Hsu, CEO of Singapore and Paul Hare, member of the SiB Fundraising Committee judged the contest.
UK – Quiz Night

- Quiz evening event
- 126 colleagues participated
- Over USD4,000 raised (after matching) from entry fees and raffle tickets
The Perfect Match

• The 6th instalment of the Perfect Match took place on 14 October 2017, two days after World Sight Day.

• A series of fundraising auctions that included LFC experiences and match-worn memorabilia raised GBP34,891 for SiB.

• The Bank tied this year’s match with the Numbers Campaign, which marks LFC’s 125th anniversary. It was part of the #64 campaign which included a 360° binaural recording of LFC fans singing the LFC club anthem and a film about visually impaired LFC fan, Pat Rodaway, who inspired LFC to create the audio experience.

• Match viewing parties were held in Malaysia, Gambia, Bangladesh and Uganda.
The Perfect Match – viewing parties

- Viewing party in Bangladesh.
- Hosted for Bank’s GB, CB and RB clients as well as LFC BD fan club.
- More than 250 guests.
- Virtual reality show of ‘Inside Anfield’
- Speeches from CEO and LFC fan club celebrity ambassadors.
The Perfect Match – viewing parties

- Viewing party in Malaysia.
- 500 supporters came to watch
- Party received full page coverage in Utusan’s sports section
- USD1,680 raised from an auction of signed shirts from 2015

- Viewing party in Uganda.
- 200 supporters came to watch
- Football matches between Bank and clients
- Blind folded penalty shoot out