



LEONARDO

# CHAMPIONS FOR SIGHT

## Overview

Charitable Glasses for Your Community

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CHAMPIONS  
  
FOR SIGHT

## Program Overview



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# What Is Champions for Sight®

Champions for Sight® is a platform for eye care professionals to become champions for better vision in their communities. Offering a 360-degree approach, the program contains three components that all work together to fuel the cycle of charitable impact:

- **Raising Awareness:** Practices will receive turn-key marketing materials that will help them educate patients on the importance of vision care.
- **Programming:** Practices will be able to equip under-resourced patients with glasses at no cost.
- **Fundraising:** Practices can accept donations at their registers to fund this charitable work.

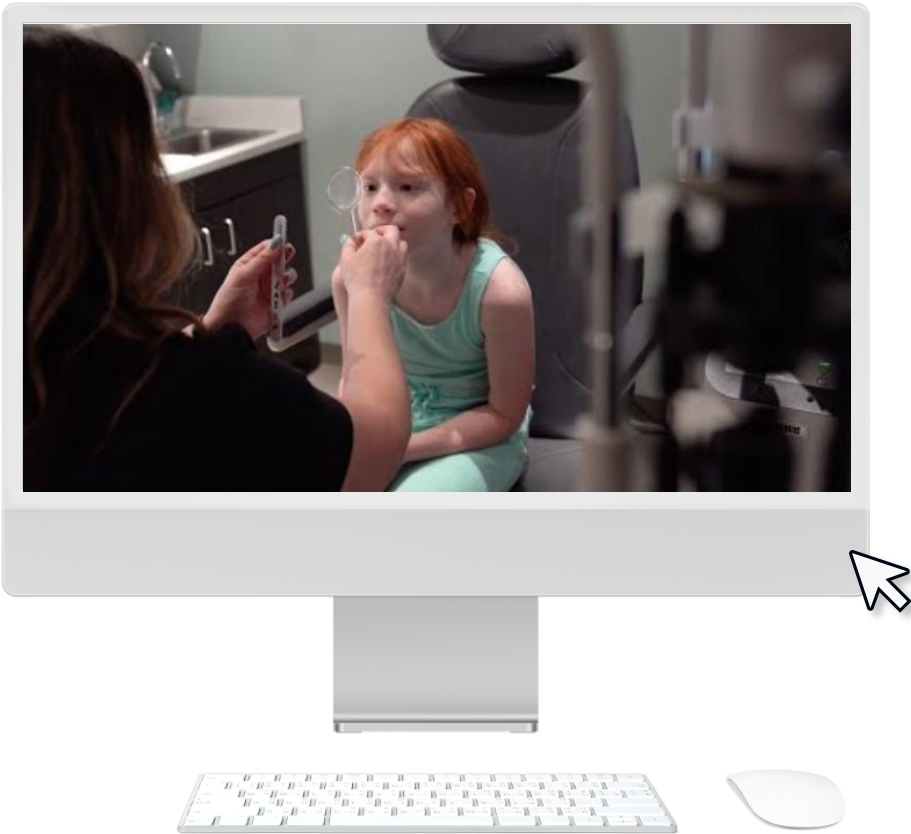
Partaking in this program will offer benefits for practices, including enhanced brand reputation as well as increased patient loyalty and staff engagement.



Uncorrected poor vision affects 1 in 3 people around the world.



# Community Impact



## Champions for Sight®

OneSight EssilorLuxottica Foundation's platform offering free glasses, activating donations at checkout, and resources to spread awareness about the importance of eye health and vision care.



# Program Benefits

## Free Glasses

Single vision or bifocal glasses for qualified patients

## Charitable Frame Collection

Sign up and request a frame collection kit featuring 30 styles for both children and adults

## Complementary Marketing Kit

To help you share the cause of vision with your patients

## Best Practices

Guides on how to start or expand your charitable activities

## Promotion

Library of marketing resources that help you promote your practice as charitable and further the cause of vision



# Program Essentials

Here are some things to know about signing up:

