



Hope for Vision's iWalk and Run for Vision

Hope for Vision will be launching a series of fundraising walk/5K's at universities nationwide to raise much needed funds and awareness for vision research. These walks and runs –where participants gather support through pledges and sponsorships - are a wonderful opportunity for students to work together for a common goal, help spread the word about Hope for Vision, and support an urgent and important cause. It will also be a way for students to give back to their community because a portion of the funds they raise will directly support innovative research in their area.

The first walk took place on April 25, 2009 at the University of Illinois at Urbana - Champaign. In addition to raising over \$23,000 for vision research and having over 200 participants, about 40 students worked together to spread the word about HFV and the devastating diseases robbing millions of precious sight.

“The Experience”

- Walkers can elect to participate in “The Experience,” a way for sighted people to understand what it's like to have low or no vision.
- Walkers will be given a special mask that simulates what it's like to have various diseases and will be led through the walk with a guide.
- For many students, this can be a life-changing experience, encouraging empathy and a better understanding of people with disabilities.

How it works

- Students form a campus chapter of Hope for Vision, i.e. Hope for Vision at X University. This group will help spread the word about the iWalk and 5K Run on campus, help manage the registration process and the walk and run the day of the event.
- Hope for Vision will provide the group with a webpage where participants can register for the walk. A designee from the student group will be able to pull reports from the site to manage and organize the registrants.
- Every participant will have the ability to create his/her own fundraising page linked to the HFV website and the iWalk registration site. On this page, participants will be able set their fundraising goal, tell the world a little about themselves and why they are participating. In addition, friends, colleagues, and family members can make pledges and donations in support of their participation directly on their page.

For more details on how you can set up an iWalk and 5K Run on your campus, please email janis@hopeforvision.org.

About Hope for Vision

Founded in 2005, Hope For Vision (HFV) has raised millions of dollars for the development of treatments and cures for blinding degenerative retinal diseases. **With the support of thousands of advocates and volunteers across the country** and guided by its board of Visionary Scientists, **HFV distributes over 90 percent of the funds it raises to innovative researchers** at leading American medical institutions.