

# CORPORATE SPOTLIGHT



## Welcome to The Fred Hollows Foundation's Corporate Spotlight

As we near the end of what has been an incredibly difficult year, The Fred Hollows Foundation would like to thank all our valued corporate partners and supporters. Time and time again, corporate generosity has helped us continue our sight restoring work.

We have brought new partners on board amidst the global pandemic – including iconic Australian makeup and skincare brand, Mirenesse, and we launched our inaugural Fred Hollows Giving Day, with businesses across the country donating a percentage of their sales on World Sight Day.

Thank you for being on this journey with The Foundation in 2020. We can't wait to see what next year has install for us.

Here are some of this year's highlights.

### Through Her Eyes

**mirenesse**

This year, The Fred Hollows Foundation launched a new partnership with [Mirenesse](#), Australia's leading makeup and skincare brand.

Founder and formulator, Irene Patsalides, was like tens of millions of women around the world who were fed up with mascara and other beauty products that didn't get the job done.

Irene says, "I started Mirenesse in 1999 out of the frustration of looking for beauty products that actually delivered on their promises. I was working 70-hour weeks as a pharmacist, raising my daughter, and I would come home every night with mascara running down my face and irritated eyes. I was working so hard, surely my makeup could at least be reliable. I believed that we deserved better."

As a 25-year pharmacist and cosmetics chemist, Irene set out to create a line of innovative beauty products that really worked and lived up to their claims.

One of her most successful creations is the multi-award winning [Mirenesse Secret Weapon 24 Hr Mascara](#), the winner of 13 international awards.

Yet Mirenesse is much more than a successful makeup brand. Ethics and philanthropy have always been a part of their ethos. They are clean beauty pioneers, cruelty free, and leave out harsh ingredients and toxins.

Their Power through Beauty program has been

supporting women the world over to achieve their dreams, and donate to women's health causes to make a better world.

Mirenesse strongly believes in empowering women. That is why they have partnered with The Fred Hollows Foundation to ensure that women have an equal right to sight.

There is no doubt, blindness discriminates. Women are 1.3 times more likely to be blind than men, with more than 20 million women in the world who are blind and a further 120 million visually impaired.

By supporting The Foundation's She Sees program, Mirenesse will help close the gender gap and unlock the potential of millions of women and girls.

**Welcome to the Fred family, Mirenesse. We are so thrilled to have you on board!**





## Fred Hollows Giving Day

The Fred Hollows Foundation is proud to announce the success of our first Fred Hollows Giving Day, held on World Sight Day in October this year.

This World Sight Day, businesses from across Australia had the opportunity to leverage their social impact and show their customers what they care about.

The Foundation provided all the tools to help participating businesses maximise this campaign:

- Marketing assets, including social media templates, email signatures, posters, QR codes to encourage customer donations, and a Fred Hollows Giving Day badge;
- A feature on The Foundation's corporate partnership web page; and
- A virtual briefing for businesses and their staff.

The Fred Hollows Giving Day was designed to lower the barrier to entry faced by many small and medium enterprises when interested in partnering with a charity, while also reducing participant's workloads by providing marketing assets ready to use through internal and external channels.

World Sight Day is a unique marketing opportunity to promote your social responsibility and support of The Fred Hollows Foundation in an authentic way. It allows you to highlight how you are giving back - whether that is through supporting The Foundation's gender equity work, helping to close the gap in eye health experienced by Aboriginal and Torres Strait Peoples, or investing in game changing projects to end avoidable blindness.

**Many of the funds raised on the day were matched by The Foundation's generous partner, Corporate Match 2.0, doubling the impact and restoring sight to more people.**

Thank you to all our amazing inaugural Fred Hollows Giving Day participants. We look forward to continuing this campaign into the future, supporting businesses of all types and sizes to give back in a meaningful way that helps their brand, sales targets, and staff engagement.

**If your business would like to be involved in future campaigns like this, please get in touch at [partnerships@hollows.org](mailto:partnerships@hollows.org).**

The Foundation was thrilled to have multiple businesses joining us in the campaign this year.

MUTOH AUSTRALIA



[Mutoh Australia](#) provides eco-solvent, UV LED and sublimation printers and vinyl cutters for professional sign shops, designers and textile printers.

