In Memory of

Professor Brien A. Holden OAM
6 January 1942 - 27 July 2015

Chairman Optometry Giving Sight
2003 - 2013

Please visit givingsight.org to read a tribute by current Chairman, Dr. Juan Carlos Aragón

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Our Mission

Sight is our most treasured sense. We see the world’s myriad colors and shapes through the windows of our eyes. We learn from them. We communicate with them. We see our loved ones with them. They mirror our grief, our laughter, our joy. They are the window into the world of family, knowledge and work.

Sight can make the difference between a life of poverty and a life of opportunity.

600 million people are blind or visually impaired simply because they cannot obtain the glasses they need. Optometry Giving Sight funds the solution: an eye exam and a pair of glasses. Through sustainable primary eye care programs, we help give sight and hope to millions in need.

Madagascar

Sahondranirina recently graduated as an optometry technician at Mali’s School of Optometry, based at the Institute of Tropical Ophthalmology (IOTA) in West Africa. She is excited about applying her new trade in her home country. “I’ve arrived back in Madagascar ready to start working. For the moment, there are just 2 optometric technicians for 20 million people,” she explained. “I would like to help to reduce avoidable blindness in my country, by treating uncorrected refractive errors and other eye health related problems.”
Your donations to Optometry Giving Sight help us to fund the solution to uncorrected refractive error by supporting programs that:

- **Train** – local eye care professionals and;
- **Establish** – vision centres for sustainability to;
- **Deliver** – eye care and low cost glasses.

Sumba (Indonesia)

Peter Lewis (Lewis & McConnell Optometrists) described his May 2014 trip to Sumba as yet “another successful screening/teaching trip”, examining more than 400 patients and providing 276 spectacles to a grateful population.

Jack Lele, a 50 year old patient from Hobowawe District, has never had glasses. “I remember not being able to see at school,” said Jack. Diagnosed -5.00 myopic, Peter prescribed Jack’s first spectacles. “I can see clearly and I am very happy now,” continued Jack.

For the past five years, Optometry Giving Sight has contributed funding towards the annual trips, which deliver eye care services to the people of Sumba and drive sustainability by implementing a teaching program for prospective Eye Care Nurses.
Chairman’s Message

Dr. Juan Carlos Aragón

For the past 10 years, Optometry Giving Sight and its project partners have made a significant impact on the lives of hundreds of thousands of families and communities.

More than US$10 million in funding from donors and sponsors has been disbursed to 72 projects in 37 countries throughout Africa, Asia, Australasia, the Americas and Eastern Europe. This has helped to provide basic eye care services to 4 million people; train more than 10,000 eye care personnel and support the establishment of 133 vision centres and optical laboratories.

The Board of Optometry Giving Sight, which is comprised of representatives from our founding members the Brien Holden Vision Institute, World Council of Optometry and International Agency for the Prevention of Blindness, has always maintained that the building of local capacity (“teaching people how to fish”) is the key to eliminating the backlog of preventable vision impairment and blindness, currently estimated to be more than 600 million people.

For this reason, more than 30% of our total disbursements currently support the development of optometry programs and Schools of Optometry in countries where there are few, if any, locally trained optometrists. This represents a significant long term investment in these countries, to not only produce graduates, but also to ensure they are supported and integrated into a functioning public health system.

There are currently 350 students in degree and diploma programs in 9 countries that have received funding from Optometry Giving Sight; 109 students have now graduated with a degree or diploma; and 21 graduates are being developed as future faculty to ensure the long term sustainability of the programs.

In 2015, we will continue to support the development of these schools, in partnership with the Brien Holden Vision Institute and others, with a particular focus on Haiti, Mexico, Vietnam and Nicaragua.

Another ongoing priority area is the funding support provided for advocacy and community education. Although seemingly less tangible, these activities are vital for raising awareness of the economic and social impact that uncorrected refractive error has on local communities, and for mobilizing appropriate financial and policy responses from governments, professional associations, NGOs, volunteer groups, multi-lateral agencies such as the World Health Organization, and others.

