

July 15, 2008 Dear Chapter President, I am writing on behalf of the Global Board, National Committee and staff of Optometry Giving Sight to say how delighted we are to have entered into a Memorandum of Understanding with VOSH International. We are all great admirers of the excellent work that is undertaken by VOSH members and we are looking forward to raising funds to support the sustainable vision care projects that are being developed and implemented by VOSH International – and in time, for other sustainable projects that are being implemented or supported by VOSH chapters.

To that end, I am hoping that I can enlist your support in encouraging your members to participate in our major fundraising campaign for the year, called the World Sight Day Challenge (WSDC). We call this our “win-win-win” promotion as it helps people in need; generates positive publicity for optometry and participating practices; and is fun for staff and patients. Last year hundreds of optometric practices participated in the Challenge raising more than \$250,000 for projects in Sri Lanka, East Africa, East Timor and South Africa.

Here’s how it works. World Sight Day is on Thursday October 9th and we invite practices to “take the Challenge” by:

donating their eye exam fees on World Sight Day (or any other day in October); and/or becoming a regular monthly or annual donor on or before October 9th; and then planning a practice celebration during October.

Participation in the WSDC is a great way to highlight the needs of the 300 million people who are blind or vision impaired simply because they can’t access an eye examination and glasses – while reminding patients of the need to look after their own vision care.

You can also invite patients to support your efforts by planning their next appointment in October – and use our press release template to generate positive publicity in your local media.

Our free Challenge kit contains an instruction sheet; display posters for the practice; balloons; badges for the staff; a counter card; artwork for an insert into your recall notices; information sheets for patients; a donation box (on request); an order form for WSDC t-shirts for staff to wear; our press release template and of course, a remittance form.

I very much hope you and your members will support the World Sight Day Challenge and help us to raise funds for projects that give sight – and hope – to people in need.

For more information, or to register, **click here**
<http://editor.ne16.com/etapestry/rd.asp?desturl=http%3A%2F%2Fwww.givingsight.org%2Fhow_you_can_help%2Fwsd_challenge08.asp&name=Link2&tapMemberId=2531&tapMailingId=33457>
or call 1 888 OGS GIVE.

Thank you in advance for your support. We believe that the collaboration with VOSH International sets an example to non government organizations throughout the world and is a powerful testament to the power of partnership and co-operation.

Sincerely,

Victor J. Connors O.D.
Chairman, National Committee, USA
Immediate Past President, World Council of Optometry
Past President, American Optometric Association