



THE VISION COUNCIL FOUNDATION

As the philanthropic foundation of The Vision Council, The Vision Council Foundation brings the power of sight to all through eyewear and eyecare educational programs and optical industry career training support. The Vision Council Foundation is a 501(c)(3) charitable nonprofit organization dedicated to enabling better vision for better lives.

OUR FOCUS

The Vision Council Foundation achieves better vision for better lives through eyewear and eyecare educational programs, public communication campaigns and scholarship programs.



SCHOLARSHIPS

Opening Your Eyes: The Vision Council Scholarship Fund supports a pathway into the optical industry for students from underrepresented communities. Covering tuition, certification and exam fees, the Fund's scholarships support students pursuing an associate degree in ophthalmic dispensing at participating schools within the National Federation of Opticianry Schools (NFOS.)

SCHOLARSHIPS
AWARDED AS OF 2023: **25**

\$340K

Raised for scholarships for students from under-represented communities to study opticianry

Upon each student's graduation, The Vision Council will provide additional support, including free registration and discounted continuing education at both Vision Expo East and West and complimentary National Academy of Opticianry (NAO) and Opticians Association of America (OAA) membership for the first year following graduation.

CONSUMER EDUCATION

The Vision Council Foundation executes partner-driven communication campaigns to encourage regular eye exams and enhance public knowledge of UV safety, myopia and presbyopia management, lens standards, and more.

Complimentary marketing materials for download including ready-to-use logos, social media images, sample text, posters, and web banners, are shared with members of The Vision Council, eyecare providers, consumers and press to encourage discussion and awareness of healthy vision maintenance. Designed for maximum engagement, The Foundation's resources highlight key moments throughout the year such as Healthy Vision Month, National Sunglasses Day, World Sight Day and more.



OUR HISTORY

Since 1929, The Better Vision Institute has served as the charitable supporting organization of The Vision Council. Originally founded as an advocate for vision care, it officially became part of The Vision Council in 1985. The Better Vision Institute previously focused on addressing the changing health and social landscape through consumer and professional education initiatives.

In 2021, The Better Vision Institute launched Opening Your Eyes: The Vision Council Scholarship Fund, designed to support students throughout the United States who are pursuing a career in the optical industry and enrolled full-time in an opticianry program.

In 2023, The Better Vision Institute was renamed as The Vision Council Foundation to establish a stronger brand identity and optimize the user experience for members and general consumers.

JOIN US

Support our efforts to develop the optical industry leaders of tomorrow or contribute to large-scale consumer education and outreach by investing your time and resources. Our partnership opportunities offer an impactful way for companies of all sizes to get involved. Learn more about The Vision Council Foundation at thevisioncouncilfoundation.org or contact Chelsea Pillsbury, Vice President, Marketing & Communications, at cpillsbury@thevisioncouncil.org.