

Lions



Recycle For Sight

Participating in Lions Recycle For Sight is an easy and rewarding activity that will raise your club's visibility. The used eyeglasses collected in your community can help children and adults in developing countries have a new outlook on life.

Get Involved

Over the last nine years, Lions have sent nearly 48 million pairs of eyeglasses to the official Lions Eyeglass Recycling Centers. While this number is impressive, many more millions of glasses lie forgotten in drawers, glove compartments and lost and found boxes in offices, airports and hotels.

Since Helen Keller's call to be "Knights of the Blind" in 1925, Lions have crusaded for sight conservation. Recycle For Sight Month in May is a means to give your club's eyeglass recycling program a boost. If your club does not currently collect eyeglasses, use this opportunity to get your recycling program off the ground. This is a great way for the local community to support your service efforts and be a part of an international activity.

The Need is Great

One in four children can't see well enough to read without glasses. By age 40, 90% of all adults will need eyeglasses. The lives of nearly 500 million people around the world would be improved with a simple pair of corrective eyeglasses. These startling statistics from the World Health Organization demonstrate why Lions need to continue their efforts to collect and recycle eyeglasses.

The eyeglasses that are donated to developing countries allow a large number of people to see well for the first time. Recycling a pair of eyeglasses costs as little as eight cents; yet, the expense for correcting poor vision is astronomical to many people in developing countries. In many countries, an eye exam costs as much as one month's wages, and there

is often only one doctor for hundreds of thousands, making it extremely difficult to meet with a doctor.

Poor eyesight that is left untreated can cause blindness or force adults into unemployment. Through eyeglass donation programs, glasses are made available to millions each year.

Program Guidelines

All types of glasses for children and adults are needed, including very strong and very weak prescriptions. Reading glasses and non-prescription sunglasses are also useful.

The association has an official eyeglass recycling program. Collected glasses can be sent to one of the official regional or international Lions Eyeglass Recycling Centers where the glasses will be cleaned, categorized by prescription and prepared for distribution. (See insert for addresses of all Lions Eyeglass Recycling Centers, or view the list in the Eyeglass Recycling section of the Web site at www.lionsclubs.org.)

Clubs that already support district or multiple district recycling programs can continue to send glasses to these facilities any time of year.



Recycle For Sight Reporting Form

Club Name: _____

Recycle For Sight Contact Name: _____

Daytime Phone: _____

E-mail: _____

Address: _____

City: _____

State: _____

Zip Code: _____

Eyeglass Collection Period Start Date: _____

End Date: _____

Did your club partner with any other organization?

If yes, who was your recycling partner?

How many years has your club been involved with recycling glasses? _____

Number of Eyeglasses Collected: _____

Collected Eyeglasses Sent to: _____

Date Eyeglasses Were Sent: _____

Comments? Suggestions? _____

If you would like to share photos, newspaper articles or collection stories, please send them to:

Lions Clubs International
300 W. 22nd Street
Oak Brook, IL 60523-8842
Attn: Public Relations

By submitting photos, articles and stories, you give Lions Clubs International permission for unlimited use. Photos and clippings will not be returned. We may post your photos on the Web, in printed material or use them in next year's materials!



Camera-Ready
Logo

Getting Started

Think of places you frequent for ideas of effective locations, as visibility of the program is the key to its success. Many stores will allow donation boxes or permit members to hold donation drives at their entrances. Several clubs have converted old post office drop boxes into eyeglass collection boxes. Libraries, places of worship and schools are other great places for donation box sites. Optometrists or ophthalmologists will often assist by putting collection boxes in their offices so that patients can recycle the old pair as they pick-up their new glasses. Other possible locations include:

- banks
- train stations
- coffee shops and restaurants
- dry cleaners
- grocery or drug stores
- community centers
- video stores

When you meet with representatives from these businesses and organizations, you will want to discuss the best location for the collection box and set up a regular pick-up and maintenance schedule.

Post flyers and posters throughout the community, use a community newsletter to promote Recycle For Sight Month and your club at the same time, or include a monthly notice of collection sites in the local newspaper and on your club's Web site. Set up a Lions booth at a local festival or set out eyeglass collection boxes during Lions fundraisers or service activities to promote your collection efforts.

Many resources are available to help your club with eyeglass recycling:

- The Lions Clubs International Web site at www.lionsclubs.org has a section devoted to eyeglass recycling.
- Ready to use press release materials that can be sent to local newspapers, radio stations and television stations can be downloaded from the Resources section of the Web site at www.lionsclubs.org.
- Public Relations offers free public service announcements on eyeglass recycling, as well as glaucoma, diabetic retinopathy, volunteerism and youth. Customize these 30 and 60-second spots by inserting local Lions information at the end of the spot. To obtain a copy, contact the Public Relations Department at 630-571-5466, ext. 358 or e-mail pr@lionsclubs.org.

