

OPTOMETRYGIVINGSIGHT

Transforming lives through the gift of vision

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Challenge breaks records again!

Funds raised from the World Sight Day Challenge once again broke all previous records, coming in at an estimated \$180,000, up nearly 13 percent on last year. NSW practices took the lead, representing more than a third of the total number taking part this year.

Hansens Eyecare Plus Orange topped the NSW leader board in terms of contributions, with Heming, Scott & Donald Optometrists in Manly coming in second.

Many practices took advantage of the WSDC press materials and found that the local publicity was good for business.

“We had a good response from our patients following an article in the local newspaper with plenty of queries regarding the charity we were supporting. We had great fun - and continued to wear our t-shirts throughout the whole month in support of the charity,” said Barb Lawry from Eyecare Plus Mudgee.

Eyecare Plus matched the amount raised through donations from their members with an additional \$10,000 contribution.

The optical industry raised almost \$50,000, with the most notable contribution coming from General Optical, who successfully engaged their staff and suppliers in raffles and the purchase of discontinued frames. Maui Jim raised nearly \$1,500 by donating the cost of repairs to sunglasses and Allergan made a generous donation of \$1,500.

Aussie optometry students managed to achieve almost 50 percent more than their original goal of \$8,000 over the course of September and October.

UNSW optometry student Carmen Duong describes her experience of going ‘blind’ for the day, which helped the UNSW students to raise “I found it almost impossible to communicate to people. Not only was it hard to read messages and such, it was difficult to read their facial expressions, body language, etc. It was hard having to rely on my other senses to make it through the day. The largest impression from the experience was feeling a huge sense of insecurity.”

In the end, the three schools together raised almost \$12,000, a 38 percent increase on last year.

“On behalf of all those who will benefit from your donations, we thank you all for taking up the Challenge so enthusiastically this year,” said Ron Baroni, Australian Manager of Optometry Giving Sight.

“We guarantee that 85 percent of all donations go directly to funding programs that help people in need,” he said.

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Optometry Giving Sight is a collaboration of the World Optometry Foundation, the International Centre for Eyecare Education and the International Agency for the Prevention of Blindness.