

VISION SOURCE SIGNATURE EYE CARE

Vision Source is proud to announce their partnership with Essilor Vision Foundation. Vision Source members will soon be able to launch the See Kids Soar® program through the PMI payment system.



See Kids Soar® (SKS) is an in-office donation program in which Vision Source members can help raise critical funds for the cause of vision by collecting customer donations at checkout.

By being a part of the See Kids Soar® program you can help millions of kids who need critical vision care. This in-office donation campaign is intended to inspire parents, patients and optometrists' staff to adopt the cause of vision and provides them an opportunity to raise awareness and funds.

Learn more about See Kids Soar®
<http://evfusa.org/VSSoar>

Research Shows that Doing Good is Good for Business



85% of consumers have a more positive image of products or companies when they support a cause they care about



77% of consumers say it is important for their company to provide employees with opportunities to become involved in causes



63% of consumers would switch brands to help support a good cause

Sources: Cone Communications and EVF Charitable Cause Survey

When you ENROLL you will receive a FREE cause marketing kit for your office



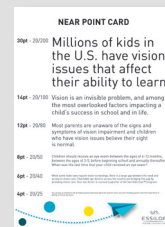
BROCHURES & BROCHURE HOLDER



EDUCATION FLYER



TEAR PADS



NEAR POINT CARD



PENS

and MORE !

VISION SOURCE
SIGNATURE EYE CARE™

ENROLL TODAY:
500 SPACES AVAILABLE
<http://evfusa.org/VSSoar>

ESSILOR
VISION FOUNDATION®

Essilor Vision Foundation (EVF) is a non-profit organization committed to eliminating poor vision and its lifelong consequences, and to providing underprivileged people the opportunity to live a better life through better sight. EVF is a 501(c)(3) tax-exempt organization and donations are deductible for federal income tax purposes to the extent allowed by law. Financial and other information about EVF, our programs and activities may be obtained without cost by writing Dept. of Finance, Essilor Vision Foundation, 13515 N. Stemmons Fwy., Dallas, TX 75234, calling 1-866-385-0447 or visiting www.EVFUSA.org. ©2021 Essilor Vision Foundation. See Kids Soar is a registered trademark of Essilor Vision Foundation. The EVF Plane is a registered trademark of Essilor Vision Foundation. All rights reserved. Unless indicated otherwise, all registered trademarks, service marks, and trademarks are the property of Essilor Vision Foundation. The Essilor Vision Foundation logo is a trademark of Essilor of America, Inc. and used under license. Better Life Through Better Sight is a trademark of Essilor International used with permission.

See Kids Soar® Instruction Guide

Enhance your Business with a Charitable Cause

Your participation in the See Kids Soar® in-office campaign directly impacts children who lack vision care. Through the See Kids Soar® program, you have an opportunity to bring a cause to your practice that directly ties to your business.

LET'S GET STARTED!

- Go to evfusa.org/VS-SKS to sign up
- Input your information in the enrollment form
- Sign and click "Enroll"
- Your marketing kit will arrive in 2-3 weeks
- Display the marketing materials around our office and educate your staff about the program
- Request donations from your customers at checkout.

More Details will come in Your Marketing Kit
Contact us at seekidssoar@evfusa.org



Be a Hero in Your Community

By participating in See Kids Soar® you are helping raise funds for eye doctors to be charitable in their own communities. **Changing Life through Lenses®** provides no-cost glasses and resources for doctors to help under served individuals receive vision care.

To learn more information visit:
evfusa.org/VS-CLTL



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