

DISCOVERING GANESH PRESENTS A FUNDRAISER TO BENEFIT SCOJO FOUNDATION AT EAST WEST LIVING

JUNE 26, 2008 6:30pm - 8:30pm

The producers of Discovering Ganesh invite you to participate in a fundraiser on June 26th, 2008 at East West Living to benefit Scojo Foundation in their work to reduce poverty and generate opportunity for the rural poor in India through the sale of affordable reading glasses.

The impact of the combined efforts of a community far outweighs that of a few individuals, so we decided to invite like-minded individuals to join with us to raise a much-needed \$20,000 for Scojo's programs. Many of us have benefited from some of India's greatest exports - yoga and mediation - and as conscientious citizens of the world we know what it means to make a difference in the lives of others!

Through Scojo's innovative, preventative philanthropy model, thousands of rural Indians are saved from the debilitating, poverty-inducing effects of sight loss. For India's working poor - tailors, electricians, goldsmiths, mechanics and others who work with their hands - the loss of sight means the loss of their jobs and income. Reading glasses are one of the simplest, most affordable tools that we can provide to make a huge and immediate impact on peoples' lives.

TICKETS:

Tickets to this exclusive event are obtained by making a minimum donation of \$50 and include automatic entry into the raffle. Donors who attend the event will enjoy a special musical performance by Indie-Hindi songstress Falu, a digital exhibition of photos from the Ganesh Festival and a reception including vegetarian appetizers and enlightened non-alcoholic cocktails with crystal infusions.

Donations of \$108 or more include an exhibition quality print from the Discovering Ganesh collection (choice from 5 options). Print size depends upon donation level. All donations are tax-deductible to the fullest extent of the law.

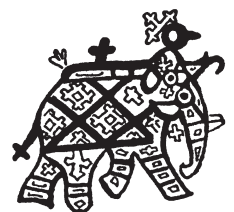
RAFFLE PRIZES INCLUDE:

- 1) A gift certificate to **The Chopra Center**
- 2) A \$100 gift certificate to **East West Books**
- 3) A \$100 gift certificate for body work at **East West Living**
- 4) Dinner for 2 at **Amma**, a 4 star India Restaurant known for their incredible mango cheesecake
- 5) A subscription to **Namarupa**
- 6) A **2008 New York Yoga Passbook**
- 7) A **private yoga lesson** with Marisa Bonfanti
- 8) A **Thai bodywork session** with Marisa Bonfanti
- 9) Two \$200 gift certificates to **New York Insight Meditation**

And many more which are being confirmed daily!

FOR A GREAT SHORT FILM ON SCOJO'S WORK IN INDIA PLEASE VISIT:

http://www.scojofoundation.org/5_4_multimedia.html



DONATION LEVELS

\$50: EDUCATE A VILLAGE ABOUT EYE CARE

With a donation of \$50 or above you will receive an invitation to the June 26th event and a raffle ticket. This donation level provides a **Vision Entrepreneur** with the tools to teach an Indian village about eye care. By hiring acting troupes, radio announcers, drummers, or wall painters, they will help their neighbors understand the life-changing impact of clear eyesight.

\$108: EDUCATE A VILLAGE ABOUT EYE CARE

This donation level provides a **Vision Entrepreneur** with a “**Business in a Bag**” kit and all the training that they need to run a successful business providing sight to their neighbors. Equipped with the tools for success, they will provide life-altering glasses to over 120 people per year and will more than double their previous daily income on each pair of glasses they sell.

\$500: BRING SITE TO A VILLAGE

Vision Entrepreneurs will host a rural vision campaign. They will work with the mayor of a village to put together a media campaign to educate the villagers who suffer from poor eye sight. The Vision Entrepreneur will screen over 300 people, provide more than 60 people with glasses, and refer more than 60 people for treatment at one of India’s top eye care hospitals.

