



FOR IMMEDIATE RELEASE

Optometry Giving Sight Launches 2026 World Sight Day Challenge, Calling on Eye Care Community to Raise Funds for Global Vision Access

Annual two-month fundraising campaign returns September 1 with new leaderboard, expanded contests, and a rallying theme: "It's not just sight. It's an entire future."

Golden, CO / Calgary, AB — July 28, 2026 — Optometry Giving Sight (OGS) today announced the launch of the 2026 World Sight Day Challenge (WSDC), its annual fundraising campaign bringing together optometry practices, optometry schools, industry partners, and supporters across North America and beyond to raise funds for sustainable vision care programs worldwide. The Challenge runs September 1 through October 31, 2026.

Now in its 20th year, the World Sight Day Challenge is one of the optometry profession's most anticipated fundraising events — a sixty-one day window in which practices, schools, and individuals compete to raise funds that directly support OGS-funded programs delivering eye exams, glasses, and optometry training to communities that have never had access to vision care.

This year's campaign theme — *It's not just sight. It's an entire future.* — reflects the transformative impact of basic eye care on the lives of individuals and communities worldwide. For a child who cannot see the board at school, a farmer whose livelihood depends on close work, or a teacher who wants to stay in her classroom, access to an eye exam and a pair of glasses can change everything.

"The World Sight Day Challenge is one of the most powerful expressions of what the optometry community can accomplish when it comes together," said OGS Executive Director Donna Mikulecky. "Every year, people around the globe raise their hands and say: We believe vision care should be available to everyone, not just those who can afford it. This year, we're making it easier and more exciting than ever to be part of that."

What's New in 2026

The 2026 World Sight Day Challenge introduces several new features designed to drive participation and engagement:

- **A live practice leaderboard**, updated throughout the campaign, giving participants real-time visibility into standings and motivating practices to push for their personal best
- **Expanded contests**, including the Leaderboard Challenge, Selfie Madness, Social Media Bingo, Rising Star, and Rookie of the Year — with prizes for top performers in both practice and school categories

- **A refreshed digital toolkit**, providing practices and schools with everything they need to run their campaign, including social media assets, patient email templates, counter cards, and fundraising guides

How to Participate

Participation is open to optometry practices, optometry schools, industry partners, and individual supporters worldwide. Registration is free and takes minutes at givingsight.org/wsdc-registration. Participants can choose from a range of fundraising methods — from designating one day's exam fees to running community events — with full details and resources available via a new digital toolkit.

Funds must be submitted by November 30, 2026.

About the World Sight Day Challenge

The World Sight Day Challenge is an annual fundraising campaign run by OGS, timed to coincide with World Sight Day — observed globally on the second Thursday of October. The Challenge raises funds for OGS-funded programs that train local eye care providers, establish vision centers and optometry schools, and deliver eye exams and glasses to underserved communities worldwide.

About Optometry Giving Sight

Optometry Giving Sight (OGS) raises funds from the optometric community to support programs that end preventable blindness and vision impairment worldwide. By offering immediate eye care and building the sustainable infrastructure needed to expand permanent access, OGS empowers communities to thrive. Over the last 20 years, OGS funding has provided primary eye care services to more than 15 million people, assisted in training over 14,000 professionals, and established more than 200 vision centers in over 70 countries.

For more information, visit givingsight.org.

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