

St. John of Jerusalem Eye Hospital Group

London's support - to help keep you up to date



Stay focussed on **our** charity

Saving Sight, Changing Lives.



The St. John of Jerusalem Eye Hospital Group is the only charitable provider of expert eye care in the West Bank, Gaza and East Jerusalem, treating patients regardless of ethnicity, religion or ability to pay.

Welcome

The Province of London has, for many years, worked closely with the St. John of Jerusalem Eye Hospital Group (SJEHG), having organised visits for groups and individuals in conjunction with Pilgrimages to the Holy Land, sponsoring initiatives within the UK, and engaged in many fund raising activities.

London Support has been established to increase the awareness of the work of the SJEHG and to provide you with information as an individual. **It does not have a fundraising role**, there are other groups of Knights that you may like to be in contact with, e.g. the Knights of the Vision Beautiful who, by their efforts, raise a tremendous amount of money for the Eye Hospital with activities across the country.

However, if you feel you would like to increase the understanding of the work of the Eye Hospital Group within your

Preceptory, or simply to learn more for yourself, then please let us know and we will be pleased to help you do so.

This booklet will provide an introduction into the support that you, as an individual, or as a Preceptory in London, can expect from the Province, so that together we can promote our charity with accurate, up to date information and with the latest news from both the UK and from Jerusalem.

London Support also organises Pilgrimages to the Holy Land. individual and small group visits to the Eye Hospital Group in which you are very welcome to participate.

Thank you for your help and your continued support.

Rt.E.Kt. David James Thompson
Provincial Prior for London



Our key role in London, is to
Promote, Educate and Disseminate

How we will help

accurate, current and enthusiastic

As with all charities, the revenue that the SJEHG can attract to help its cause is determined by many things. One key factor is the level of awareness for its work that it can generate towards its target donors. The greater the awareness, the higher the donations.

Our role is to increase this awareness.

If a Preceptory has an existing relationship with the SJEHG, this is to be encouraged. The recent '20 for 2020 Appeal' was well received and resulted in raising over £80,000 across England and Wales, but it also highlighted a general lack of awareness in some areas. In particular, many of the newer members were unaware of the work that the SJEHG does and the benefits these donations bring.

Each Preceptory will continue to support the SJEHG in any manner that it believes is right for its own Knights, but we want to ensure that it can do so with the right backup and information about the SJEHG!

A London Repository

Currently the Eye Hospital Group responds to every request individually for information. This takes time and resource and the information needed is often similar.

We have established a central London Support function that can co-ordinate the information from the SJEHG and add it to a Repository that can be accessed by you and your Preceptory. This will reduce some of the administrative burden placed on the SJEHG as well as providing fresh collateral and content that you can disseminate within your Preceptory.

Go and take a look

There is no substitute for 'seeing it for yourself', so we will continue to include visits to the Eye Hospital Group in our Pilgrimages to the Holy Land and we are also able to arrange individual or small group visits to the Eye Hospital.

We hope that you will be able to come and see for yourself, the difference that your support makes – it really does save sight and change lives.



135,293

patients reached
in 2023

What we can do to support you in your Preceptory



London Support can provide help to you in a number of ways



Consistency

Assimilate the information from the SJEHG and create a 'Fact Sheet' as an overview. The number of patients reached; operations carried out; a 'shopping list' of what your donations can buy etc. We will provide access to articles from the SJEHG newsletters and annual reports.



Ideas and talks

Ideas for talks of different lengths, what to include and even guidance on how to get the message across. Handouts, marketing material, videos, case studies and collateral will be available to help encourage talks and discussion within your Preceptory.



Additional speakers

We work with the SJEHG team and we can help to arrange speakers at your Meetings when possible, adding diversity and awareness. This may include Knights who have visited the Eye Hospital Group, Trustees or others who actively provide support.



Support both ways

We may be able to assist in encouraging interesting talks outside of KT meetings. Here we can talk about KT in general or the work of the SJEHG in particular.



CORRECT, CURRENT AND CONSISTENT

keeping the message right and the facts up to date

When Knights ask for information, we want to make sure it's right

It is important that when discussing the work of the SJEHG that the messaging is accurate and up to date. Statistics, facts and quotes get used just as much when talking about the charity at a Festive Board, as they do when a major new campaign is being launched. It is important that they are not only correct but reflect the current situation.

London Support will be able to obtain the latest information and keep you up to date with information from the magazine of the SJEHG, with patient and staff case

studies, as well as the latest facts and figures, interviews and extracts from annual reports. You will then be able to decide what works for you and your Preceptory.

In addition, it will be retained within the London Repository, so it can be accessed at any time should you require material to provide an update to others or to create content for a talk.

It is also important that we don't start distributing information that is different, consistency is key.



Help if you want to promote the cause

Conversations are at the heart of promoting the SJEHG

As a Knight within London, we hope that you remain enthusiastic and willing to talk to the Knights within your Preceptory about the aims, objectives, results and successes of the SJEHG. This may be at a Festive Board, socially or or speaking at a Preceptory Meeting.