Over recent years, there has been a significant increase in the numbers of organizations who now recognize uncorrected refractive error as a major public eye health issue, and who are committed to funding and implementing sustainable programs that build local capacity and provide access to affordable, ongoing eye and vision care.

The recognition of Optometry’s key role as primary eye care provider is central to many
of these programs. A recent example is in Mexico, where in early 2015, a Presidential Decree was signed modifying Article 79 of the Health Act to include Optometry among the health professions requiring a University degree to be practiced. Optometry Giving Sight and the World Council of Optometry worked with Mexican Optometric Association, AMFECCO and key industry leaders in Mexico to help facilitate this important outcome.

In 2015 we look forward to supporting efforts to have Optometry recognized in India, through the important work being undertaken by the Indian Optometry Federation and the Optometry Council of India.

As we celebrate our 10 year anniversary, all of us at Optometry Giving Sight re-dedicate ourselves to having an even greater impact in the years ahead. We do this confidently with the strength and commitment of our project partnerships, our sponsors, donors and supporters.

Thank you to all who have participated with us along this journey, with particular gratitude to the ongoing support of our global founding patron the Brien Holden Vision Institute and CooperVision our global gold sponsor.

I would also like to personally acknowledge the support that we receive from our Chairman’s Club and to welcome new 2014 members, Dr. Sid and Mrs. Florence Stern, Dr. Glenn and Mrs Clairice Ellisor, Dr. Al Ulsifer and Dr. Paul Karpecki.

Please do not hesitate to contact me, or our CEO, Clive Miller, if you would like to discuss ways that you, your company, friends or colleagues can help us to achieve our vision of a world where there is no more avoidable blindness or impaired vision.

El Salvador

Optometry Giving Sight is pleased to support the ‘Windows of Light’ (Ventanitas de Luz) program in El Salvador, implemented by local NGO FUDEM. The program screens tens of thousands of children from extremely poor communities each year and provides eye care and eye wear to those in need. Teachers, parents, health promoters and community leaders are also trained in basic visual health and awareness.
Global CEO message

Clive Miller

2014 was a good year for Optometry Giving Sight with total donation income of $US2.9 million - a 2% increase on 2013.

Our total programs expenditure for the year was $2.184 million and this included disbursements for domestic and international projects as well as community education and advocacy programs and activities.

We welcomed new sponsorships from ZeaVision, Panda Eyewear, Healthy Vision Association and Jobson Optical in the USA; and Bausch & Lomb, Johnson & Johnson Vision Care and Zeiss in Mexico.

Essilor UK, Ocuco Ireland and Optiqueline in Australia all increased their sponsorship support.

Project Funding was received from Alcon Foundation, VSP Eyes of Hope, Intuit Foundation, Allergan Foundation, Essilor Canada, Alberta Government Community Partnerships Program, and Transitions Optical.

There were many operational highlights throughout the year and we remain indebted to our donors and sponsors for their ongoing support.

Our major fundraising event for the year, the World Sight Day Challenge (WSDC) generated $US870k - a 2.4% increase over 2013. Highlights included:

The Vision Source “Head Office” Challenge in Kingwood, Texas which raised more than $60,000 through some creative and friendly competition between the Management teams and their staff.

FYidoctors in Canada once again achieved 100% practice participation. They were joined by 70 Eye Recommend, 54 OSI, 16 Vision Source and other independent practices. Optical Image from Swift Current SK was the most successful single fundraising practice, raising $13,000.

More than 170 Eyecare Plus and 500 ProVision members participated in Australia.

A new contributor to the Challenge in 2014 was Devlyn Optical, who raised funds in 435 stores in what they described as their most successful fundraising campaign to date.

CooperVision’s global Company Challenge grew by 30% this year; VSP held their inaugural WSDC Golf Day; and the number of companies participating in the Company Challenge in the USA doubled in 2014. We also received a fantastic amount of coverage in the trade press in support of the campaign and for the efforts of the World Sight Day Challenge Coalition.

The Student Challenge was supported by all schools in Canada, USA and Australia with others in the UK and Europe. The University of Montreal was the top fundraising school globally.

We continued to develop our Seeing Eye to Eye “buy one give one” program in 2014 and were delighted with the growth and support provided by Eyecare Plus in Australia. In 2015 this program will be re-branded as “I Care & Share™”.