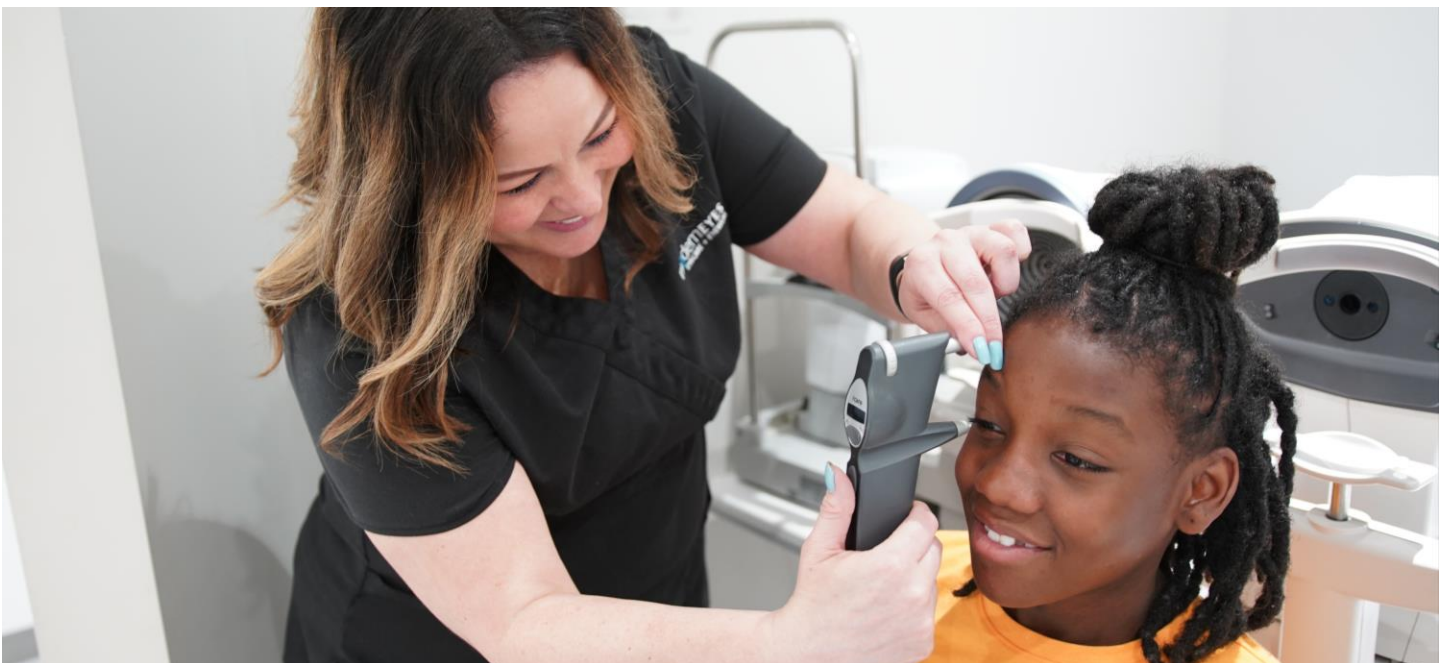
Fundraising + Free Glasses = Champions for Sight® | Activating donations at checkout helps provide your practice (and many others) with unlimited glasses for people in need.

