

# WEAR SOMETHING YELLOW TO WORK!



## Go Bright for Sight!

You and your colleagues  
can restore the sight  
of those who are  
needlessly blind.



Proudly supported by





# Make your **Bright for Sight** a sight-saving success!

- 1 Set your **fundraising target**, or number of surgeries you want to fund.
- 2 Work in a large company? Become a **Sightsavers Champion** and encourage people in all departments to get involved!
- 3 Technology is your friend! We're using it more than we ever have before, so make your Bright for Sight **digital!** Throw a **virtual party** or if you want to have a bit of friendly competition, have a **virtual quiz** or **bake off!**
- 4 If you're back in a very different office, have a socially distant **coffee morning** and get your colleagues working from home on video call!
- 5 Check if your company will **match employee donations** (or a percentage of them).
- 6 Take loads of pictures and tag us on Instagram, Facebook or Twitter and use **#BrightForSight**
- 7 **Show your colleagues what your donations can do!**

**€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.

- 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:\*



**91%** goes towards our vital charity work

**9%** goes on growing our awareness and funding

\*including donated supplies

# 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 Aaron 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.

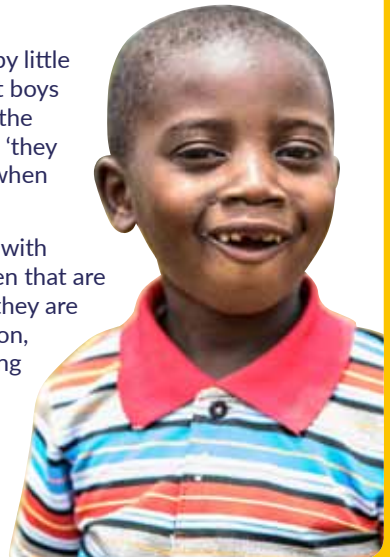


## Meet Aaron

When we met 5-year-old Aaron, he was a lively and happy little boy, tearing around their home with his siblings like most boys his age would. His grandmother told us she first noticed the problems with Aaron's eyes when he was three years old 'they noticed there was something white-ish in his eyes. And when he tried to walk, he was falling over'.

Through a Sightsavers programme Aaron was diagnosed with cataract in both eyes and referred for surgery. For children that are born with cataract, it is race against time to ensure that they are provided with surgery. Because if they are not operated on, by the time they reach 8 years old, the brain stops learning to see, and there is a high risk they will remain visually impaired forever.

The cataract operation that saved Aaron's sight means he will have a chance of getting an education and being able to provide for himself as he gets older.





## CHECKLIST for your Bright for Sight event

- Register your company and let us know you are taking part by emailing [bright@sightsavers.ie](mailto:bright@sightsavers.ie), and we will send you everything you need.
- For more posters and fundraising essentials, go to [www.sightsavers.ie/bright](http://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.**
- Tell everyone about the **fun fundraising events** taking place in the office or via video call or both!
- Send around an reminder email** a week before your event with some stories of the lives changed by sight-saving cataract surgeries to your colleagues along with the webpage and donation page
- 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 **visit [sightsavers.org/cataracts-simulator](http://sightsavers.org/cataracts-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. There's also our **Bright for Sight 2020 Just Giving Page** so people working from home can support your 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

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