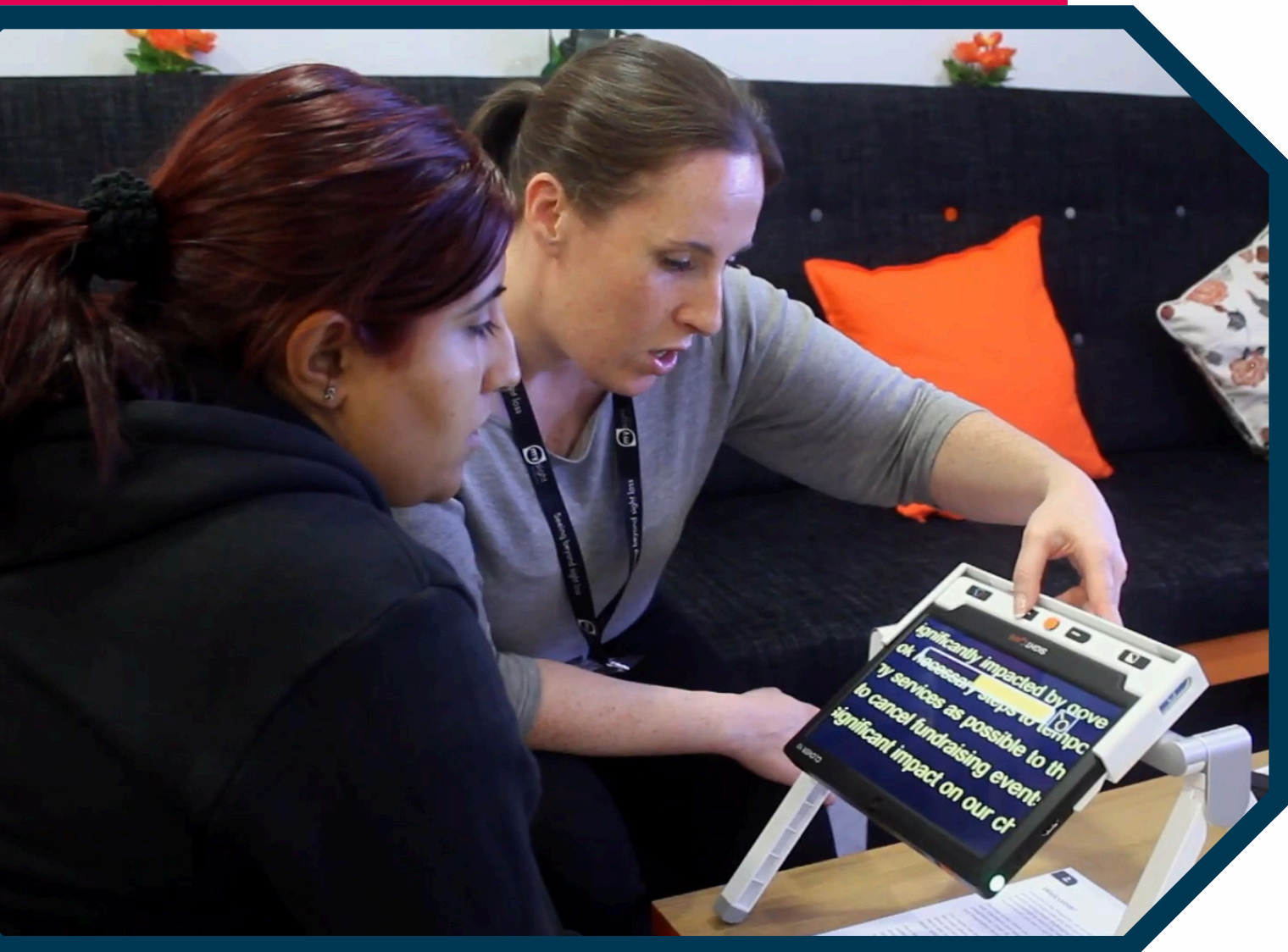


My Sight Notts

Opticians Information Pack





Seeing beyond sight loss

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My Sight Notts

Opticians Information Pack

This pack provides an introduction to My Sight Notts and shows how your support can help us reach more people living with sight loss across Nottinghamshire. You'll find information about the work we do and the impact it has, as well as a range of fundraising and partnership ideas to help you join us in making a real difference to people with visual impairments living in our local community.

Opticians play a vital role in supporting people with sight loss - not only through clinical care, but by helping patients access the wider support they need to live independently and confidently. By supporting My Sight Notts, local opticians can make a direct difference to people living with sight loss across Nottinghamshire.

