

A Guidebook for Easy and Successful

Spec\$ + Buck\$



*...and our Halloween
Trick-or-Treat for...*

SPOOKtacles\$ + Buck\$

*Used Eyeglasses Collection,
Recycling + Fundraising Campaigns*



The GLOBAL re-VISION Network

www.globalrevision.org

P. O. Box 535

Myersville, Maryland 21773 USA

1-301-471-9998

A Guidebook for Easy and Successful

Spec\$ + Buck\$



*...and Halloween
Trick-or-Treat*

SPOOKtacle\$ + Buck\$

*Used Eyeglasses Collection,
Recycling + Fundraising Campaigns*

Everything You Need to Know:

What GLOBAL re-VISION *is - is doing - has done + needs*

Why GLOBAL re-VISION is *REALLY important*

How GLOBAL re-VISION is *unique + different*

When to conduct GLOBAL re-VISION collection campaigns

Where to conduct GLOBAL re-VISION collection campaigns

Who can participate *with* GLOBAL re-VISION

Conducting "**Spec\$+Buck\$**" Campaigns + Sample Flyer

Conducting "**SPOOKtacle\$+Buck\$**" Halloween Campaigns + Flyers

➔ Special Suggestions for Rotary Clubs + Community Organizations

Campaign Follow-up Procedures

Contact Information - Make Suggestions - Sample Flyers + Letters

Created by:

The GLOBAL re-VISION Network

P. O. Box 535 - Myersville, Maryland 21773
(301) 471-9998

www.globalrevision.org



We hope this Guidebook provides you with ideas and inspiration that will persuade you and/or your organization to help The GLOBAL re-VISION Network to help others by organizing easy fundraising–used eyeglasses collection campaigns. We want to accumulate large numbers of eyeglasses and funding to rapidly establish many, MANY more clinics throughout the world...with a goal of opening 20 more in the next 1-2 years.

The “SPOOKtacle\$+Buck\$” Trick-or-Treat program also helps young people to learn about and aid impoverished, less fortunate people of the world. It was inspired by the wonderful “Trick-or-Treat for UNICEF” fund-raising programs I participated in many times as a student SO many years ago!

More information, downloadable copies of this Guidebook, and a video “tour” of a clinic are at our website: www.globalrevision.org

THANK YOU so very much for your help!

Bob Martin - GLOBAL re-VISION Network Creator, Rotarian & Lion

What GLOBAL re-VISION is and is doing

- GLOBAL re-VISION is a *network* of resource people and organizations that establishes permanent, charitable primary care vision clinics to *easily* correct vision impairment and benefit people who cannot afford eye care services.
- The GLOBAL re-VISION Network is a complete, vertically-integrated, turn-key system incorporating promotion, donation, funding, collecting, processing, warehousing, shipping, distributing, developing technology, establishing new clinics, examining patients and dispensing of eyeglasses.
- The GLOBAL re-VISION Network *exclusively* uses recycled prescription eyeglasses, a specially-developed computer program, electronic vision diagnostic technology, and easily trained *local* workers to diagnose refractive error...then quickly and accurately correct nearsightedness, farsightedness, astigmatism and presbyopia with prescription eyeglasses matched to the patient’s individual need.
- GLOBAL re-VISION is the organizing “hub” of a Network comprised of a wide variety of participating local and international service organizations including Lions and Rotary Clubs, schools and youth groups, religious centers, government health and social services agencies, other non-profits/NGO’s, shipping, customs and import companies, and equipment suppliers.

What GLOBAL re-VISION has done

- GLOBAL re-VISION has developed a new and elegantly simple solution for the primary vision impairment which handicaps the world’s poor. Indeed, uncorrected refractive error is the most prevalent condition afflicting *all* of humankind.
 - In November, 2006, the efforts of the GLOBAL re-VISION Network culminated in the establishment of the “Clinic of Visual Health – See Well to Live Better” in Mérida, Yucatán, Mexico in cooperation with the government health agency DIF Yucatán.
 - DIF Yucatán provides the clinic facility and employs the full-time workers. GLOBAL re-VISION provided the concept, collected, processed, packed and shipped 80,000 pairs of used eyeglasses, developed an exclusive licensing agreement for the special computer program, purchased and installed the computer and electronic vision diagnostic equipment, set up the clinic and trained the clinic workers.
 - This clinic now provides free eyeglasses for up to 2000 indigent patients a month and already is screening for cataracts. It provided free cataract surgery for dozens its first year.
 - Since 2002, nearly 200,000 donated eyeglasses to supply clinics have been sorted and packed-to-ship by mentally and/or physically impaired students in Frederick, Maryland. These students are members of the Frederick SUCCESS Rotaract Club.
-