Finally, the CooperVision Patient Rebate Program continued to be an important source of support with more than $200,000 raised since inception.

We very much look forward to your continued support in 2015.
Australia

In 2014, the Eye Didn’t Know That! program offered free vision screening in selected schools for 5-8 year old children in government designated lower social economic schools in Western Sydney, Australia. Children found to need a full eye examination were referred to their local optometrist and given an Eye Didn’t Know That! Vision Voucher which entitled them to free prescription Transitions® branded lenses and children’s frames should they need correction. In total 1,667 children in 9 schools were screened with 545 referred students (32.7%) given a list of practices that agreed to participate in the program. In addition to providing eye care, the program reached out to communities including teachers, parents and other children and shares the important message of eye health and regular eye exams. The program was a joint initiative between Optometry Giving Sight and Transitions Optical Australia and New Zealand.

Special Olympics Opening Eye Program

Special Olympics athletes embody the very best of the human spirit. Determination, courage, focus, unity - all of these characteristics and more are but some of the reasons why Special Olympics athletes have inspired generations to achieve their best both on and off the field of play. Yet, for so many Special Olympics athletes throughout the world, access to quality eye health and vision care services are simply out of reach. Through an innovative partnership with Optometry Giving Sight, Special Olympics is able to increase its service delivery, and professional capacity building, to ensure that individuals with intellectual disabilities are afforded the same access to quality vision care as the general population.

Janet Froetscher, Chief Executive Officer of Special Olympics, said, “Special Olympics is most grateful for the support of Optometry Giving Sight for their generous and continued support to our athletes. Together in partnership, Special Olympics and Optometry Giving Sight are committed to helping all athletes achieve their best not only in the arena of sport but in the larger arena of life.”

Photo courtesy Special Olympics
With your help, Optometry Giving Sight allocated $2.184 million to 35 projects in 27 countries in 2014 - transforming the lives of tens of thousands of individuals. We also provided vital support to community education and advocacy activities to raise awareness of the importance of eye health and the role of the Optometrist as primary eye care provider.

Highlights*:

- **152,441** people screened
- **19,961** glasses dispensed
- **8,151** referrals made
- **9** Optometry programs / schools supported
- **2,324** people trained
- **13** Optical Labs and Vision Centres supported
- **12** local people developed as future faculty

*These numbers don’t include the patients seen by the recent graduates or those seen at the Academic Vision Center in Malawi.

Thank you to our donors, sponsors, National Committee and Board members, media partners and everyone who has helped us to raise funds for these vital, high impact projects. We acknowledge and thank our project partners:


**Sri Lanka**

Niroshan, who took part in a one-year vision technician course in India with the LV Prasad Eye Institute in 2008, now has more than five years of work experience in the Warakapola Vision Centre in Sri Lanka. He has provided eye examinations to over 12,000 patients.

“It is very common for young children to have eye conditions which are avoidable with earlier treatment, and unfortunately they lead to a stifled or incomplete education and divergent career paths,” explained Niroshan. “A sad fact is that many parents do not even know their children are having problems with their vision. This is why this program is so important for our country and the future of eye care here.”
17 participants from Bolivia, Colombia and Argentina took part in the 2014 workshop at the Instituto de Salud, Seguridad Ocupacional y Medio Ambiente (ISSEM), a lead training institute in Bolivia. The curriculum focused on providing professional educators with new teaching methods for the development of optometry in the region, and providing further development for eye health practitioners and educators.

Aleida (pictured), a microbiology lecturer at ISSEM and an epidemiology medical doctor for government health services in Santa Cruz de la Sierra, found the workshop was challenging and motivating as it identified new teaching techniques she can use. “I am looking forward to applying these methods in my lectures,” she said.

Optometry Giving Sight is part of a coalition of organizations including the Brien Holden Vision Institute and VOSH International who are seeking to contribute to the reconstruction of Haiti through the establishment of a School of Optometry at the Université d’État d’Haïti (Haiti University).