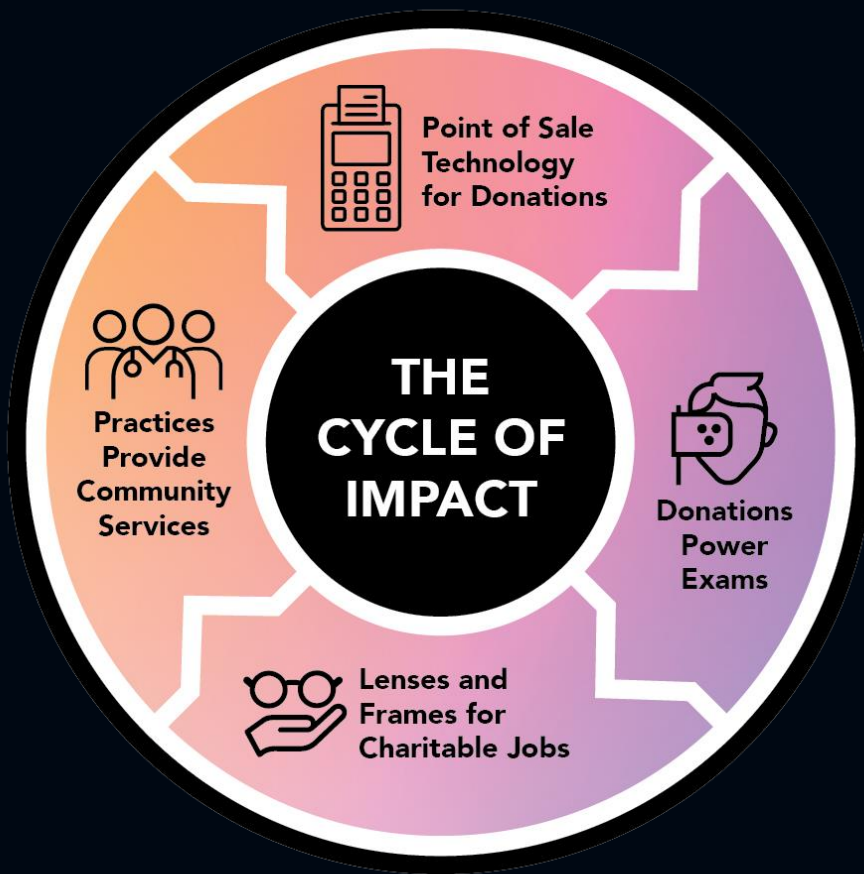
Tracking | An NPI or license number is required for the doctor to register for an account to help track your impact.

Charitable Eye Care | It is highly recommended that the doctor provide exams at no cost.

Patient Qualifications | To qualify, patients need to be at, or below, the poverty level with no insurance for this pair of glasses.

Goal Setting | It's important to set fundraising goals for your practice to maximize your charitable efforts.





## What Is the Cycle of Impact

The Cycle of Impact illustrates how the components of Champions For Sight® work together to create a sustainable model of community vision care. It starts with point-of-sale technology that enables customers to donate toward vision services. These donations help fund comprehensive eye exams and vision care for individuals in need. With access to lenses and frames, eye care providers can complete charitable jobs and deliver free glasses to members of their local communities. In doing so, these practices expand their ability to provide meaningful community services and outreach. As awareness of the importance of vision care grows, more patients and customers are inspired to give—fueling continued donations and completing the cycle of impact.





# Why Use Champions for Sight®



Becoming a Champion for Sight means more than just supporting a great cause; it's an investment in your practice.

Participating can make a tangible difference in the lives of others while strengthening your connection to the community.

## Practice and Community Benefits:

- **Enhanced Brand Reputation:** Demonstrates a commitment to community well-being and social responsibility.
- **Increased Patient Loyalty:** Builds trust and strengthens doctor-patient relationships.
- **Engages Staff:** Boosts employee satisfaction and engagement through shared purpose.
- **Community Outreach:** Expands your practice's reach and visibility within the community.

Businesses focusing on giving back saw a 22% increase in average order value compared to those without.\*

\*Source: ShoppingGives, 2023, The State of Social Impact Report

*"A friend (also an OD) and I have been using your program to provide glasses to the homeless in Philadelphia. We have felt drawn to help this population on a pro bono basis for a long time and now we can provide them with no cost quality vision correction! Many times, those who are materially poor do not have many choices, so it is wonderful to have such a terrific selection of stylish and quality frames to offer them. They were so pleased and excited!"*

*Christine Chmielewski, O.D.*





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## How To Use the Program



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# How To Register

Select the Sign Up Now button to create an account:

- Make sure to select your professional affiliations when signing up.
- Consider how you'd like to accept donations at checkout—ideally, a simple, seamless, and integrated option. Whether it's an automatic prompt, round-up, or set amount, choosing an integrated approach ensures a smooth experience for everyone.
- Charitable orders are routed through the OneSight EssilorLuxottica Foundation lab(s) and may not be completed by an existing lab relationship.

## Registration Form

Required fields are denoted with an asterisk

Complete the information below to register for a charitable account. Upon submitting the form, you will be sent an email confirmation with a link to activate your account. If you have any questions or concerns, please email us at [support@onesight.org](mailto:support@onesight.org).

