



ABOUT US

The Vision Council Foundation strives to improve eye health awareness and access through public education campaigns and critical market research, as well as optical industry career path programming and scholarships.

OUR FOCUS

INDUSTRY GROWTH & DEVELOPMENT

Opening Your Eyes Scholarship Fund:

*Supporting a diverse pipeline
of industry talent*

Optical Industry Career Pathways:

*Offering opportunities into the
world of eyewear and eyecare*

Celebrating the Industry:

*Recognizing what makes the
industry unique*

CONSUMER EDUCATION

The Vision Council Foundation works to bridge gaps between product manufacturers, eyecare providers, and consumers. By executing a wide range of awareness campaigns, we aim to provide educational tools and resources and equip consumers with the knowledge they need to make informed decisions about their vision.

CAMPAIGN FOCUS AREAS

UV SAFETY AND NATIONAL SUNGLASSES DAY

28% of adults do not wear sunglasses



LOW VISION AND MYOPIA AWARENESS

More than 18 percent of U.S. adults have difficulty seeing even when wearing glasses or contacts

Three quarters of parents aware of myopia say they have not seen, read or heard something about the childhood myopia epidemic recently



CHILDREN'S EYE HEALTH

More than 20% of students have a vision problem that can be identified by a vision screening

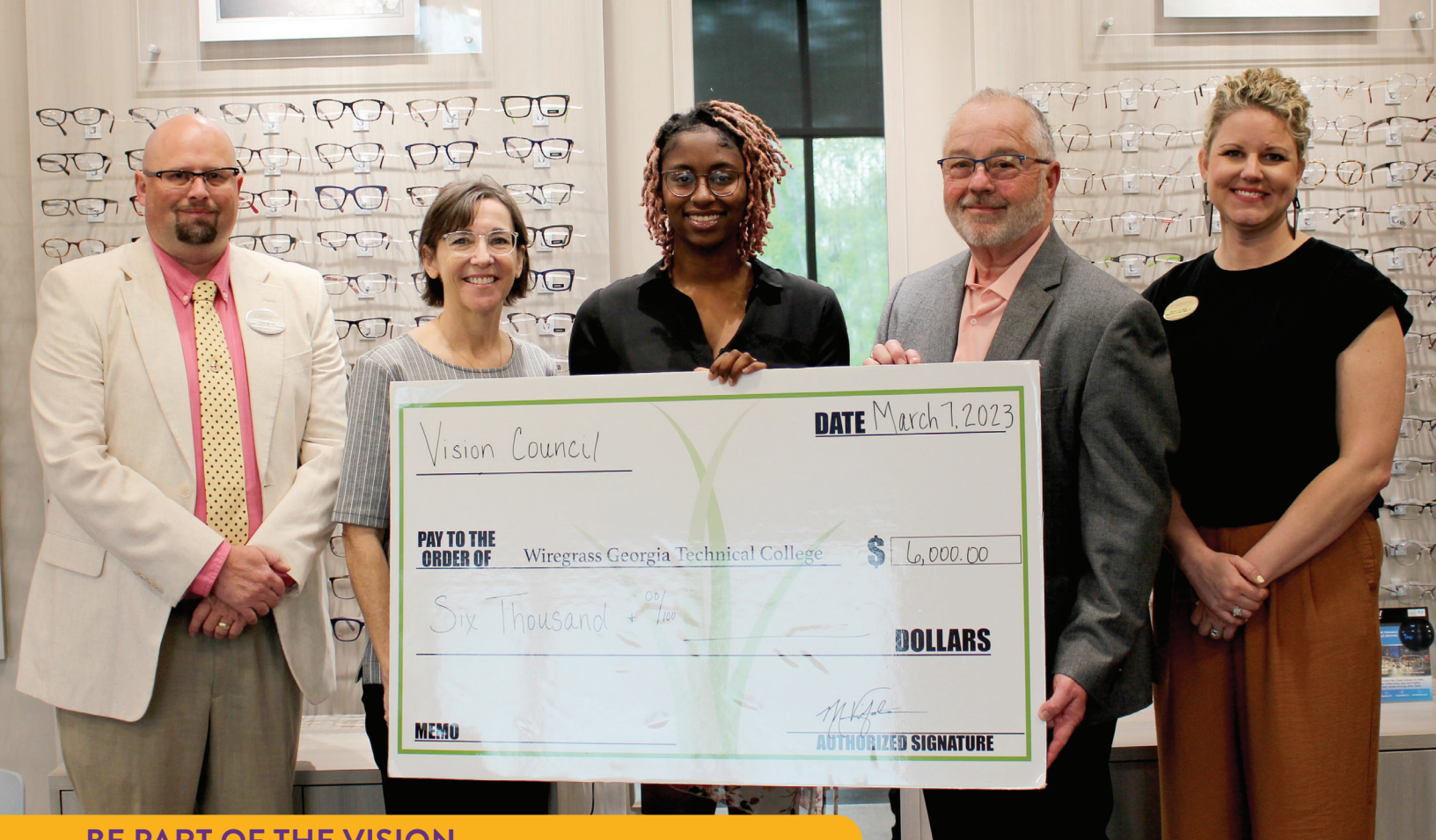


GENERAL VISION EDUCATION AND PRODUCT AWARENESS

83 percent of adults use a form of vision correction

2 in 3 adults wear prescription glasses





BE PART OF THE VISION

Foundation Sponsorship

Support our efforts to improve eye health awareness and access through public education campaigns and critical market research.

Packages can include:

- Exclusive sponsor of Focused inSights report(s)
- Custom research questions and analysis in sponsored reports
- Dedicated press release, social media posts and email to members of The Vision Council
- Custom marketing toolkit
- Introduction and acknowledgement in relevant webinar

Opening Your Eyes Scholarship Sponsorship

A key program of The Vision Council Foundation, the Opening Your Eyes Scholarship is designed to provide financial assistance and career opportunities to students from underrepresented communities pursuing a degree in ophthalmic dispensing.

In addition to fully funding tuition, certification and state exams for opticianry students, packages can include:

- Recognition at The Vision Council's annual Executive Summit & other events
- Dedicated web feature on thevisioncouncilfoundation.org
- Recognition in press release, social media posts and email to members of The Vision Council
- Custom marketing toolkit and video testimonial

For additional information or custom package opportunities, please contact Abigail Crosby via email at acrosby@thevisioncouncil.org. All donations are tax deductible.