Haiti is the poorest country in the Americas. There are only 3 optometrists and 6 ophthalmologists in the public sector servicing a country of 10 million. This makes access to eye health services difficult for over 70% of Haiti’s population and significantly reduces their ability to break the cycle of poverty through better education and employment.
Congratulations to all the optometry companies, practices, clients and students who took part in the World Sight Day Challenge 2014, helping us to raise US$870,133. All were winners with Bronze, Silver, Gold and Platinum medals awarded for varying fundraising results.

Once again the creativity of all in finding exciting and engaging ways of fundraising was unbounded!

Doctor’s eye exam fees were donated, eyeball cupcakes sold, coffee mugs and wristbands a plenty, draws and prizes handed out, bake sales flourished and lolly guessing competitions took place from coast to coast.

‘Green Chartreuse’ cocktails were sipped, treasure hunts for children organised and optometrists volunteered their time to examine the eyes of children in underserved communities.

There were fancy dress events, Pirate Patch days, carnivals, tournaments and sumo wrestling.

Barbeques were enjoyed and gourmet cuisine created.

Men and women alike vied for the title of the Facial fun-hair-raising Challenge Champion and cyclists, champions in their own right, clocked up hundreds of kilometres.

We had a FlashMob take over the streets, people ‘Dining in the Dark’ where participants were blindfolded during a meal to simulate what it would be like to be blind. Bernard Callebaut chocolate bars were on offer along with morning teas and warm scones.

The year saw many dozens give up their wonderful locks and manes of hair for fundraising honor and fame!

Thank you to all who made the 2014 World Sight Day Challenge a resounding success!
Global Board 2014

Philippines

Dr. Suraj Upadhyaya represented Optometry Giving Sight and its donors and sponsors as part of a Third World Eye Care Society (TWECS) volunteer emergency response team that went to the Philippines in late January 2014 to provide eye care to people affected by Typhoon Yolanda.

The team examined 8,106 people and dispensed 8,083 single vision glasses.

Photo courtesy Dr. Maxwell Cheng/TWECS
Huynh is making optometry history in Vietnam as one of eighteen students enrolled in the very first optometry course in Vietnam, launched on 29 October 2014 at the Pham Ngoc Thach University of Medicine (PNTU), Ho Chi Minh City. This course is funded by Optometry Giving Sight and the Australian Government East Asia Vision Program and implemented by the Brien Holden Vision Institute. “A career as an optometrist will provide me with a challenging and rewarding career as I will meet, treat and work with a variety of different people,” says Huynh. “Optometrists can help in prevention of eye diseases in the population rather than just providing treatment, to save money in the long run. Good vision will help people to maintain their personal independence and contribute more to the society,” he concludes.
National Committee in UK
Chair: Nick Rumney, BBR Optometry

- Andy Hepworth - Essilor
- Alice Austin - Ocuco
- David Cartwright - Consultant
- Brian Tompkins - Tompkins, Knight & Son
- Tim Bowden - Bowden & Lowe
- Nick Atkins - PTR Consultants
- Fares Hatoum - Optometrist
- Gemma Hill - Optometrist
- Shelly Bansal - First Contact Opticians

National Committee in Italy
Chair: Daniela Manenti, Assottica

- Timothy Albert - Sanalens
- Rossella Fonte - Federottica
- Nicoletta Losi - Johnson & Johnson Vision Care
- Paola Rizzetto - Coopervision
- Gianluca Melzi - Essilor
- Daniela Manenti - Assottica
- Marica Lava - Alcon
- Stefan Kaestner - Visus Brescia
- Marco Carminati - Oxo
- Professor Giancarlo Montani
- Giuseppe Sicoli - ADOO
- Maria Chiara Visentin - Bludata

National Committee in Ireland
Chair: James Loughman, Optometrist, Dublin Institute of Technology (DIT)

- Deirdre O’Sullivan - Carl Zeiss Vision
- Marie Maxwell - National Optometry Centre
- Leo Mc Canna - Ocuco
- Leonie Larkin - Optometrist, DIT
- Josephine Austin - Ocuco Group
- Amy Hamill - Optometry Student, DIT

Haiti
72-year-old Berenice had her eyes examined at the Vision Plus Eye Clinic in Cap Haitian and was given her very first pair of glasses. “My view is much clearer now! I love my glasses,” she said. Optometry Giving Sight was pleased to fund the equipment for the Bobby and Jayne Christensen Refraction and Training Room at the Clinic.

