



OPTOMETRY GIVING SIGHT

world sight day challenge

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Optometry Giving Sight Kicks Off 2023 World Sight Day Challenge

GOLDEN, COLO., August 17, 2023—To support its mission to eradicate uncorrected refractive error through the growth and expansion of optometry around the world, [Optometry Giving Sight](#) (OGS) has issued its 2023 World Sight Day Challenge. The theme of this year's Challenge—the organization's largest annual fundraiser—is “Giving Together, Seeing Forever,” which celebrates the collective power of the optometry community to give the gift of sight to millions of people in need.

“The projects we support are almost entirely funded by eye care professionals, optometry practices, and companies within this industry,” said Lois Schoenbrun, Executive Director, Optometry Giving Sight. “Dollars donated help deliver access to eye care for mothers and fathers, sons and daughters, sisters and brothers, grandparents, aunts, uncles, and more. We can only help these families with the help of your families—whether that is the ‘family’ at home, in your optometry practice with staff and patients, or at your company.”

Optometry Giving Sight's World Sight Day Challenge runs from now through the end of October, with World Sight Day to be celebrated on October 12. Those interested in taking on the Challenge by leading fundraising efforts at their practice or company can visit givingsight.org/wsdc to register and receive a toolkit with ideas and resources. Others may choose to make one-time or recurring donations at givingsight.org/donate-wsdc.

“In some of the most underserved areas of the world, the most basic eye care keeps kids in school and people at work, enabling them to provide for their families and even bring communities out of poverty,” said Greg Pearl, OD, of Pearl Optometry in Norwalk, Calif., who participates in the Challenge. “This cause belongs to optometry. We are the only ones who will address this, and we can do it together. If every one of us donated even one day of eye exam fees for the World Sight Day Challenge, it would change everything.”

With funds raised, Optometry Giving Sight provides grants to programs focused on long-term solutions, including those that establish optometry schools, vision centers, and optical labs in underserved communities both at home and around the globe. Individuals receive education and training to become optometrists who then provide ongoing eye care for years to come.

Over the last two decades, OGS funding has provided basic eye care services to more than 8 million people, assisted with training more than 14,000 eye care personnel, established more than 130 vision centers, and served people in more than 40 countries. In the last two years alone, OGS has provided funding to more than 30 project partners around the world, totaling more than \$1.5 million in grants. For more information, visit givingsight.org.

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