

ON THE

# BRIGHT SIDE



Official  
Lions BrightSight  
Newsletter

2023/2024  
Edition 4

August 2023



LIONS  
**BRIGHTSIGHT**

A Multiple District 410 Project

Fellow Lions,

Just a quick, friendly reminder that October is Sight Month. During October, Lions throughout the world normally observe World Sight Day on 12 October and White Cane Safety Day on 15 October. At BrightSight, however, we consider the whole of October as Sight Month!

## National White Cane Safety Day

on 15 October celebrates the achievements of people who are blind or visually impaired. The day marks the importance of recognizing the white cane. The white cane is not only a tool. It also represents the independence for those who are visually impaired, world wide.

This year, we are once again, observing white Cane Day for the whole of October to raise funds for the College of Orientation & Mobility, a division of the SA Guide Dog Association.

Our goal is to provide funding to the College of Orientation & Mobility to enable them to acquire white canes, liquid level indicators and money identifiers. The funds will also be used to offer training sessions for visually impaired persons.

The Orientation & Mobility Department plays two major roles in assisting visually impaired people:

### • Orientation & Mobility Support

Our Orientation & Mobility practitioners provide long cane, visual skills and daily living skills training to children and adults with visual impairment, at no cost. They also provide visual impairment awareness training to a range of audiences.

### • Training of Orientation & Mobility Support Practitioners

These trained practitioners, in turn, teach visually impaired people valuable cane and daily living skills to make them more independent and mobile.

## So how can your Club help raise funds, to give a vision impaired person the opportunity for independence?

Easy, just sell White Cane Day Pins and donate the profits to the College of Orientation & Mobility at the SA Guide Dog Association!

We'll even provide them to you ... It's as easy as one, two, three!

## How to get started

### 1 BUY YOUR WHITE CANE DAY PINS

Packets of 100 pins are available to clubs and/or your business partners, from our office at a cost of R500. We recommend you "sell" or ask for a donation of at least R10 per pin. The R5 profit can then be donated to the College of Orientation & Mobility. Orders can be placed on our website [www.lionsbrightsight.co.za](http://www.lionsbrightsight.co.za) or by email to [manager@lionsbrightsight.co.za](mailto:manager@lionsbrightsight.co.za) or by calling 011 422 5577 or 066 337 8867 ...

### 2 WHO CAN WE SELL TO?

- Corporates and local businesses can buy White Cane Day Pins for their staff to show their support of White Cane Day;
- Approach schools in your area and ask them to have a "Civvies Day". Each child pays R10 in exchange for wearing "Civvies" and gets a White Cane Day Pin. A short presentation can be done at school assembly;
- Local Malls – set up a table with Lions Branding at local malls and offer the pins for a donation to go to the Orientation & Mobility programme of the SA Guide Dog Association

### 2 DONATE THE PROFIT ...

When donating to the College, please use your club's name and a good payment reference - e.g. "Pofadder LC - Donation COM"

The banking details for donations are:

SA Guide Dog Association  
FNB Current Account  
Account number - 62927657463  
Branch Code - 210554

## OCTOBER 2023 IS SIGHT MONTH!

# WHITE CANE DAY PROJECT

Sight Month and our annual White Cane Day Project is just around the corner and we'd love to assist clubs start planning early to run a successful project this year!

Packets of 100 Pins will be made available to Clubs and your Business Partners at R500 per packet. Consider supporting our initiative to donate funds to the College of Orientation & Mobility, a division of the SA Guide Dog Association.

Clubs will be able to place orders for Pins online on our website at [www.lionsbrightsight.co.za](http://www.lionsbrightsight.co.za)

**START PLANNING NOW ...**



Telephone: **011 422 5577 or 066 337 8867**

Address: 110 Woburn Avenue, Benoni, 1501

Email: [manager@lionsbrightsight.co.za](mailto:manager@lionsbrightsight.co.za)



### Business Hours

Monday to Thursday: 08:00 - 16:00

Friday: 08:00 - 14:00

Closed on Weekends & Public Holidays

## World Sight Day is on

Thursday, 12th October 2023, and this year, the focus is on the importance of eye care in the workplace. The theme for World Sight Day this year is:

### LOVE YOUR EYES AT WORK

The main goals of World Sight Day include:

- Raising public awareness of issues surrounding blindness and visual impairment.
- Education about blindness prevention.

While the suggested theme this year for Sight Day is “**Love your eyes at work**” it does not exclude Clubs from continuing to do school screening projects as well as vision screening in businesses in your area, especially where the business employs several drivers.

The Midrand Lions Club recently screened and tested the eyes of staff at a courier company and supplied glasses from Lions BrightSight to those employees who were found to have refracted error.

Clubs are encouraged to get involved in a sight screening project during October Sight Month. We have Schol Screening Toolboxes and Screening Guides on our website to assist Clubs run successful Sight Projects. We are available to give you a good lead in the right direction! Just contact us ...

We look forward to hearing of all your efforts and involvement in Vision, especially during October.

#### Pierre Theron

Chairman - Management Committee  
2023/2024



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

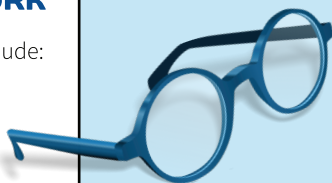
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## SPECTACLE PRICING\*

### Effective from 1 September 2023



The pricing structure below will be in effect from 1 September ...

\* Please note, pricing subject to change!

#### Single Vision Spectacles

#### Price

- Clear Lenses - Base Price R250
- Clear + Hardcoat R300
- Clear + Sunactive® Photochromic R520
- Clear + Sunactive® Photochromic + Hardcoat R580
- **Add Anti Reflective Coating (ARC) to above options, add R330**

#### Bifocal Spectacles

#### Price

- Clear Lenses - Base Price R550
- Clear + Hardcoat R600
- Clear + Sunactive® Photochromic R1,150
- Clear + Sunactive® Photochromic + Hardcoat R1,200
- **Add Anti Reflective Coating (ARC) to above options, add R1,000**

#### Multifocal Spectacles

#### Price

- Clear Lenses - Base Price R850
- Clear + Hardcoat R930
- Clear + Sunactive® Photochromic R1,350
- Clear + Sunactive® Photochromic + Hardcoat R1,500
- **Add Anti Reflective Coating (ARC) to above options, add R1,000**

#### Other

- For lens tinting per pair of spectacle, add R150 to prices above.
- Eye Test at BrightSight Clinic R150. Testing done by appointment.
- Speciality scripts not listed above will be quoted before manufacture.

Clubs can contact Kirsty-Anne Mackenzie on [manager@lionsbrightsight.co.za](mailto:manager@lionsbrightsight.co.za) or 011 422 5577 or 066 337 8867 for more information.



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