



HOPE FOR VISION'S 2020 WORKPLACE GIVING CAMPAIGN

The 2020 Workplace Giving Campaign is an easy and effective way for organizations and their employees to support Hope For Vision and make the promise of 20/20 Vision by 2020 a reality for all. With your participation you will provide critically needed funding for the development of treatments and cures for blinding diseases like macular degeneration, retinitis pigmentosa, Usher's Syndrome and Stargardt's disease.

Any company can start a campaign, no matter the size. And, every dollar makes a difference. For example, if 200 people from your company gave \$2 a week for a year, you would generate \$20,800 to be used toward research to cure blinding disease. And you can double your employees' impact, and boost employee morale, by matching their contributions.

THE WORKPLACE GIVING CAMPAIGN BENEFITS EVERYONE:

Employers:

- Receive recognition on our website and all promotional materials.
- Demonstrate your organization's commitment to giving back and receive a tax-deduction for matching your employees' gifts.
- Offer an easy, meaningful charitable giving opportunity for your employees.
- Work with your employees to achieve a common goal: eradicating blinding disease.

Employees:

- Make automatic, convenient charitable gifts through payroll deduction, with a credit card online or by check or money order.
- Support an important cause that will eradicate blinding disease.

Hope for Vision:

- Can rely on consistent funding for medical research and accelerate progress toward the ultimate goal of 20/20 Vision by 2020 for those affected by blinding disease
- Raise awareness about blinding disease in the wider community.

If you already have a workplace giving campaign in place, or allow employees to contribute through the United Way, please consider encouraging employees to choose Hope for Vision for their gifts. Hope for Vision will gladly provide materials to your employees or give a short presentation to allow them to make an informed decision about their giving.

Sign up today and be a part of the cure. See below for more information or contact us at 2020workplace@hopeforvision.org or (646)840-4208.

HOW TO START YOUR COMPANY'S CAMPAIGN

1. Hope for Vision will provide printed materials and paper pledge forms to your company's designated contact person. We would be happy to send a representative to attend or facilitate campaign events, give presentations to employees, and/or answer any questions your employees may have.
2. Generally, employees choose a fixed amount to be deducted on each payday, but a one-time gift is also an option. Hope for Vision will work with your payroll department to decide if contributions will be made monthly, quarterly, or annually. Or, employees may make a pledge and contribute monthly to Hope for Vision directly using a credit card. For their convenience, a dedicated webpage will be established for your company to accept those donations. In addition, we are happy to customize a campaign that would meet all of your organization's and employees' needs.
3. You have the option of schedule a kick-off event to promote the program and encourage employees to make their pledges at that time. Companies can participate all year round and can begin at any time.

Sign up today! Email 2020workplace@hopeforvision.org or call (646) 840-4208 to get started.