Mutoh Australia understands the importance of sight and are passionate about making a meaningful contribution to the causes they care about. That's why, starting on World Sight Day and leading up to Christmas, Mutoh Australia decided to donate \$500 to The Foundation with every XPJ-461-661UF printer sold.



HOLY BASIL

[Holy Basil](#) is a restaurant chain that provides a unique experience, serving both Thai and Lao cuisine. As part of the Fred Hollows Giving Day, Holy Basil donated 10% of their sales on World Sight Day. They also encouraged their generous customers to join them in donating via a unique QR code.

The Fred Hollows Foundation has always been passionate about restoring sight in South East Asia and empowering local people to become eye doctors, nurses and health workers. Through this support, Holy Basil and was able to help empower these communities through the gift of sight.

MAS & MIEK CERAMIC HOUSE



[Mas and Miek Ceramic House](#) is a Queensland-based studio for beautiful pottery.

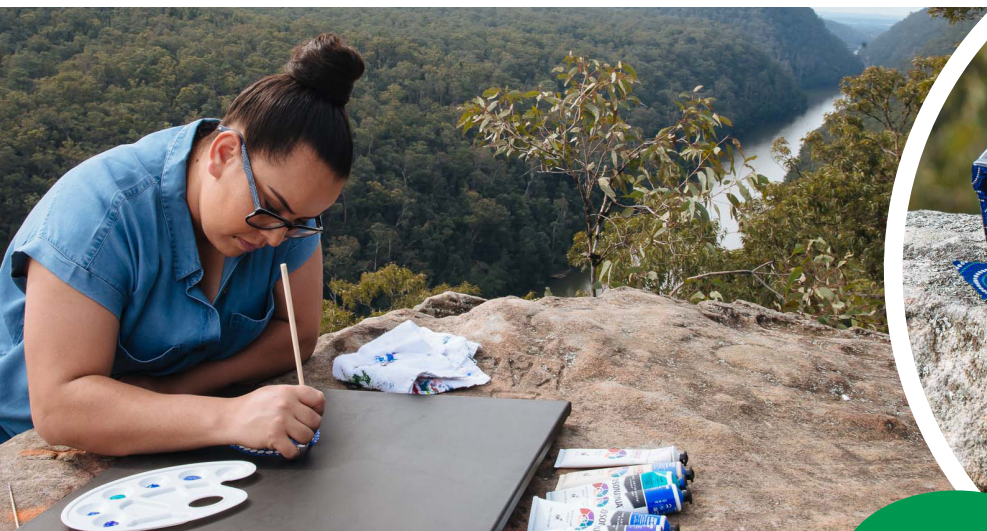
Mas and Miek understand the need for eyesight to do daily tasks, particularly in the fine arts industry. That's why for many years Mas and Miek Ceramic House has supported the work of The Foundation. World Sight Day was a unique opportunity for them to further demonstrate their support of our work.

DAO CHEMIST



[Dao Chemist](#) is a pharmacy based in Western Sydney which generously donated 100% of their sales on World Sight Day to The Fred Hollows Foundation.

In a difficult year, it's been heart-warming to have the support of small businesses like Dao Chemist, who have consistently demonstrated their commitment to the importance of eye health and equal rights to health care.



## Specsavers

### Give the Gift of Sight

The Fred Hollows Foundation and [Specsavers](#) are proud to announce the [new limited edition glasses](#) by contemporary Aboriginal Artist Rheanna Lotter, raising funds to help end avoidable blindness for Aboriginal and Torres Strait Islander communities.

As part of their mutual goal to close the gap in eye health for Aboriginal and Torres Strait Islander communities across Australia, Specsavers and The Fred Hollows Foundation have again joined forces to launch two limited edition frames.

The project aims to raise \$125,000 for The Foundation's sight restoring work in Australia, to ensure more Aboriginal and Torres Strait Islander Peoples can access high quality eye care and eyewear.

The frames feature the artwork of contemporary Aboriginal artist Rheanna Lotter. Rheanna is a proud Yuin nation woman who creates and sells her artwork through her business, Ngandabaa.

The artwork featured, entitled 'Saltwater Dreamin', is a story about sustainability.