My Sight Notts provides practical low vision advice, emotional support, social opportunities and specialist services that help people adjust to visual loss and maintain their quality of life long after they leave the consulting room.

Partnering with My Sight Notts demonstrates a strong commitment to the local community and to patient wellbeing beyond eye health alone. Whether through fundraising, awareness campaigns or in-practice events, opticians can help ensure that more people know where to turn when they need support. Every contribution helps My Sight Notts continue delivering essential services, while strengthening the connection between local practices and the communities we serve.



My Sight Notts

At My Sight Nottinghamshire, we've supported people living with sight loss for over 180 years, helping them regain confidence, independence and connection to their community.

Our vision is for a Nottinghamshire where sight loss is not a barrier to opportunity; where people living with visual impairment are included, empowered and supported every step of the way.

My Sight Notts is an independent charity supporting over 3,000 people each year across Nottingham and Nottinghamshire. We empower adults and children living with visual impairment to lead full, independent lives through emotional support, practical advice, accessible social activities and peer support.

Right now, around 38,000 people in Nottinghamshire are living with sight loss. Many are adjusting to the emotional shock of diagnosis, learning new ways to navigate the world or facing loneliness and unemployment. With your support we can reach more people and change more lives.



Our Services

Practical Support That Makes a Real Difference – We connect people with the tools, tech and training to live independently; from smart home demonstrations to digital magnifiers, talking clocks and accessible apps.

Emotional Support When It's Needed Most – A sight loss diagnosis can be life-altering. Our team is there from the crucial first moment, with calm, compassionate support and practical guidance from our Eye Clinic Liaison Officers based at the eye department at the QMC.

We also run **Shared Vision** workshops; safe spaces where people can learn, share and lean on each other during the adjustment process. And our trained counsellors are also on hand, offering one-to-one emotional support, helping people rebuild confidence and embrace life after diagnosis.

Social Connection – From social groups and walking groups, to arts and crafts, choirs and swim and gym sessions, we help break isolation and build community.

CPD Training & Awareness – We help businesses and services become truly accessible through access audits and sight loss awareness training for staff, using augmented reality simulations.



The Impact of Your Support

£5 – translates info into Braille or audio

£10 – gives an isolated person a seat at our social hub

£25 – connects someone newly diagnosed with essential low vision support

£50 – funds a counselling session for someone facing the emotional impact of losing their sight

£100 – supports group fitness or lifestyle sessions

£250 – delivers five 1-to-1 accessible technology tutorials

£700 – trains healthcare staff in sighted guiding and awareness.



Nathalie's Story

When 29-year-old Nathalie noticed road signs becoming blurry, she assumed she just needed new glasses. Within months, her world changed forever.



Diagnosed with diabetic retinopathy and maculopathy, her vision deteriorated rapidly, despite laser treatment and surgery. By the age of 30, Nathalie had lost almost all her sight. She had to give up her job as a pharmacy technician, surrender her driving licence and move back in with her family.

“It wasn’t just losing my sight – it affected every part of my life,” she says. “I didn’t know where to turn or what help existed.”

That changed when Nathalie’s mum spotted a poster about our Eye Clinic Liaison Officer (ECLO) based at Queen’s Medical Centre.

The ECLO became Nathalie’s first lifeline – explaining her diagnosis, helping her understand her registration as Severely Sight Impaired, helping with vital paperwork and connecting her to the right support.

“Consultants and nurses are amazing, but they’re so busy. The ECLO had the time to sit with me, explain things and guide me step by step.”

Through the ECLO, Nathalie was introduced to My Sight Notts, where she learned new skills, rebuilt her confidence and discovered she could live independently again. She attended IT sessions, took part in the Shared Vision course and joined social groups. Nathalie is now studying to become a teacher within the pharmacy field.

“I wouldn’t be where I am today without the ECLO and My Sight Notts. They gave me hope when I’d lost everything.”

How You Can Get Involved

There are lots of simple ways your practice can support My Sight Notts. You could take part in one of our events; hold your own fundraising event in store; organise a staff challenge; support National Eye Health Week or World Sight Day; host a collection tin; donate a percentage of sales; or help raise awareness by displaying posters and sharing information with patients. Every contribution, big or small, helps support people living with sight loss across Nottinghamshire - we simply can't survive without the generosity of our supporters.



Our Events

Each year we host a number of events encouraging people to get together and raise vital funds for My Sight Notts. For example, we have organised Charity Golf Days, Sponsored Runs and Walks, Firewalks and Charity Abseils. We can also support you to take part in third party running and challenge events such as the Robin Hood Half Marathon or a Charity Skydive.

