



OUR FOCUS

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.

Industry Growth & Development

- Opening Your Eyes Scholarship Fund for opticianry students
- Optical Industry Career Pathways
- Celebrating the Industry

More than 25 students impacted as of 2024

Consumer Education

- Healthcare campaigns including low vision, Healthy Vision Month, myopia awareness, diabetes and eye health, annual eye exams
- Performance and safety campaigns including National Sunglasses Day, National Reading Glasses Day, UV Safety, Eyewear product knowledge and trends

Reaching over 1M impressions

BE PART OF THE VISION

Foundation Sponsorship

Support our inSights research and public education campaigns.

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.