

Bright
for
Sight

CHECKLIST for your Bright for Sight event

- Register your company and let us know you are taking part by emailing bright@sightsavers.ie, and we will send you everything you need.
- For more posters and bucket labels, go to www.sightsavers.ie/bright for more downloadable resources.
- Send an email to all of your staff with the date and details of your event – **when you register we will send you a template email making it even easier.**
- Put up posters**, share the event with staff and customers on email, social media and company intranet.
- Send a reminder email** the week before the event, including inspiring stories about how their support and a small donation can change a life.
- On the day of the event, remember to **take lots of photos** and share them on social media. Make sure to tag Sightsavers Ireland and use #BrightForSight.
- To see what the world (or your office building!) looks like when you have cataracts, try on your **cataract simulator glasses** (included in your fundraising pack) or visit sightsavers.org/ataracts-simulator and type in your address.
- Position your collection boxes** at meeting areas such as the canteen and reception so that as many people as possible will be able to support your Bright for Sight event.
- Lodge your funds in our bank account (details below) making sure to include the words '**Bright**' and your **company name**.
- Send a Thank You email** to all staff and customers using the template email we send you when you lodge your funds.

AIB Dame Street

Sort No: 932086

Account No: 95012283

IBAN: IE83AIBK93208695012283

BIC: AIBKIE2D

WEAR SOMETHING YELLOW TO WORK!

Bright
for
Sight



Go Bright for Sight!
You and your colleagues
can restore the sight
of those who are
needlessly blind.



www.sightsavers.ie

SightsaversIreland

@SightsaversIE

Charity Number CHY15437

As advertised on



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TOP TIPS

Make your Bright for Sight a sight-saving success!

- 1 Set a **fundraising target**, or target number of sight-saving operations you and your colleagues can provide.
- 2 If you work in a company with a large workforce, nominate a **Sightsavers champion** to promote the event internally for each department.
- 3 Incorporate a **bake sale, coffee morning, balloon pop, pizza day, PS4 competition or raffle** (we can supply you with beautiful hampers packed with goodies) so everyone can gather and show off their splendid yellow.
- 4 Check if your company will **match employees' donations** (or a percentage of them).
- 5 If you are a retailer, you can involve your customers by placing a collection bucket at the till, or your cashiers can use our **Bright for Sight barcode** to easily add €1 to a customer's bill.

6 Share how important your colleagues' donations are:

€2

can provide a pair of glasses

€4

can purchase a lens for a cataract operation

€32

can provide funding for a cataract operation

€530

can purchase a cataract surgical instrument kit

€1,265

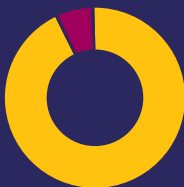
can help train an ophthalmic surgeon

Sightsavers: why we exist

Imagine losing your sight bit by bit, and with it your ability to go to school, to earn a living, or to do some of the things you enjoy.

Sightsavers' vision is of a world where no one is blind from avoidable causes and where people with disabilities participate equally in society. There are 36 million blind people in the world, but 75% of blindness could be prevented or cured. Shocked at how unfair this is? So are we.

Thanks to the support of people like you, we are restoring people's sight, one by one.



91% goes towards our vital charity work

9% goes on growing our awareness and funding

*including donated supplies

- Just €32 can provide a sight-restoring cataract operation
- According to the World Health Organization, eye health is one of the most cost-effective interventions that a donor can support.
- And for every euro we receive:

When you and your colleagues go **Bright for Sight**, you will give the gift of sight to children like Asha.

Without the support of companies like yours, people like Asha, Louisa and the Yadav family would have gone on to live a life of blindness. **You can help us change lives.**

Asha's story

Asha was born with cataract in both eyes and, like thousands of families in developing countries, paying for cataract treatment is way beyond their means. She used to hide her face to conceal her blindness and was told she couldn't go to school. Luckily she had a sight-restoring operation thanks to our supporters and is now following her dream and going to school with the other children in her village.



Louisa's story

On a recent visit to Mozambique, our team met Louisa. Louisa is 60 years old and for the past year has had cataracts in both eyes. She lives alone and, because of her deteriorating eyesight, found it increasingly difficult to farm and put food on the table. She started to go to sleep at 4pm when the sun went down, out of fear of hurting herself in the dark. But last year, Louisa heard about Sightsavers from a neighbour and was soon able to get her sight-restoring operation. Now she has not only her sight, but her confidence and independence back.



Yadav family

Imagine having blinding cataracts and trying to work and bring up seven children, most of whom have cataracts too. That's what Chandrakala and Sanjesh Yadav were up against. Both the parents had cataracts from childhood, and were devastated when six of their children were found to have them too. Last year, the family was referred for treatment at a Sightsavers-supported hospital. Sanjesh and the six children have now received their operations, while Chandrakala is still in touch with our doctors. The children are already back at school and doing well, their lives truly transformed.

