

## 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

### 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.

#### 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



## INDUSTRY GROWTH & DEVELOPMENT

#### Opening Your Eyes Scholarship:

*Supporting a 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*



## BE PART OF THE VISION

### Foundation Sponsorship

The Vision Council Foundation is a 501(c)(3) charitable nonprofit organization focused on bringing the power of sight to all through eye health educational programs and optical industry career training support. Our focuses include National Sunglasses Day, low vision, overall vision health education for children and adults, healthcare and technology, and industry workforce development.

When you sponsor The Vision Council Foundation, you sponsor all of our foundation initiatives, including our Opening Your Eyes Scholarship. This fund is available to students pursuing an associate degree in ophthalmic dispensing, providing \$6,000 per student per year toward tuition and certification fees.

#### Sponsorship benefits can include:

- Support of opticianry students through our Opening Your Eyes Scholarship
- Collaboration on blog posts, highlighting compelling industry topics
- Opportunities to participate in physical events, including National Sunglasses Day
- Recognition of support on The Vision Council Foundation's website and through emails sent to members
- Dedicated social media posts featuring your organization
- Announcement of support on social media
- Custom social media toolkit

Ask us about custom partnerships focused on the topics that are most impactful for your organization!

For additional information or custom package opportunities, please contact Abigail Crosby via email at [acrosby@thevisioncouncil.org](mailto:acrosby@thevisioncouncil.org).