What GLOBAL re-VISION needs

- The GLOBAL re-VISION Network is extremely well-organized and is poised to move forward and meet the international demand for more clinics. It currently has – *and will continue to have* – 3 principal, ongoing needs:
 1. **Eyeglasses** to supply the clinics
 2. **Money** to fund clinics, for transportation, operations, equipment, training, etc.
 3. **YOUR help!**
-

Why GLOBAL re-VISION is REALLY important

- Many different kinds of vision impairments afflict between 3 and 4 BILLION people worldwide...but **95%** of *ALL* vision impaired people *ONLY* have refractive error and *ONLY* need eyeglasses to correct their problem!
 - Between 2 and 3 BILLION people live in poverty and cannot afford vision correction.
 - When eyesight is poor, education, worker productivity, healthcare, and quality of life are poor. When people are poor and cannot afford eyeglasses, they *STAY* poor!
 - Major social and economic problems only *CAN* begin to be solved when *ALL* people can (*simply!*) *SEE* clearly!
 - The GLOBAL re-VISION Network remedies refractive error and solves the virtually unrecognized and unaddressed primary cause of these problems.
 - Without people *FIRST* having clear vision...nearly *all* well-intentioned donations of computers, books, teachers, schools, classrooms and supplies, investments in equipment and technology that have instruction manuals people can't read and needing maintenance no one performs *are being wasted!*
-

How GLOBAL re-VISION is unique and different

- Most efforts to dispense used eyeglasses were slow, imprecise, and extremely difficult until the development of the special computer program at the heart of the GLOBAL re-VISION Network system.
 - Most such projects have been short-duration "mission" trips made by generous, dedicated people who brought existing equipment technologies and small inventories of eyeglasses to help limited numbers of people in often remote locations.
 - GLOBAL re-VISION establishes permanent, centralized clinics that use enormous inventories of eyeglasses that can be quickly located by computer and accurately matched to patient vision prescriptions...dispensing as many as 40 to 50 eyeglasses in the time the older processes could do only *ONE!*
 - GLOBAL re-VISION helps the greatest number of people afflicted by the most prevalent and easiest to remedy vision impairment more rapidly and accurately than *ever before possible*.
-

When+Where+Who of collection campaigns

- "Spec\$+Buck\$" collection efforts can be held at *any* time of year.
- "SPOOKtacle\$+Buck\$" Halloween collection campaigns have a youth-oriented, trick-or-treat theme – adding a serious element to a festive occasion.
- Collection efforts can be conducted by:
 - Service organizations – Lions, Rotary, Kiwanis and other service clubs,
 - Educational groups – university, college or fraternal organizations, PTA's, PTO's
 - Boy Scout, Girl Scout, 4-H, YMCA and religious youth groups
 - Elementary, middle and high schools and their community service clubs
 - Businesses and offices for their employees and customers
- Persons heading youth groups can use the above information or videos contained at www.globalrevision.org (or request a DVD at the addresses below) to learn and TEACH more

about the vital role vision plays in every aspect of life...*and how even the used eyeglasses they can collect* - will help end poverty and ignorance in the world.

- **NOTE: IF a collection effort includes both eyeglasses AND money, please be aware that the money in UNattended collection receptacles may be a theft temptation or target.**

Conducting "Spec\$+Buck\$" Campaigns

- "Spec\$+Buck\$" is an easy way for everyone who has eyeglasses they no longer use to donate them – with a dollar – and really make a difference in the world.
- These campaigns can be entirely company, club, or organization "in-house" efforts or include the general public.
- Campaigns involve members collecting eyeglasses from their own family and homes, their neighbors, friends, and relatives and then being brought-in – wrapped with a dollar – to the collection point.
- These campaigns do not require long lead-times, can be of brief duration, and be ongoing collection programs, if desired.
- In an "in-house" effort, announcements regarding the collection campaign details can be made or posters can be displayed with a near-term collection date listed.
- The "point person" can put out a collection receptacle, conduct the collection campaign, and end it after only a short time.
- If a campaign solicits participation by the general public, be careful not to leave the cash donations out and accessible to theft.
- SAMPLE FLYER on final pages