All our events are listed on our website here:

<https://www.mysightnotts.org.uk/hold-an-event-2/> or you can get in touch to find out more.

You can also **sponsor our events** – ask for more information about our sponsorship opportunities.

Your Fundraising

There are lots of ways you can raise funds for us by hosting your own fundraising event, whether that's with colleagues or your customers. A few ideas are listed below:

- Bake Sale
- Charity Quiz
- Raffle
- Auction
- Tombola
- 'Guess the number of X in the jar'
- Coffee Morning
- Sweepstakes
- Run, walk, cycle challenge
- Step challenge
- Festive fundraising

We can provide you with our My Sight Notts **Bake Sale Information Pack** and/or a **Quiz Pack** to make running either of these events easier. We also have a **Festive Fundraising** ideas sheet. Just get in touch to request any of these resources.

Eye health awareness focused ideas:

To make your events more eye health focused, you could consider:

- Eye health talks – at your store or a local community group, school or club. Ask for a small donation.
- Interactive experiences – blindfold challenges
- 'Guess the frames'
- Eye spy game in store



Staff Fundraising Challenges

Staff challenges are a fun and effective way to support My Sight Notts while building team spirit and engagement. Your practice could take part in internal challenges such as step counts, sponsored fitness goals, bake-offs or themed dress-down days where staff raise sponsorship and collect donations.

Get Competitive!

To add an extra layer of motivation, stores can also challenge other opticians or other local branches to compete against each other. For example, teams might compete to raise the most money in a month, see who can achieve the highest combined step count or who can host the most creative fundraising event. Friendly competition between stores helps boost participation, increases fundraising impact and strengthens connections across the wider optical community.

Eye Health Related Challenges

Staff challenges can also be tailored specifically around sight loss and eye health to make them more meaningful and relevant to opticians and their patients. For example, practices could take part in a blindfold challenge where staff complete everyday tasks - such as making a cup of tea or navigating the building or surrounding area.

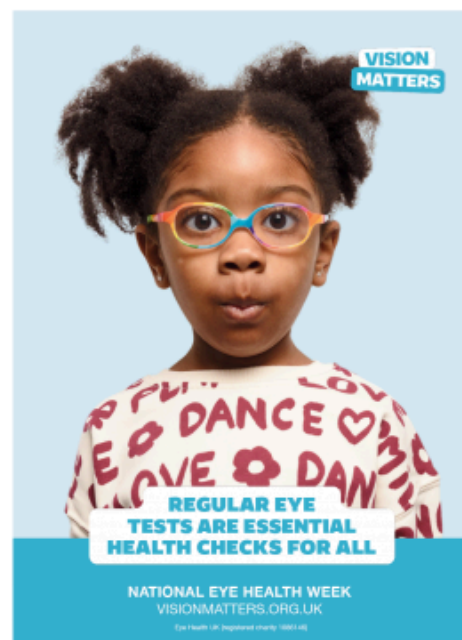
Other ideas include an eye health quiz challenge between teams or stores, testing knowledge of common eye conditions, myths and facts about sight loss or knowledge of local support services. Practices could also run a screen break challenge, encouraging staff to reduce screen time or follow healthy eye habits for a set period, raising awareness of digital eye strain and preventative eye care. These activities not only raise funds but also reinforce the importance of eye health and the lived experience of people with sight loss.



Dates for Your Diary

National Eye Health Week

National Eye Health Week takes place the last full week of September every year and is when charities, businesses, health professionals and scientists come together to advocate the importance of eye health and the ways we can preserve our sight. This is a fantastic opportunity for opticians to promote the importance of regular eye tests, educate patients about eye health and support people living with sight loss in the local community. You can use the ideas in this pack to raise awareness and host some simple fundraising events during this period.



Contact us for specific National Eye Health Awareness leaflets and resources.

World Sight Day

World Sight Day takes place every year on the second Thursday in October. It is an opportunity to highlight the importance of protecting our eyes and vision, raise awareness of vision impairment and blindness and promote eye and vision care.

We invite you to take part in World Sight Day by taking part in **Dress Bright for Sight**. All you have to do is ask your colleagues to wear their brightest clothes and make a donation. Make sure to let us know you're taking part - and send us your photos! You can also contact us for a Dress Bright for Sight pack, with more information and a poster to advertise the day.



Host a Collection Tin

Hosting a My Sight Notts charity collection tin is a simple way for to show visible support for people living with sight loss in the local community.