"This painting shows our incredible waterways. We must always remember the importance of caring for them and it's our job to ensure we maintain and sustain our environment for future generations," artist Rheanna said.

"I'm very passionate about preservation, and that extends beyond the environment and is what drew me to this project. It's been interesting to see my artwork translated onto glasses. Knowing that every pair will make a real difference in the Aboriginal community as well as raise awareness of Aboriginal Art and its importance in culture makes it a project I really wanted to be involved in. With the glasses coming out just in time for Christmas, I encourage everyone to give the gift of sight, whether it's a gift to yourself or a loved one," Rheanna added.

The Fred Hollows Foundation's Director of Program Implementation in Oceania, which includes the Indigenous Australia Program, Jaki Adams-Barton, welcomed this latest project. "It's essential that Aboriginal and Torres Strait Islander Peoples have access to good quality eye screening services and glasses," Jaki said.

"Aboriginal and Torres Strait Islander Peoples are three times more likely to suffer vision loss or blindness than non-Indigenous Australians. At the moment, our mob are going blind simply because the health system is not meeting our eye health needs. The funds raised through the sale of these limited edition frames will go towards funding projects that will help provide eye care through Aboriginal Community Controlled Health Organisations, to ensure access to high quality, culturally safe, patient centric eye care services," Jaki added.

Specsavers Director of Optometry Ben Ashby said Specsavers has been a proud partner of The Fred Hollows Foundation since 2011 and to date has donated more than \$3.5 million to support our Indigenous Australia Program.

Previous limited edition frames have raised more than \$300,000 for The Foundation, including artwork from renowned Aboriginal artist Gumatj leader, Peter Datjing Burarrwanga and two works by the late Aboriginal artist, Langaliki Langaliki.

"We believe that everyone should have access to quality eye care and we're passionate about working with The Fred Hollows Foundation to close the gap by improving the delivery of eye health services and improving patient outcomes for Aboriginal and Torres Strait Islander Peoples. With the sale of each pair of limited edition glasses, we're investing in the future of eye care for communities that really need it," Ben added.

## Partner spotlight: Laser Vision SA

[Laser Vision SA](#) and [Cataract Surgery SA](#) are Adelaide based eye surgery practices established to improve quality of life through improved vision.

Owner and Founder, Dr Graham Fraenkel, an Adelaide Ophthalmologist for 22 years, started partnering with The Fred Hollows Foundation in 2005.

For every patient procedure to improve vision, Laser Vision SA and Cataract Surgery SA donates \$50 to improve vision and help end avoidable blindness in more than 25 countries around the world. Over the past 15 years, they have donated enough to restore sight to more than 30,000 people.

Dr Fraenkel sits down with Jessica Millar, Senior Partnership Executive at The Foundation, to talk about what this partnership means to him and his business.

### What motivated you to start supporting The Fred Hollows Foundation way back in 2005?

In 2005, I had established my own private practice which is now Laser Vision SA and Cataract Surgery SA and was running a day surgery specialising in lens surgery as well. So, after being an eye surgeon for seven years, my career had reached a point where it was time to give back. Partnering with The Fred Hollows Foundation was an obvious way to do that.

### Apart from the personality of Fred Hollows himself, what made you choose The Fred Hollows Foundation to give back?

I love the way The Fred Hollows Foundation makes the most of every dollar donated. The Fred Hollows Foundation has won national awards for governance and transparency. Part of The Foundation's philosophy is to help, establish, then move on.



Many organisations do great work, but it doesn't necessarily last if training, infrastructure and economical models are not put in place at each location to continue that benefit.

The Fred Hollows Foundation does this, as well as educating populations on the benefits of cataract surgery to patients, their family and their local community.

### What does partnering with The Fred Hollows Foundation mean for your practice?

This partnership means everyone in the practice gets an extra boost from their work, not only knowing we have improved vision and quality of life for patients we meet at Laser Vision SA and Cataract Surgery SA, but that we are also helping people we likely will never meet in less fortunate places around the world, through our partnership with The Fred Hollows Foundation.



## Contact Us

For more information on how you can get involved, please contact The Fred Hollows Foundation's Corporate Partnerships Team.

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