**NOT EVERYONE IS
USED TO PUBLIC
SPEAKING
WE CAN HELP**

If you decide you want to speak at a Festive Board or in a Preceptory meeting to give an update on the work of the SJEHG, we are aware that it can be a little nerve wracking.

Fortunately, you don't need to be word perfect. With the right information at your fingertips, you get to decide on exactly what you say and how you want to say it. Everyone has different areas they enjoy most, whether that is explaining numbers relating to patient care, a recent visit they have made, the Outreach Programme or using a particular patient success story to illustrate a point.

The facts at your fingertips

There are regular updates and you will have access to the material you need on the London Repository. The information is available digitally or in a professional format so you can use some as handouts if you prefer.

What to say and how long you have to say it

Timing is always important. It is very easy to get carried away once you are confident and get going. We provide examples of what you can say when you only need a few words, in response to a toast or when there is a little more time available. We know the key messages, the phrases you can use to help get your point across and we have experience of 'what goes down well' depending on who you are talking to. Combined with your enthusiasm and personality, you will soon make it your own.

We will come and help if you need us to

We offer support on presentation techniques and if needed, will come along and help you with it. London Support can provide presentation slides, notes and key points to help you undertake talks at your Preceptory.



Arrange for the London Swift (which was awarded to the Province in recognition of a significant donation in 2017) to be taken to your Preceptory meeting, for those Knights who don't get to a Provincial meeting to see and hear about it. It provides a good talking point and an opportunity to update the members.



Once you have
the facts you need,
what you do with them matters

Speakers

additional support and diversity

Many Preceptories have contacts within the SJEHG or have had the opportunity to hear from key members, executives, Trustees or staff about their work for the Group. A variety of speakers always adds a fresh and new dynamic to the message.



Diana Safieh

Opportunities do present themselves across the Province, and we have made use of these at Preceptory and Provincial Meetings, social dinners, Carol Services etc. where a new voice is very welcome.



Harriet Wheeler
Executive Head of UK Office

Organising it though, can sometimes prove difficult. At London Support we are able to keep abreast of when many key individuals are available to speak. In addition, we play an active role in communicating with respected organisations and key individuals outside of the SJEHG, such as a talk organised by Ascalon Preceptory with Diana Safieh from the Guild of St. John Eye Hospital Group, Trustees from the Hospital or the Knight Hospitaller all of whom can provide a fresh and different perspective.

Within London, E. Kt. Jamie Ingham Clark KStJ P.Dep.Gt.Swd.B. (below) is a Trustee of the Hospital, and is always willing to come along to speak at a Preceptory on the work of the SJEHG.



of blindness in this region is curable



Dr. Ahmad Ma'ali
CEO SJEHG is always keen to promote the work when he is in the country



of the income received in 2022 by SJEHG was from donations

THANK YOU



We stay in touch, and we stay up to date

Information needs to be up to date and the ideas fresh. We are fortunate that there are many opportunities to keep abreast of the latest developments in Jerusalem and here in London.

There are times when we can get you along to hear for yourself what members of the SJEHG are saying and to take the opportunity to talk with them directly at various events. Left is the Provincial Prior and Provincial Vice-Chancellor discussing ways to help promote the SJEHG with Mr. David Verity (Knight Hospitaller) and Sir Andrew Cash (Chair of Trustees) from the SJEHG. Opportunities to meet and talk can be maximised and London Support will keep you abreast of when they are happening.

In addition, London Support are able to maximise our relationship with the Eye Hospital Group to help other Provinces.

On recent visits to Jerusalem, we were able to introduce the Provincial Prior for Hertfordshire and the Provincial Prior for Durham, to the SJEHG team so they could discuss their ideas for festivals directly with them. The result was a coherent plan where their donations will go directly to support a specific initiative for their Province, that gets right to the heart of what the Hospital needs, and where the Eye Hospital Group can ensure that feedback can be easily made as to the benefit that the donations are making.

The SJEHG team at Charterhouse are also keen to help and promote the Eye Hospital and often provide a stand to answer questions and sell merchandise at various London events.



New initiatives being discussed with Suzanna Majaj (NiC) of Kufor Aqab Clinic



Rt.E.Kt. Alastair White with the CEO of the SJEHG

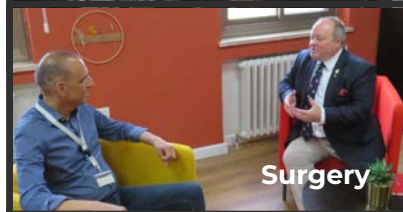
Liaison
and support
information and discussion is key

Perspective who we get to talk to

To maintain a balanced perspective, it is important to see how the Eye Hospital Group operates in all areas.. Organisations like Knights Templar will always get to hear from the CEO and Trustees of the Charity it supports, but over our many visits, we have been able to build a rapport with staff in many different departments including the clinical, medical and surgical teams, catering, facilities, communications, finance, HR, security, operating theatres, and the nurses who run the Clinics, amongst many.

