



## Optometry Giving Sight Sets \$500,000 Fundraising Goal for the 2023 World Sight Day Challenge

**GOLDEN, COLO., October 5, 2023**—With only a few weeks remaining, [Optometry Giving Sight](#) (OGS) has announced a \$500,000 fundraising goal for its 2023 World Sight Day Challenge. Donations will fuel the organization’s efforts to help eradicate uncorrected refractive error through the growth and expansion of optometry around the world. As thousands of eye care professionals convene in New Orleans for Academy 2023 and observe World Sight Day, OGS calls upon the optometry community to help achieve this goal.

The theme of this year’s World Sight Day Challenge is “Giving Together, Seeing Forever,” which celebrates the collective power of the industry to give the gift of sight to millions of people in need. Although World Sight Day takes place on October 12, the Challenge—the organization’s largest annual fundraiser—officially continues through the end of October.

“There is still plenty of time to join the World Sight Day Challenge and contribute to meeting our goal,” said Lois Schoenbrun, Executive Director, Optometry Giving Sight. “Every dollar donated allows us to fund sustainable initiatives that provide life-changing eye care to people, families, and communities around the world. OGS is ‘optometry’s charity’—eye care professionals truly understand the impact of sight, because they witness it in their practices every day. Our work is only possible with your support.”

There are several ways to support OGS during the World Sight Day Challenge. One-time or recurring donations can be made at any time at [givingsight.org/donate-wsdc](https://givingsight.org/donate-wsdc). Those interested in leading fundraising at their practice or company can register at [givingsight.org/wsdc](https://givingsight.org/wsdc) to receive a toolkit with ideas and resources.

Attendees at Academy 2023 in New Orleans are encouraged to visit the OGS booth (#1623) to participate in the Beanbag Bucket Toss fundraising game. Players will try their hand at tossing beanbags into buckets at various distances to increase donations and a board member match. A minimum \$10 donation is required to play the game, and a thank-you gift will be given to each participant.

1.2 billion people worldwide suffer needlessly from preventable blindness and vision impairment. 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 around the globe.

Since 2003, 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](https://givingsight.org).

###

**Media Contact**

Carson Daniels

McDougall Communications for Optometry Giving Sight

[carson@mcdougallpr.com](mailto:carson@mcdougallpr.com) or +1 (315) 427-6394