

ON THE

BRIGHT SIDE



Official
Lions BrightSight
Newsletter

2024/2025
Edition 7

May 2025



LIONS
BRIGHTSIGHT
A Multiple District 410 Project

Looking back, but forward too!

Dear Members of MD410,

As we wrap up the fiscal year, I want to take a moment to sincerely thank each of the MANCO Members and the MD410 Clubs who were actively involved in Vision Screening, Eye Clinics and support of Lions BrightSight for their hard work, dedication, and resilience over the past eleven months.

Your contributions have made a real impact, and it's because of your collective efforts that we've been able to reach important milestones and continue moving forward. Whether you were working behind the scenes, leading from the front, or supporting your Clubs, your commitment has not gone unnoticed.

From meticulously managing essential tasks like the Financials at MD410 Convention held on 3 May 2025 to orchestrating the powerful "Go Big or Go Home" presentation, the efforts have been nothing short of outstanding. The presentation's journey - from highlighting the history of Lions BrightSight and its operational endeavours to the poignant tribute to Helen Keller's challenge to become "Knights of the Blind" - was a testament to our shared commitment. The culmination of the presentation, with the electrifying reveal of the Mobile Eye Clinic set to AC/DC's "Thunderstruck," left a lasting impression. The standing ovation and heartfelt applause from the delegates underscored the impact

of our mission and the strides we've made together.

As I am sure you can comprehend, achieving this vision requires substantial funding, and we are profoundly grateful to Multiple District 410, District 410E, and District 410W for their generous donations. These funds will be ring-fenced for the purchase and fitment of the first Lions BrightSight Mobile Eye Clinic, bringing us one step closer to our goal of providing a countrywide service with a fleet of Mobile Eye Clinics.

We look forward to seeing more Clubs within MD410 actively participating by hosting eye clinics and processing spectacle prescriptions via Lions BrightSight. There is

truly no greater reward than witnessing the joy of a child who can now fully engage in school because they can see the blackboard or read their textbook. Equally moving is the adult who, thanks to improved vision, can now perform at their best at work - or the "gogo" who can finally read her Bible clearly. These moments speak volumes, even when words fall short.

Thank you for your passion, perseverance, and the "light" you bring to those in need. I look forward to our continued journey in making a difference.

Yours in Service,
PCC Cliff Hocking

From the desk
of the BrightSight
MANCO Chairman



**BrightSight Golf Shirts
back by popular demand!**



**Our online page is now
open for Shirt Orders.**

- Check your size required;
- Fill out the order form;
- Pay via EFT.

Orders Close on 4 June!

Click Here ...



Clubs interested in purchasing
Used Frame Collection Boxes
can contact Donovan at
sales@lionsbrightsight.co.za
and we will explore ordering
a second batch ...

Visit our website
<http://www.lionsbrightsight.co.za>

Telephone: **011 422 5577**

Address: 110 Woburn Avenue, Benoni, 1501

Email: manager@lionsbrightsight.co.za



Business Hours

Monday to Thursday: 08:00 - 16:00

Friday: 08:00 - 13:00

Closed on Weekends & Public Holidays



COMING SOON! PROJECT #GOBIG

In a 2022 medical research paper released by MDPI, looking into the prevalence of Visual Impairment (VI) in South Africa, the results indicate that 12% of patients screened suffer from MSVI (Moderate & Severe Visual Impairment).

In the 12% identified with MSVI, the main causes for vision loss in 43% of patients is **Uncorrected Refractive Error (URE)** - something we as Lions know - is very easily addressed!

At BrightSight, we see the same prevalence of vision problems in learners screened by Clubs, with roughly 10 to 15% of learners requiring further professional intervention with the provision of corrective spectacles ...



That relates to a staggering amount of people, right now, that are desperate need of assistance!

The aforementioned study also states that VI is a leading disability in South Africa, and has serious ramifications on both health and economic systems.

The WHO also reported that, globally, the number of people with Visual Impairment increased by 450% in four years - from 285 million in 2014 to 1.3 billion in 2018 - impacting significantly on global economies.

In line with these startling statistics, BrightSight has a vision to broaden our reach into communities across Multiple District 410 in an attempt to push back the tide of Visual Impairment.

Our vision is to see a fleet of Mobile Eye Clinics made available to go out and meet people at their point of need, anywhere, everywhere!

Whilst the vision is still in its infancy, the MANCO is engaging with our strategic corporate partners and LCIF to make this vision a reality!

Project #GoBig is firmly in our sights and we will provide more information soon!

Watch this space!



Visit our website - <http://www.lionsbrightsight.co.za>

HOW TO ORDER SPECTACLES From Lions BrightSight



Go to the our website and download our Club Script Order form which includes examples of frame styles to help your patient choose a frame ...

www.lionsbrightsight.co.za/order/



Fill in the Yellow portion of the form with all the details we need to process your order quickly and deliver the spectacles to you. When you have an appointment for the patient, email or send the form to the Optometrist, who will then complete the Blue section of the form including the style of frame chosen and then also sign the prescription section ...



Once you have a signed form back, scan or photograph it, then go back to our website, complete the short cover form on the order page and upload the signed Club Script Order Form and send the Order to our offices in Benoni.

www.lionsbrightsight.co.za/order/



Check the email inbox for a reply from our system, acknowledging your order. Once the spectacles have been made, they will be shipped to the address you chose on the Club Script Order Form. You will receive an Invoice from the BrightSight office, which you can submit to your Club Treasurer for payment.

Telephone: **011 422 5577**

Address: 110 Woburn Avenue, Benoni, 1501

Email: manager@lionsbrightsight.co.za



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Helen Keller Day - 1 June

Helen Keller challenged Lions to become "Knights of the Blind ..." at the 1925 Lions International Convention in USA and subsequently, LCI instituted Helen Keller Day on 1 June annually ...



As Knights of the Blind, Lions can easily start a vision project to celebrate this pillar of service. Why not consider downloading our Vision Screening Tool Kit and change the lives of learners in your area?



[Click here to download our School Screening Tool Kit](#)

SOME BRIGHTSIGHT STATS



SPECTACLES SUPPLIED
SINCE JULY 2019

24,335

VISION PROJECTS
SINCE JULY 2023

800+

PATIENTS SERVED
SINCE JULY 2023

47,000+

% CLUBS SUPPORTING
BRIGHTSIGHT SINCE 2019

51%

New version of Vision Screening Tool Kit for Schools online for download ...

We have updated our **Vision Screening Tool Kit for Schools** and it is available online for download. It is a wonderful resource to assist Clubs get into and run a successful Vision Screening project.

It outlines the steps Clubs can take to approach schools in their area and contains examples or usable forms required to approach Teachers and Parents alike, as well as permission letters and screening feedback forms. **It's easy! 1, 2, 3, GO!**



[Click here to download our School Screening Tool Kit](#)

A School Vision Screening Project is one of the easiest projects to run!

Participating Clubs have seen many children's lives transformed simply through the gift of spectacles.

Go on, get your
Club's Vision Project
started today!



A reminder to Clubs throughout the District that BrightSight has two vision screeners available to be used during Vision Projects!

You can book with Kirsty-Anne at manager@lionsbrightsight.co.za and get a unit sent to you!

It's easy! 1-2-3, GO!



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