Conducting "SPOOKtacle\$+Buck\$" Halloween Campaigns

- **Participation by students should be *optional*...NOT required.**
- "SPOOKtacle\$+Buck\$" is a grassroots, Halloween-time school/youth/community-oriented used eyeglasses collection and fund-raising campaign inspired by the original "Trick-or-Treat for UNICEF" Program.
- Beyond just collecting eyeglasses and money, this program is *also* designed to:
 - Stress to young people the importance of *good* vision and the myriad problems created and caused by *poor* vision throughout the world.
 - Promote understanding the importance of charitable works and helping others
 - Demonstrate how individuals – even youth – have the ability to make a big difference in the world
 - Show how small acts of kindness can have significant, positive consequences.
- Please read over the SAMPLE "SPOOKtacle\$+Buck\$" flyer on back pages.
- Using any computer with Microsoft "WORD" you can download and type-in the name of your school, Scout group, service organization, Rotary Club, etc. on the provided lines that NOW read "Ritchie Park Elementary School" and "The Rotary Club of Rockville" (*Now printed in RED on the sample flyers*).
- Use BRIGHT WHITE printing paper in your printer to get the best photocopies.
- Sponsoring groups or participating schools are asked to copy-and-distribute ONLY TEN (10) copies of the attached flyer to EACH participating student along with ONE copy of the school letter to the parents (*see below*).
- We recommend distributing only ten flyers to each student to make participation and success easy, to minimize any competitive "contest" aspects, and to minimize the any per-student eyeglasses or money losses.
- You should also plan to download, photocopy, and include one "Parent Information" flyer with each packet of ten "Neighborhood" flyers for the students to take home. A SAMPLE School-to-Parent letter is included in the back pages.

- INSTRUCTIONS FOR FLYER DISTRIBUTION TO STUDENTS
 - Participating students should be briefly informed about the charitable aspects of the GLOBAL re-VISION Program and how the used eyeglasses and dollars they can collect will help poor people.
 - A week before Halloween (which is on Friday, October 31st in 2008) each class and every participating student should each receive a "Parent Information" flyer and ten (10) "Neighborhood" flyers. Instruct them to sign his or her name at the bottom of each flyer under "Thank you!"
 - The students should be instructed to take the flyers home right away and immediately distribute them to the homes of ten neighbors that same day.
 - Flyers should NOT be put into mailboxes.
- Trick-or-Treating on Halloween:
 - It is advisable for students to trick-or-treat WITH an adult
 - Students should collect the eyeglasses and donations as they trick-or-treat
- The DAY AFTER Halloween:
 - Students should bring their eyeglasses and dollars to school and give them to their teacher on Monday, November 3rd.
 - OPTIONAL - Schools and/or sponsoring organizations can use any computer certificate-creating program to make "Thank You" certificates for each participating student.
 - Schools OR their program sponsor should refer to the "Campaign Follow-up Procedures" below for remitting money and eyeglasses to GLOBAL re-VISION.

Suggestions for Rotary Clubs + Community Organizations

- Over the past several years many Rotary Clubs have established relationships with local elementary schools through their participation in the distribution of free student dictionaries to 3rd graders across the U.S. making dictionary-recipient schools excellent candidates.
- Principals and teachers at those schools should be contacted as soon as school opens to participate in the "SPOOKtacle\$+Buck\$" Campaign this year.
- Start Early! School participation may require approval by County Boards of Education.
- Principals are often overworked. It may be advantageous to enlist teachers to advocate to administrations on behalf of your Club to participate.
- Remember to especially emphasize the positive social and ethical values engendered by the SPOOKtacle\$+Bucks\$ program – helping the less fortunate is incredibly self-gratifying.
- Middle and high school service clubs (Interact, Key Clubs, Leo Clubs, etc.) can also be enlisted, especially as supervisors and monitors of younger students.
- Determine the number of students the school has who wish to participate.
- Customize the flyers. When you present to program to the students, provide each participating student with ten (10) flyers to pass-out in their neighborhoods a week *BEFORE* Halloween.
- Schedule in advance a pick-up after Halloween to collect the eyeglasses and money from the teachers.
- Ask Club members to help – just use the easy Follow-up Procedures below.

