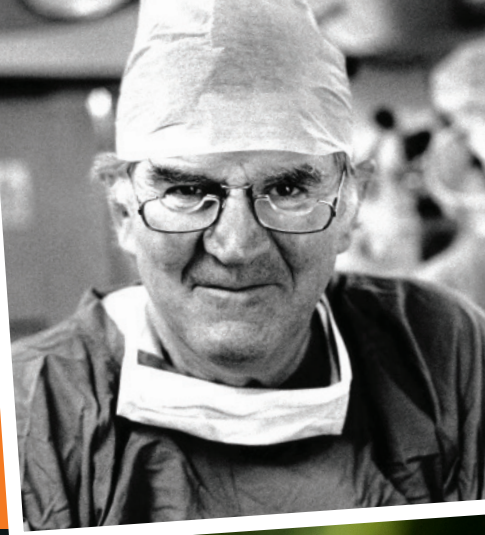




The **Fred Hollows**  
Foundation | 護瞳行動



**HONG KONG**

AUTUMN/WINTER 2018

**A SHY GIRL  
SEEING LIGHT**





**WORD FROM LAURA LEE,  
CHIEF REPRESENTATIVE,  
HONG KONG AND ASEAN**

At The Fred Hollows Foundation, our work is driven by the values of integrity, collaboration, action and empowerment. But our success also relies on partnering with others to achieve more.

We celebrated this year's World Sight Day in October and were proud to have the support of well-known icons from the entertainment and sporting world in Hong Kong, adding visibility and impact to our sight-saving work worldwide. Restaurant Chiu Ball also provided strong support by matching HKD\$10 for every new 'like' generated on The Foundation's Hong Kong Facebook page during this period. Hope you have liked our Facebook page too!

Our impact is spreading across the Asian region. This year we are celebrating 20 years of work in China and Cambodia, and a decade in Lao PDR. Over the years, we have trained thousands of people in eye health, screened, and restored sight to more than 1 million people in these countries. Because of the dedicated efforts of our on-the-ground staff and the generosity of the donors who enable our work, we have been able to turn around the lives of so many people.

Change IS possible with intent, dedication and the support of key partners both on the ground and behind the scenes. I am happy to introduce our new corporate partnership opportunity, The Friends of Fred program that aims to provide companies with the opportunity to make a deep social impact, to build brand equity, and to generate a corporate staff culture that is inclusive and socially-conscious. Please don't hesitate to contact us if you are interested. I look forward to connecting with you very soon, and wish you a fantastic end to a productive year.

# PROGRAM UPDATE

## 20TH ANNIVERSARY OF CHINA OFFICE



The Fred Hollows Foundation celebrates 20 years of work in China. Over the years we have screened almost 3 million people, performed more than 1.1 million eye operations and treatments and trained some 30,000 people in eye health.

These are results that would make our Founder Professor Fred Hollows proud. CEO Ian Wishart and Founding Director Gabi Hollows joined our government, hospital and corporate partners at a special celebration at the Australian Embassy in Beijing.

China has the highest burden of avoidable blindness in the world,

accounting for 20 percent of the world's total. Up to 80 percent of people who are blind in China live in rural areas but 80 percent of eye doctors work in the cities, so the Foundation is training more professional eye doctors in remote China.

Meanwhile, The Foundation is also celebrating two decades of working to eliminate avoidable blindness in Cambodia and 10 years in Lao PDR. Since we started working there, the prevalence rate of blindness in Cambodia has dropped from 1.2% to 0.38%. In Lao PDR, we have helped more than 106,000 people see again.

## HELP BUILD AN EYE SURGERY CLINIC



The Rohingya refugee camp in Bangladesh is the one of the world's fastest growing refugee camps. As many as 50,000 Rohingya refugees are blind but many of them have never been able to see a doctor or visit a hospital. Blindness is one of the most prevalent conditions in the refugee camp, and people living there have a cataract rate five times that of the local Bangladeshi community. As our founder Professor Fred Hollows said, "The alternative is to do nothing and that's not an alternative". That's why The Fred Hollows Foundation decided we must help.