A collection tin can spark conversations and raise awareness, as well as encourage customers to contribute their spare change towards vital local support services. The effort required is minimal, but the impact can be significant. Our tins also have QR codes on them so people can donate online.

Contact us to request a collection tin.

Donate a Percentage of Sales

Donating a small percentage of sales is a simple but powerful way you can support My Sight Notts.

Whether it's a contribution from every eye test, pair of glasses or other selected products, even a small percentage can make a meaningful impact over time. Customers appreciate businesses that give back, and charitable partnerships can help strengthen trust, loyalty and community connection.

Donating a percentage of sales is an easy initiative to introduce, requires very little effort day-to-day, and allows practices to make a positive difference through the work they already do.

Raising Awareness

Opticians can support the work of My Sight Notts in a variety of ways beyond fundraising. One of the most valuable contributions is helping to identify and refer patients who may benefit from additional support, ensuring people with sight loss are aware of the services available to them as early as possible. Practices can display information about My Sight Notts in waiting areas, helping to raise awareness among customers and their families.



Staff can also support by sharing their professional expertise through awareness talks, training sessions or contributing to community outreach activities that promote good eye health. Social media promotion, sharing updates about campaigns and encouraging patients to engage with sight loss resources, are also simple but effective ways to extend the charity's reach. Together, these actions help build stronger links between clinical care and ongoing support for people living with sight loss.



Charity of the Year Partnerships

A Charity of the Year Partnership with My Sight Notts offers clear benefits for opticians as well as meaningful impact for people living with sight loss. It provides a structured way to engage staff and customers in fundraising and awareness activities throughout the year, creating shared goals that bring teams together and build a strong sense of purpose.

Partnering with a Charity also helps strengthen your profile within the local community by demonstrating a long-term commitment to social responsibility and eye health beyond clinical care. Regular fundraising, information events and awareness campaigns can increase patient engagement, enhance staff morale and create positive conversations about sight loss and prevention. Most importantly, it ensures consistent support for a local charity delivering vital services to people living with sight loss across Nottinghamshire.



Support from My Sight Notts

A key part of our support is helping to create a clear **calendar of events** for the year. This ensures fundraising and awareness activity is planned, balanced and easy to deliver. The calendar might include key national awareness dates, such as **National Eye Health Week**, regular in-store fundraising activities, seasonal campaigns like summer or Christmas events, and staff challenges spread across the year. By mapping everything out in advance, practices can stay engaged consistently, maximise impact and ensure the partnership delivers ongoing benefits for both the charity and the business involved.



My Sight Notts can actively support a Charity of the Year partnership by working closely with opticians to plan, promote and sustain engagement throughout the year. This includes providing fundraising ideas, ready-made resources, awareness materials and ongoing guidance to help practices run successful activities with minimal admin. The charity can also support at events, staff engagement sessions and customer-facing awareness days to help bring the partnership to life, as well as sharing news of your support on our website and social media channels.

Training and Access Audits

Our **Sight Loss Awareness Training** builds confidence, understanding and practical skills to support clients with visual loss, ensuring your practice and services are as accessible as possible.

Our training explores the latest **Low Vision** equipment, advice and support available, introducing the new technology providing cutting edge support for people living with sight loss.

The training will help you:

- Understand the physical and emotional effects of visual loss
- Identify barriers people with visual loss face when accessing information and services
- Use augmented reality to see the impact of a range of sight loss conditions
- Identify solutions and practical tips for effective engagement
- Gain practical skills to guide people with sight loss
- Learn about the range of Low Vision equipment and accessible technology currently available
- Learn about support available locally and how to refer on
- Understand Equality and Diversity legislation and good practice in relation to accessible information and services.

This interactive and informative session involves group work, presentation and personal experiences of living with sight loss.

Our **Access Audits** provide clear practical recommendations to improve accessibility and ensure your practice is inclusive, safe and welcoming for customers and staff alike.

If you are interested in Training or Access Audits please get in touch.



Let's Work Together!

Raise Awareness

- Display our leaflets
- Refer patients
- Share our social media

Raise Funds

- Host a collection tin
- Charity of the Year partnership
- Fundraising events

Develop Your Team

- Sight loss awareness training
- Accessibility audits
- Guided experiences

Contact Us

Please get in touch to find out more about how we can support each other and work together to raise awareness of eye health across Nottinghamshire.

We'd love to hear from you!

Get in Touch

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www.mysightnotts.org.uk

Instagram - @mysightnotts
Facebook – My Sight Nottinghamshire
LinkedIn – My Sight Nottinghamshire

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