**NOTE: Please ensure you have legal authority to sign agreements on behalf of your company before completing this registration form.**

Nonprofit organizations, please [click here](#) to register at [CLTL.org](#)

### Username and Password

Email Address\*

Confirm Email Address\*

This email address will be used to log in to your account as well as receive general program and order communications.



# How To Register

Registration only takes a few minutes.

We will ask for basic information about who you are, how we can get in touch with you, and where we can send your orders.

## Eye Doctor Information

Please list the information for at least one eye doctor. You can add more later under My Account page.

NPI Number \* ⓘ

Relationship\* ⓘ

☐ Use License Number

Doctor's First Name \*

Doctor's Last Name \*

Suffix \*

Doctor's Email Address\*

Tip: You must have a valid NPI number or license number to complete this form. Practices can add additional doctors under My Account.

## Terms & Conditions and BAA

Please review and accept the below in connection with your registration and participation in the OneSight EssilorLuxottica Foundation's Champions for Sight® program: (i) Terms and Conditions to the Changing Life through Lenses® Agreement (related to the online charitable glasses and resources tool), (ii) Business Associate Agreement ("BAA") (collectively, the "Champions for Sight® Contract"), and (iii) Terms and Conditions to the Grateful Patient™ Point of Sale Giving Agreement (related to the point of sale giving campaign tool).

- ☐ I have read and AGREE to all of the above
- I. [Terms and Conditions to the Changing Life through Lenses® Agreement](#)

II. [Business Associate Agreement \(BAA\)](#) (collectively, the "Contract")

III. [Terms and Conditions to Point of Sale Giving](#)

☐ I DO NOT AGREE to all the above

Tip: The terms and conditions section outlines basic requirements for participating in the program, including which patients are eligible to receive the no-cost eyewear.

Electronic Signature\*

Date\*

You must select "I Agree" to submit the form. Please click [here](#) to contact us with questions or concerns

Agree & Submit

Tip: Ensure you have legal authority to sign agreements on behalf of your practice before completing this registration form.





# How To Share a Success Story

Tell us about it: \*

Attach a File

Choose File

No file chosen

Attach a File

Choose File

No file chosen

Attach a File

Choose File

No file chosen

Attach a File

Choose File

No file chosen

First Name

Last Name

City

State

Terms and Conditions \*

☐ I agree to the Terms and Conditions linked above

REMINDER - Before submitting any personally identifiable information, including patient names or images, ensure your patient (or their legal guardian if the patient is a minor) signs a HIPAA Authorization Form.

Submit

Have an inspiring story or best practice to improve delivery of vision services to those in need?

Please share your experiences and upload images to bring to life your contributions in your community.

Share a Story



# Additional Resources

## Resources

We're always adding resources and useful educational tools to explore how to engage your community like guides, marketing materials, ways to get involved, and more.

## Help Page and FAQ

We're here to support you. Find the answers to some frequently asked questions about your order, order tracking, frames, your account, fundraising, or general questions.

## Contact

Email: [support@onesight.org](mailto:support@onesight.org)  
Phone Number: (866) 385-0447



# We See a Bright Future



The OneSight EssilorLuxottica Foundation is leading the global effort to eliminate uncorrected poor vision in a generation. We all share the desire to help people see more and be more.

With 2.7 billion people globally affected by uncorrected poor vision, our work is ongoing and growing. Expanding vision care access to the people who need it most is at the heart of our work. We couldn't do it without you!

Joining Champions for Sight® empowers you to transform lives in your community. By increasing awareness about the cause of vision, offering free glasses and leveraging impactful fundraising within your practice, you become a catalyst of hope for those in need of essential vision care.

When you support the OneSight EssilorLuxottica Foundation, you are bringing clear vision and endless opportunities to those in need. Thank you for making a difference.

With much gratitude,



A handwritten signature in black ink that reads "Anurag Hans".

Anurag Hans, Head of Mission at EssilorLuxottica and President of the OneSight EssilorLuxottica Foundation

A handwritten signature in black ink that reads "Becky Palm".

Becky Palm, Executive Director of the OneSight EssilorLuxottica Foundation NA



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