This has really opened our eyes as to why the Eye Hospital Group staff feel like a true family and it helps to provide us with a unique insight into their daily lives, their hardships and the dedication they give to their patients. They tell us what really makes a difference to their patients and what is needed in practice. We are fortunate to have access into their environment, even into the operating theatres, on school screenings and outreach visits to see first-hand the care given before patients get onto the ward.

The result of these discussions appear on the central repository in various articles including: "In conversation with..."



Repository

your source of information

Your main document source is online and can be found from the website.

londonknightstemplar.com/sjehg-london-supporter-network

In the London Repository, you will find the material you need so that you have facts, talks, videos, interviews and articles all within easy reach.

These include:

- Digital booklet on the Work of SJEHG
- Facts and Figures
- SJEHG magazines and KT Newsletters
- Viewpoints from visits across the Eye Hospital Group
- In-depth articles on specific areas – e.g. Kufor Aqab
- Glossary and key definitions
- How to make a donation!
- SJEHG Annual Reports
- Key messages and updates from around the Group inc. Gaza
- Background on the causes of blindness and contributing factors
- 10 minute and 30 minute talks and 'Presentation Tips and Tricks'
- Shopping lists for donations
- Contact details
- Case Studies
- Videos
- Info on history of the Eye Hospital Group
- DNA Research material
- Who's Who and Profiles of staff and nurses
- Transcripts of talks and presentation videos
- Bibliography
- Pop-Up Banners for London KT



Dr Ahmad Ma'ali at the Gift of Sight Fair sponsored by London Province

IT'S AMAZING WHAT YOU FIND WHEN YOU LOOK

Some information on the history of the Eye Hospital and its work in the Holy Land



The Eye Hospital Group is the only charitable provider of expert eye care in the West Bank, Gaza and East Jerusalem, treating patients regardless of ethnicity, religion or their ability to pay. This eastern area of the Mediterranean has a chequered history and is often politically unstable. The history of the Order of the Hospitaller Knights, beginning in Jerusalem, has historical records identifying a hospice within the city walls in the 7th century where the Knights were able to accommodate over 1,000 patients.

Services it provides

The SJEHG provides treatment for all forms of eye disease, including cataracts and glaucoma, a 24 hour service for all medical and surgical emergencies (facial and globe injuries), corneal and external eye disease expertise, treatment for retinal disorders including diabetic retinopathy.

Nursing School

The Nursing School of St. John within the Jerusalem Hospital, and along with diagnostic facilities, on-site pharmacy, theatre suites and in-house bio-engineering support services, is equipped to deal with the high ophthalmic work in the population.

Modern changes

Although European branches survived, the Order in Britain was dissolved during the reformation in 1564. However, Queen Victoria in 1882 issued a Royal Charter rekindling the Order. At the time 'trachoma' was one of the greatest causes of blindness and it was decided to build an Eye Hospital in Jerusalem. A new hospital was built near Mount Zion and later rebuilt at its present location and adding a new clinic in Muristan on the site of the original hospital.

Outreach

This provides essential sight-saving and life-changing eye care to the most remote and impoverished communities in the region for free. There are Outreach Clinics including the Anabta Clinic, Kufor Aqab Clinic, Hebron Hospital, Gaza Hospital and individual Outreach vans.



PEOPLE IN THE REGION ARE 10x MORE LIKELY TO GO BLIND THAN THOSE IN THE WEST

How we fit together and who to contact

London Support is digital, not only to help the environment, but to also allow for faster and more direct distribution of information. The main booklet however, "An Introduction to the SJEHG and its Work" is also available as a hard copy publication which is given to new Knights in London when they receive their Great Priory certificate. .

London Support is keen to support the official link between Great Priory and the Eye Hospital. And we hope to complement this by helping to increase the awareness of the work and success of the Hospital in Jerusalem, by providing **current, consistent** and **correct** information relating to the patients it cares for, its people and the services that the Eye Hospital Group provides across all of its outlets, to the Knights of London.

All of the information within the booklets and in the Repository, has been created in conjunction with the SJEHG. We work closely with David Dahdal (Director of Development and Grants) and his communications team in Jerusalem and the London team under Harriet Wheeler (Executive Head of UK Office) in Charterhouse.

In addition, Rt.E.Kt. David Thompson, the Provincial Prior for London sits on the SJEHG Audit and Risk Committee, further strengthening the links between the SJEHG and the Province of London. Over the years, we have built up a camaraderie with nurses, theatre staff, senior board members and Trustees alike..



London Support
Vernon King P.Gt.W. of R.
Provincial Vice-Chancellor



London Support
Rev'd Niall Johnston
Deputy Great Almoner, Provincial Prelate

sjehgsupport@londonknightstemplar.com



It's a team effort

St. John of Jerusalem Eye Hospital Group

Overview Booklet
Stay focussed on **our** charity

