

Bright
for
Sight

JUNE
22

WEAR SOMETHING
YELLOW
TO WORK



Help us achieve a world
where no one is blind
from avoidable causes

You and your colleagues
can give the gift of sight

Just
€32
can provide a
sight restoring
operation!



Sightsavers

TOP Bright for Sight TIPS

MAKE YOUR BRIGHT FOR SIGHT A SIGHT SAVING SUCCESS!

1

Set a **fundraising target** for your colleagues to work towards.

2

Champion

If you work in a company with a large workforce, nominate a Sightsavers' champion to promote the event internally for each department.

3

Incorporate a **bake sale, coffee morning, bring and buy sale, pizza day, ps4 competition, raffle** so everyone can gather and show off their splendid yellow.

4

Corporate Matching

Check if your company will match employee's donations (or a percentage of them).

5

Strategic Positioning

Make sure to position your collection boxes at meeting areas such as **canteen area, reception area** and any other group area you can think of.

6

Get Sharing

Take photographs to help promote the event on Facebook, Twitter, LinkedIn or your company's intranet, or website.

7

Involve your customers in your event by asking them to **make a donation to help restore sight**

9

Share how important your colleagues donations are:

€2

can provide a pair of glasses

€4

can purchase a lens for a cataract operation

€32

can provide funding for a cataract operation

€530

can purchase a cataract surgical instrument kit

€1,265

can help train an ophthalmic surgeon

By running a Bright for Sight event in your company, you and your colleagues will be giving the gift of sight to children like Asha.

Below you will read about Asha, Ibrahim and the Yadev family, whom without the support of companies like yours, would go on to live a life of blindness. Thank you.

Ibrahim's Story

On a recent visit to Sierra Leone our team met Ibrahim. Ibrahim is a little over a year old now, and was born with cataract in both eyes. On the day Ibrahim was due for surgery, he experienced a very high temperature, which prevented him from having his surgery. At this very moment this little boy, Ibrahim, is living in a world of blindness, not knowing what his adoring mother's face looks like. Our team are following his progress, ensuring that Ibrahim will eventually have his sight restoring operation. **Please help us make this happen.**



Yadev Family

Imagine having blinding cataracts and trying to work and bring up seven children, most of whom have cataracts too. That's what Chandrakala and Sanjesh Yadav were up against. Both the parents had cataracts from childhood, and were devastated when six of their children were found to have them too. Last year, the family was referred for treatment at a Sightsavers supported hospital. Sanjesh and the six children have now

received their operations, while Chandrakala is still in touch with our doctors. The children are already back at school and doing well, their lives truly transformed.



Asha's Story

Asha was born with cataract in both eyes and like thousands of families in developing countries, paying for cataract treatment is way beyond their means. She used to hide her face to conceal her blindness and was told she couldn't go to school. Luckily she had a sight restoring operation thanks to our supporters and is now following her dream and going to school with the other children in her village.





Checklist for your Bright for Sight event

- Register your company and let us know you are taking part by emailing bright@sightsavers.ie
- For more posters and bucket labels, go to www.sightsavers.ie/bright for more downloadable resources
- Send an email to all of your staff with the date and details of your event – **when you register we will send you a template email making it even easier**
- Put up your posters**, share the event on email, social media and company intranet.
- Send a reminder email** on the week before the event, including inspiring stories about how their support and a small donation can change a life.
- On the day of your event make sure to **take lots of photos** and share them on your social media channels.
- Involve your customers in your event by asking them to **make a donation to help fund more sight restoring operations**
- Lodge your funds in our bank account (details below) making sure to include the words **'Bright'** and your **company name**.

AIB Dame Street
Sort No: 932086
Account No: 95012283
IBAN: IE83AIBK93208695012283
BIC: AIBKIE2D

bright@sightsavers.ie

www.sightsavers.ie

[f](#) SightsaversIreland [t](#) @SightsaversIE [v](#) SightsaversTV

Charity Number CHY15437





WEAR SOMETHING YELLOW TO WORK

and raise funds for people
with avoidable blindness
in developing countries.

With every **€32** raised from your
Bright for Sight event, you can provide
a **life changing cataract operation**
restoring someone's sight.



bright@sightsavers.ie

www.sightsavers.ie

[f](#) SightsaversIreland [t](#) @SightsaversIE [v](#) SightsaversTV

Charity Number CHY15437



A large blue circle with a white border containing the text "Bright for Sight" in white. "Bright" is on the top line with a white star above the 'i'. "for" is in a smaller font on the second line. "Sight" is on the third line with a white star above the 'i'.

**Bright
for
Sight**



**THANK
YOU
FOR YOUR
SUPPORT**



www.sightsavers.ie

Charity Number: CHY 15437



Sightsavers