

You Can Help the World See!

Did you know around the world, 314 million people suffer from poor vision because they don't have access to or can't afford eyewear?

By organizing a collection drive in your community, you can take an active role in providing clear vision to these people in need.

Each year, OneSight, a family of charitable vision care programs, recycles and hand-delivers eyewear to tens of thousands of people in need during Global Optical Clinics. Two million pairs of recycled eyewear are needed annually to support our Clinics. We thank you for helping us help the world see by leading a collection drive in your area.

New eyewear will help people like Vinolia in South Africa. After living in virtual blindness for more than 45 years, Vinolia couldn't contain her excitement when she received her newly recycled eyewear at our Clinic. Forced to quit school in the 6th grade, she exclaimed, "I can't wait to go back to school and expand my mind!"

This kit includes everything you need to run a successful drive including:

- Step-by step instructions
- Sample eyewear request and thank you letters
- Sample announcements
- A poster to promote the drive
- Instructions on reporting results
- Instructions on where to drop off collected eyewear

What kind of eyewear are we looking for?

- Men's prescription eyewear
- Women's prescription eyewear
- Children's prescription eyewear
- Non-prescription sunglasses
- ** No cases are needed at this time

If you have questions during your drive, please contact OneSight at 1-888-935-4589. Good luck and thanks for helping people like Vinolia see their world clearly!





OneSight®

Giving the gift of sight

Instructions

- Step #1** *Schedule Your Drive & Set a Goal!*
Secure corporate or organization approval for your collection drive and confirm dates for the event. And don't forget to set a goal. Maybe even establish a competition amongst departments or offices for the most eyewear collected!
- Step #2** *Download Your Collection Kit*
Download all of the materials you need to conduct your collection drive including:
- Collection letter
 - Announcements
 - Poster template
 - Thank you letter
- Step #3** *Tailor Collection Letter/Announcements & Distribute*
Include specifics of your event in the Collection Letter and Announcement templates included in the Collection Kit. Distribute amongst your organization to encourage participation and eyewear donations. Another great way to get the word out is on your Facebook or My Space page or on your corporate Web site. Create a Facebook Event with the dates of the drive to raise awareness and encourage participation.
- Step #4** *Order Your OneSight Eyewear Collection Box*
Place an order for a OneSight Eyewear Collection Box today. Then place the box in your corporate high-traffic areas/community facility – anywhere you're holding your drive.
- Step #5** *Drive Participation with Reminder E-mail Communications*
It is a good idea to share a reminder during your collection drive using the templates provided in this kit. Simply download and tailor for your local event. Also be sure to remind friends, family and co-workers on your Facebook or MySpace pages.
- Step #6** *Thank All Donors*
A great way to follow up with those who donated to your event is a simple Thank You letter with the results of their collection efforts. A template has been provided or create your own. Don't forget to update your Facebook Event or MySpace page with your collection results!
- Step #7** *Report Your Results!*
We want to know how you did and send you our thanks and congratulations. Please complete the eyewear collection survey. Also be sure to share your stories, pictures of your event and tips for other volunteers on your Facebook or MySpace page.
- Step #8** *Drop-off Collected Eyewear at any LensCrafters, Pearle Vision, Sears Optical or Target Optical.*
You can find the store nearest you on www.onesight.org/northamerica