



perfect vision

our vision, perfectly clear

CASE STUDY

bringing vision to communities that need it most

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Our Vision

We are a **pop-up mobile** tour experience providing FREE vision health care services to **families living in under-represented communities.**

Uncorrected vision conditions can cause many barriers in a child's life; academically, socially, and athletically!



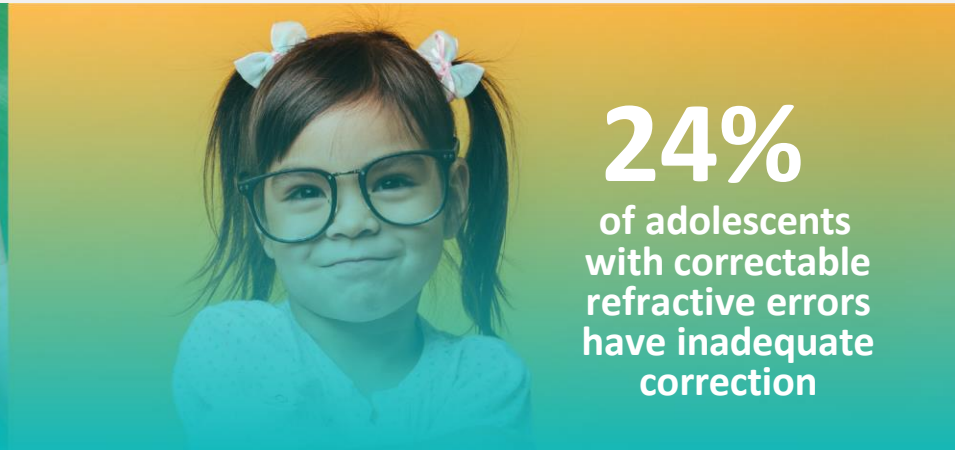
Because...



Hispanic + African American preschoolers are affected the most



Affordability + Accessibility are the major driving forces



24%

of adolescents with correctable refractive errors have inadequate correction

2020 Tour Quick Recap

5 Stops

100+
Families

1 Vision





What We Did

WE TRANSFORMED AN **RV** INTO A **MOBILE VISION CLINIC** FOR KIDS DURING A PANDEMIC.

We launched and managed a successful crowdfunding campaign to offset the cost of producing a local mobile tour.

We sought a creative, grassroots approach to marry experiential and cause marketing strategies to bring FREE vision health care resources to families in the **Austin, Auburn-Gresham, Bronzeville, Englewood, and Little Village/North Lawndale** communities during a time where such resources were limited due to a number of factors; one being the COVID-19 pandemic. Our overarching theme was to bring vision, *both figuratively and literally*, to communities in need. We did this by encouraging “big dreaming” by incorporating youth artwork in the design of the bus wrap all while shedding light and amplifying Black entrepreneurship.

Our partners included: **Illinois School of Optometry, VSP® Eyes of Hope®, Mobile Care Chicago, Cook County Sheriff Office, The Office of 21st Ward Alderman Howard Brookins, and Chicago Early Learning.**



How We Did It



Because...

Over **100+ families** received vision screenings, eye exams, and provisions to receive free eyeglasses during the 5-stop tour.

More than half of the patients seen onsite failed their vision screening, indicating that they were not receiving the proper **vision health care** they needed.

Uncorrected vision problems in children can interfere with their ability to learn and reach their highest potential. However, if caught early enough, treatment can drastically shift their trajectory academically, socially, and athletically.

The tour gained **media coverage** that allowed us to extend the tour an additional month, allowing us to reach more families and communities.



Why It Mattered



A young boy with short, dark hair and round, black-rimmed glasses is smiling broadly. He is resting his chin on his right hand. The background is a soft, out-of-focus orange and yellow gradient. The entire image has a semi-transparent teal overlay.

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