\$1080: PROVIDE 108 PEOPLE WITH CLEAR SIGHT AND THE ABILITY TO EARN A LIVING

Join together with ten friends and enjoy the event together! With this donation, Vision Entrepreneurs will provide 108 eye exams and glasses to people who have lived with blurry vision for longer than they can remember. With a simple pair of reading glasses, a master Indian weaver will be able to set his loom, creating intricate saris and earning a living to put his children through school. With clear vision, a farmer can sort seeds before he plants them and a housewife will sort stones from lentils to prepare the evening meal. Your donation will give 108 people the chance to live full, productive lives, once again.

***All donations will receive a tax donation letter from Scojo Foundation.**



HOW TO DONATE

For a secure online donation using **Google Checkout** please go to: <http://www.discoveringganesh.com/scojofundraiser/donate.shtml>. You will then be on Google's secured site where you can make your donation.

If you'd prefer to mail a check you can send it to Miriam Stone and indicate that you are supporting the Discovering Ganesh fundraiser:

Miriam Stone
Director of Business Development
Scojo Foundation
12 Desbrosses Street
New York, New York 10013
Tel: 212-375-2599 x6
Email: mstone@scojofoundation.org

Upon receipt of your donation you will receive a tax-deduction for your contribution and a raffle ticket for donations of \$50 and above.

WHY 108?

We chose 108 as a target number because Ganesh has 108 names and there are 108 mala beads used in Buddhist and Hindu traditions, which help guide the repetition of mantras.

HOW DISCOVERING GANESH AND SCOJO FOUNDATION CONNECT

Discovering Ganesh (www.discoveringganesh.com) is a multi-faceted project that explores the elephant-headed Hindu deity Ganesh, one of India's most beloved Gods, known as the Lord of Beginnings, Patron of the Arts and Remover of Obstacles. **Discovering Ganesh** includes a photography exhibition, book and tour from September 1-15, 2008 (see site for details). It was conceived of and is being produced by multimedia artist, Shana Dressler, and her team.

Part of the mission of **Discovering Ganesh** is to celebrate and share India's artistic and spiritual contributions as well as to collaborate with an organization, which is working with needy Indians to remove significant obstacles. Given that Discovering Ganesh is a visual project, it made the most sense to donate the proceeds of all fundraisings efforts to an organization, which helps to restore vision in a significant way.

WHAT SCOJO FOUNDATION DOES

Scojo Foundation (www.scojofoundation.org) is a non-profit social enterprise that reduces poverty in the developing world by training local entrepreneurs to sell affordable reading glasses. For the more than 700 million people living in poverty who don't have access to reading glasses, the loss of near vision can mean the loss of livelihood. For tailors, electricians, goldsmiths, and others whose precarious working lives depend on their ability to see up close, the lack of access to reading glasses can have disastrous economic consequences for themselves and their families. A pair of low-cost reading glasses, long available in every drugstore in the United States, can restore their vision and double their productivity, yet this simple, life-changing product has not yet made its way into the hands of those who live on less than \$4 a day.

To reach those in need, Scojo Foundation empowers local entrepreneurs to launch their own businesses selling this powerful, affordable product in their communities. Each "Vision Entrepreneur" receives his or her own Business in a Bag, a sales kit containing all the products and materials needed to market and sell reading glasses in their communities.

Since 2001, Scojo Foundation has grown from an idea to a social enterprise that reaches tens of thousands in 13 countries across South Asia, Africa, and Latin America. Scojo Foundation and its partners have sold nearly 100,000 pairs of reading glasses, referred over 90,000 people for advanced eye care, and support over 1,100 local Vision Entrepreneurs. Scojo Foundation has received recognition from The Economist, The International Herald Tribune, Fast Company's Social Capitalist Awards, The World Bank, and President Clinton, who remarked that Scojo Foundation's work will "help hundreds of thousands of people and in the process create a whole new sector of the economy." The fundraiser at ABC Carpet & Home will benefit Scojo's program in India.

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