Campaign Follow-up Procedures

- AFTER your "*Spec\$+Buck\$*" or "*SPOOKtacle\$+Buck\$*" Campaign please separate the dollars from the eyeglasses and from inside the eyeglasses cases.
- **What to do with the MONEY –**
 - Count the money then please send us a check for the total in a SEPARATE ENVELOPE payable to:
Global re-Vision/Tree-Land Foundation, Inc.
 (NOTE: Tree-Land Foundation is the 501(c)(3) parent-sponsor of GLOBAL re-VISION)

- Submit your organization information (name, contact person(s), address, phone number and email address) on a separate sheet of paper with your check to:

**The Global re-Vision Network
P. O. Box 535
Myersville, Maryland 21773**

- **NOTE:** Please **DO NOT PUT** the envelope, the money, or the check into the box(es) **WITH** the eyeglasses.
- **What to do with the EYEGASSES –**
 - We **ONLY** ship whole, complete, re-usable pairs of eyeglasses to the clinics.
 - *Although eyeglasses that are slightly damaged in shipping ARE often repaired at the clinic, due to the huge number of variations in frames and lenses and because an estimated 500 million pairs of UNused, eyeglasses are currently available for collection in JUST the U.S...it is NOT worth spending the time, effort, and money it would cost to fix broken glasses.*
 - Please **SORT-OUT – THROW-AWAY – DISPOSE-OF + DO NOT SEND** eyeglasses that are:
 - Broken
 - Have *badly* scratched lenses
 - Are missing lenses, earpieces, or nosepieces
 - Are bent, twisted, warped, or “falling-apart”
 - Eyeglasses and frames are *incredibly* strong and resilient and will “shock-absorb” each other inside a sealed box...no special “packing-per-pair” with bubble-wrap or paper towels or newspaper around each pair of glasses is necessary.
 - Stack the eyeglasses and any glasses cases in rows inside **STURDY** cardboard boxes.
 - We recommend alternating packing eyeglasses *in* cases with eyeglasses having no cases to minimize the lenses getting scratched as they sometimes can in shipping. This is *only* a suggestion...it is NOT critical.
 - Fill the empty top spaces of boxes with bubble-wrap or balled-up newspaper.
 - **PLEASE** submit your complete contact information (or your school, Rotary Club or other organization) with the number of eyeglasses and cases inside the top of each box. You should include the name of your organization, contact person(s), address, phone number, and email address so we can cross-reference the boxes of glasses with the separately mailed checks.
 - Please tape **ALL** box seams with strong packing tape. Parts of eyeglasses are very thin and may poke through box seams and cracks.

VERY IMPORTANT – We have Two (2) Addresses:

When Sending Boxes of Eyeglasses

- **PLEASE BE AWARE!** - UPS, FED-EX, other delivery services and trucking companies **CANNOT** and **WILL NOT DELIVER** anything addressed to P.O. boxes or Post Offices.
- *Incorrectly addressed shipments may be lost, returned or incur extra shipping costs.*
- **PLEASE CHOOSE CAREFULLY** whichever mailing addresses you use depending on the most available, economical or your preferred mail or delivery service.
- **AGAIN** - GLOBAL re-VISION has **TWO DIFFERENT ADDRESSES** listed below to which you can send boxes of eyeglasses:

When sending boxed eyeglasses by **U.S. Mail from a Post Office**
Please mail to:

**EYEGASSES @ GLOBAL re-VISION Network
P. O. Box 535
Myersville, Maryland 21773**

When sending boxed eyeglasses by
UPS - Fed-Ex - other delivery services - or by truck
Please ship to:

EYEGLASSES @ GLOBAL re-VISION Network
10259 Rollingridge Court
Myersville, Maryland 21773

Contact Information + to Make Suggestions

If you need more information or wish to make suggestions...please contact:

Bob Martin
T – 1-301-471-9998
E – Bmartin495@aol.com
P. O. Box 535
Myersville, Maryland 21773

SPOOKtacle\$ + Buck\$ Neighborhood Flyer

You can click on either the HTML *or* the Microsoft WORD versions of the SPOOKtacle\$+Buck\$ flyer samples (*below*) to customize them in whichever format is best for you. Once you have the school name and sponsoring organization's name printed on them, that flyer can then be printed-out and photocopied in quantities. Please remember to ask the students to sign their names to the bottom of the flyers before handing them out to neighbors.

[HTML FORMAT](#)

[Microsoft WORD FORMAT](#)

SPOOKtacle\$ + Buck\$ School-to-Parents Information Letter

Below is a sample / example of a letter that explains to parents the basic program details. It should be modified and customized by individual schools and a copy given to each participating student to take home along with the Neighborhood Fliers.

[Microsoft Word FORMAT LETTER](#)

SPOOKtacle\$ + Buck\$ School or Board of Education Participation / Solicitation Letter

Below is a sample / example of a letter that explains the SPOOKtacle\$+Buck\$ Program and can be sent to a school or school board to request their participation. It should be modified and customized by individual sponsoring organizations.

[Microsoft Word FORMAT LETTER](#)