The Fred Hollows Foundation is the first eye health organisation to provide screening and cataract operations at the refugee camps. We have been working at the camp since the beginning of 2018 and we plan to build a surgical clinic inside the camp. The clinic will provide equipment training, and tackle the surgical backlog, improving the quality of life for people living in the camps.

Read about our work by scanning the QR code.





## A SHY GIRL SEEING LIGHT

Seven-year-old Trut is shy and completely attached to her mother, Thuyen. As she sits on the balcony, she hears a group of girls her age playing elastics. Trut gets up and uses her hands to guide herself around the house, closer to the sound of laughter. She squints as the harsh sun hits her cataract and causes intense pain in her left eye. It is heartbreaking to see Trut unable to enjoy her childhood.

Trut is blind in one eye. The family, from the H're ethnic minority, live in a stilted wooden house in the Central Highlands of Vietnam, one of the poorest areas of the country. Most of the time, they speak their own language. Language barriers, their remote location and poverty have made it nearly impossible for Thuyen to access the sight-restoring cataract surgery her daughter needs.

"Trut can't see the blackboard. She stumbles and falls a lot when she walks, she cannot run around and play with her friends and they tease her because she is blind," her mother says.

Trut's father left home and never returned, leaving Thuyen completely dependent on her parents who earn less than HKD\$12 a day as farm labourers. The income is barely enough to support the family of five, let alone pay for Trut's surgery.

The whole family is affected by Trut's situation. Everybody feels sad and helpless. Thuyen is worried that she won't be able to support the family and worries about what will happen to Trut when she becomes old.

Luckily a visiting health worker told Thuyen about a free outreach screening camp supported by The Fred Hollows Foundation. The Foundation immediately brought Trut to the Da Nang Eye Hospital, an eight-hour journey, and supported her surgery.

Just 24 hours after Trut's operation, the doctor removed her eye patches. Trut shyly smiled as she looked up at her relieved mother.

Thuyen knows that surgery has changed Trut's life. "I just want my daughter to do well at school, learn to read, and to be able to play with her friends," she said. The surgery has also given Thuyen the determination to return to work. As Thuyen hugged her daughter and leant in to give her a kiss, Trut cheekily pushed her away – an expression of her newfound independence.



# LATEST NEWS

By working in collaboration with partner organisations and local communities, The Fred Hollows Foundation is reaching out to the Hong Kong public to gain their support to end avoidable blindness.

## JOIN THE FRIENDS OF FRED CORPORATE PARTNERSHIP PROGRAM

We are thrilled to announce the launch of the “Friends of Fred” corporate partnership program, a multi-tiered platform designed to make generating social impact and building brand equity as **straightforward** and **cost-effective** as possible for corporate supporters.

We warmly invite corporations of any size who are interested in partnering with a top international NGO to consider this program; and we would be happy to discuss specific CSR needs and customise activities in order to maximise value - whether in terms of employee engagement, PR or social impact. Please contact Tony Ko, our Partnerships Executive, for more information at [tko@hollows.org](mailto:tko@hollows.org)

With every dollar invested into eye health generating four dollars in economic return for local communities, the gift of sight is about investing in the future of communities. Please join us in our fight to end avoidable blindness. We look forward into welcoming you as a Friend of Fred!



## WORLD SIGHT DAY CELEBRATION

As a result of population growth and ageing, the number of people living with blindness could triple worldwide by 2050 if no further action is taken.

To raise awareness about avoidable blindness on World Sight Day 2018, snooker champion Ng On-ye, singer Andy Leung, actress Cecilia So and professional boxer Rex Tso joined The Fred Hollows Foundation in championing the values of its work in videos on our Facebook page.

We are especially delighted that restaurant Chiu Ball also supported efforts to end avoidable blindness worldwide by matching HKD\$10 to every new like on the Foundation's Facebook page.

Our work won't stop after the World Sight Day and there is more to do. LIKE our Facebook page and join the force!

SCAN TO LIKE:



**HKD\$150 CAN HELP RESTORE SIGHT AND CHANGE LIVES**  
DONATE TODAY AT [WWW.HOLLOWS.ORG/HK/DONATE](http://WWW.HOLLOWS.ORG/HK/DONATE)



The Fred Hollows  
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