

WEAR SOMETHING YELLOW TO WORK!



Go Bright for Sight!

Help us achieve a world
where no one is blind
from avoidable causes.
You and your colleagues
can give the gift of sight.

Mafoune, aged 11, struggled in school due to a visual impairment. Thanks to Sightsavers supporters she was able to receive the support she needed.



Make your Bright for Sight a sight-saving success!



1

Set up your **Bright for Sight** fundraising page by visiting www.justgiving.com/campaign/BrightforSight2021. It's so easy to collect donations with your colleagues working remotely.

2

Set a **fundraising target**, or a target number of sight-saving operations you and your colleagues can provide.

3

Work in a large company? Nominate a **Sightsavers Champion** from each department to encourage teams across the company to get involved!

4

Technology is your friend, so make your Bright for Sight **digital**! Host a virtual quiz, or a coffee morning with a difference where you can make bracelets for children screened through our eye health projects (all materials supplied).

5

Check if your company will **match employee's donations** (or a percentage of them) After all, with each extra donation, you can provide another sight restoring surgery.

6

If you are a retailer, you can use the provided **Bright for Sight barcode** to add a €2 donation to a customer's bill.

7

Take loads of pictures and tag us on Instagram, Facebook or Twitter and use **#BrightForSight**

8

Show your colleagues what your donations can do!

€2

can provide two children with eye screenings

€32

can provide funding for a cataract operation

€104

can fund a sight-saving child 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. At least 2.2 billion people (over a quarter of the world's population) have a vision impairment, of whom at least 1 billion could have been prevented or treated. 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**, together we can tackle avoidable blindness and give children like Quita, a better and brighter future. **You can help us change lives.**

Early eye screening is crucial in the countries where we work. It is vital to identify conditions such as cataracts or trachoma early on, as they can lead to permanent blindness. By providing eye screenings early in a child's life, we can identify conditions like these and provide them with the treatment they need – including something as simple as a pair of glasses!

Children's education is profoundly affected by their vision. Children with poor vision often struggle to read or see the blackboard. They can become discouraged, and even stop attending school as they can no longer keep up. The most sustainable and effective way of tackling childhood blindness is through early screening. That is why Sightsavers develops integrated eye health programmes into schools. This ensures that all children are screened for visual impairment, and where necessary, receive glasses, treatment or surgery.

Quita Togba, 10, takes an eye screening test in Greenville, Liberia



Host your bright for sight with a difference



Get together with your colleagues virtually to **braid a bracelet** for a child that will receive an eye screening in one of our projects. With each bracelet made, an employee can add a beautiful message of hope for the child that will receive the bracelet.

This is a lovely and relaxing activity to take part in and make your Bright for Sight that more special.



If this is something you would be interested in, drop us an email letting us know how many staff are taking part to bright@sightsavers.ie and we will send out all the materials needed. Each pack will include all you will need to make your bracelet including step-by-step instructions and link to a YouTube video.

CHECKLIST

for your Bright for Sight event

- 1 Register your company and let us know you are taking part by emailing **bright@sightsavers.ie** and we will send you everything you need.
- 2 For more posters and fundraising essentials, go to **www.sightsavers.ie/bright** for more downloadable resources.
- 3 Ensure you have set up your **Just Giving page** to raise funds and track how much you and your colleagues have raised.
<https://www.justgiving.com/campaign/BrightforSight2021>
- 4 Send an email to all your staff with the date and details of your event – **when you register we will send you a template email making it even easier.**
- 5 **Send around a reminder email** to your colleagues a week before the event including inspiring stories about how their support can change a life.
- 6 **If you are a retailer**, check that you have the barcode set up on your systems at the suggested donation of €2.
- 7 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**.
- 8 Lodge your funds to our bank account (details below) making sure to include the words **'Bright'** and your **company name**.
- 9 **Send a Thank You email** to all staff and customers for their incredible support and participation in Bright for Sight.



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