- Use the camera-ready logo on the back page of this guide to develop additional materials to promote your collection. The logo can also be downloaded from the Resources section of our Web site at www.lionsclubs.org.
- Club Supplies has collection boxes, box stickers, banners and the video "New Glasses, New Life" (PR-28V) available for purchase through the Club Supplies catalog or online. Or contact the Club Supplies Department at 630-571-5466 or 1-800-710-7822 (U.S., Puerto Rico, U.S. Virgin Islands and Canada only) or e-mail clubsupplies@lionsclubs.org.

The Path of Glasses

Ever wonder what happens after you've collected all of those eyeglasses and sent them to the Lions Eyeglass Recycling Center? Volunteers at the centers sort through the thousands of sunglasses and eyeglasses, separating them by type. The prescription of the lens is determined, and each pair of glasses is cleaned and packaged according to strength of prescription. The glasses are then boxed and stored waiting for mission teams to deliver them to people in need in developing countries. Following eye screenings, the glasses are distributed free-of-charge to children and adults with impaired vision by teams of Lions clubs and other groups.

Other Recycling Opportunities

Although May is designated as Lions Recycle For Sight Month, consider collecting year-round or participating in one or more of these activities:

Lions World Sight Day

Each year hundreds of Lions clubs around the world hold vision screenings, community education programs, eyeglass collections and other special projects to mark Lions World Sight Day on the second Thursday in October.

Clubs are encouraged to join thousands of Lions around the world by conducting an activity on Lions World Sight Day or any time during the month of October. Visit www.lionsclubs.org for additional information or ideas on how to get involved.

Sight Night

Sight Night is sponsored by Give the Gift of Sight Foundation and Lions Clubs International. Organize Scouts, Leos or other youths to trick-or-treat for a cause this year. On October 31, or trick-or-treat night in your community, volunteers in North America are encouraged to canvass their neighborhood to collect used eyeglasses. Visit www.sightnight.org for additional information.

Share Your Vision

The Share Your Vision program is sponsored by Lions Clubs International and is provided free-of-charge to teachers in the United States. The program encourages schools to develop their own eyeglass recycling program. Teachers can order a complimentary kit, which includes a 10-minute video, "New Glasses, New Life," classroom posters, activity sheets and a teacher's guide. For additional information or for the teacher order form, visit www.vpw.com.

Place Recycle for Sight collection boxes in visible locations throughout town to promote your collection.



Sample News Release

Type the following release on club letterhead and localize the release by replacing the bolded text with your club's information. Be sure to delete the **bold** and (parenthesis). Then, send the release to local television, radio and newspapers. Be sure to include a local club contact name and phone number so media can easily follow-up for more information. This release, in addition to other releases on numerous Lions projects, awards and fundraisers, can be found in the News & Events section of the association Web site at www.lionsclubs.org.

For Information Contact:

(Name)
(Phone number)
(E-mail address)

For Immediate Release

(CITY) LIONS RECYCLE FOR SIGHT

(City, date)-- As spring cleaning gets under way, the (city) Lions are asking people to look through dresser drawers and closets for used eyeglasses and donate them to the Lions Recycle For Sight program.

During the month of May (or collection dates), the (name) Lions Club will be collecting used prescription eyeglasses and prescription and non-prescription sunglasses as part of a unique recycling program. The collected glasses will be cleaned and prepared for distribution in developing countries where eye care is often unaffordable and inaccessible.

"We need everyone to donate their used eyeglasses," said (name, title such as club president or project chairperson). "In most developing countries, an eye exam can cost as much as one month's wages and a single eye doctor may serve a community of hundreds of thousands of people."

The donated glasses will be shipped to a regional Lions Eyeglass Recycling Center where they will be cleaned, categorized by prescription and prepared for distribution by Lions and other groups.

To donate used glasses (including sunglasses and reading glasses), place them in the specially marked Lions Recycle For Sight collection boxes located at (list stores or businesses and addresses. Include permanent collection sites if program accepts glasses year-round).

The (name) Lions Club has (#) members and meets on (day of week/month) at (time) at (location). Lions clubs are a group of men and women who identify needs within the community and work together to fulfill those needs. For more information or to get involved with the (name) Lions Club, please contact (name) at (phone number/add Web site address if appropriate).

Lions Clubs International is the world's largest service club organization with nearly 1.35 million members in approximately 46,000 clubs in more than 194 countries and geographical areas around the world. Since 1917, Lions clubs have aided the blind and visually impaired and made a strong commitment to community service and serving youth throughout the world. For more information about Lions Clubs International, visit the Web site at www.lionsclubs.org.

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