Photo courtesy Vision for the Poor, International Eye Foundation
Sri Lanka

Just 10-years-old, Prathana has been struggling with her vision for a number of years. Diagnosed with myopia, she was unable to access the glasses she needed until she visited a Vision Center funded by Optometry Giving Sight. After receiving an eye examination and being prescribed a pair of glasses, she is now able to fully participate in school activities, play outside with her friends, complete her chores at home and finish her homework to the best of her ability.
# Financials

<table>
<thead>
<tr>
<th>OPTOMETRY GIVING SIGHT 2014 Actual - US$</th>
<th>US$ 2014 Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Income</strong></td>
<td></td>
</tr>
<tr>
<td>Donations and Grants</td>
<td>$ 2,028,650</td>
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<tr>
<td>Corporate and Community Support</td>
<td>$ 881,293</td>
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<tr>
<td>Other Income</td>
<td>$ 21,249</td>
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<tr>
<td><strong>Total Income</strong></td>
<td>$ 2,931,192</td>
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<tr>
<td><strong>Operational Expenses</strong></td>
<td></td>
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<tr>
<td>Fundraising Campaign costs</td>
<td>$ 476,396</td>
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<tr>
<td>Accountability and administration</td>
<td>$ 253,062</td>
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<tr>
<td><strong>Total Operational Expenses</strong></td>
<td>$ 729,458</td>
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<tr>
<td><strong>Net Operating Profit</strong></td>
<td>$ 2,201,734</td>
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<tr>
<td><strong>Project Expenditure</strong></td>
<td></td>
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<tr>
<td>International and Domestic Programs</td>
<td>$ 1,308,758</td>
</tr>
<tr>
<td>Community Education and Advocacy Program</td>
<td>$ 875,288</td>
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<tr>
<td><strong>Total Project Expenditure</strong></td>
<td>$ 2,184,046</td>
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</tbody>
</table>

Optometry Giving Sight seeks to ensure that 75% of total income is directed towards projects and that Operational Expenses do not exceed 25%.
Contacts

Global Head Office
Level 4 RMB Building, Gate 14 Barker St, UNSW, Sydney, NSW 2052 Australia
Tel: +61(0)2 9385 4867
Fax: +61 (0)2 9385 7401

United States
1019 8th Street, Suite 304, Golden, CO, 80401, USA
Tel: 1-888-OGS-GIVE
Tel: +1 303-526-0430
Fax: +1 303-279-8042

United Kingdom
c/o Vision Aid Overseas, 12 The Bell Centre, Newton Road, Crawley, RH10 9FZ
Tel: +44 1293 535 016
Fax: +44 1293 535 026

Singapore
1 Orchard Boulevard, Camden Medical Centre #13-07,
Singapore 248649
Tel: +65-68363171
Fax: +65-67331124

Norway
Norges Optikerforbund,
Øvre Slottsgate 18/20
Tel: +47 23355450
Fax: +4723355440

Mexico
Patricio Sanz 1117
Colonia del Valle
Mexico DF, CP 03100
Tel: +52 782 12345 37

Italy
Optometry Giving Sight Italia Onlus
Via Cenisio 32
Milano, Italy
Tel: +39 02 782 12345 37
Fax: +39 02 782 12345 37

Ireland
c/o Optometry Department, D.I.T., Kevin St, Dublin 8
Tel: +353 1 4022841
Fax: +353 1 4024915

Canada
4 Parkdale Cresent NW, Calgary, Alberta T2N 3T8, Canada
Tel: 1-800-585-8265 ext 4
Tel: +1 403-670-2619
Fax: +1-888-425-7296

Australia
PO Box 6378, UNSW, Sydney NSW 1466, Australia
Tel: 1300 88 10 73
Tel: +61 (0)2 9385 5198
Fax: +61 (0)2 9385 5177
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Photo courtesy Brien Holden Vision Institute