



Dear Community Member,

As a friend and neighbor, we are writing to share exciting news. After more than 18 months of careful work, Center for Vision Loss has changed its name to Sights for Hope. As someone who may need our services or would like to support our work in the community, we wanted to personally reach out to share this news.

As you may know, we are dedicated to serving those with visual impairments in Lehigh Valley and Monroe County with programs, services, and initiatives that provide better access to education, transportation, assistive technologies, health care, and more. Our organization empowers people to live quality, independent lives while championing healthy eyesight for everyone in our communities. Sights for Hope is a name that not only reflects the positive and impactful nature of the work that we are committed to, but it also reaffirms our guiding philosophy of **hope** over **loss**. Sights for Hope will pursue the same mission and provide the same programs and services, but it will also better reflect the optimistic, supportive environment that you have come to know and love.

Deciding on the new name, Sights for Hope, took time and careful consideration. Having considered more than 200 names, we feel that Sights for Hope embodies positivity, is uplifting, and conveys that there are different ways for each of us to see. We want our name to align with the work that we do. We want the brand to positively convey our organization with a sense of pride. It's also well-timed. After a year of coping with the COVID-19 pandemic, we are all yearning for hope. Nothing is greater than hope.

Motivated by Helen Keller 1928 and her indomitable spirit, we carry on that tradition today with contemporary practices and advanced technologies. Our support and rehabilitation services promote the accomplishment of daily tasks, increased access to medical services and food supplies, enhanced personal wellness, and extended self-sufficiency. Our free vision screenings for children stimulate success in school, and our community education programs advocate for eye health and safety. All agency services are provided at little or no cost, and 85 percent of clients and patients with visual impairments are from low-income households.

As Sights for Hope, we look forward to broadening our reach and serving the community with the best programs and services that we can offer. If you are interested in learning more about our services, visit our website to request a staff member to come share more about what we do with your team. We look forward to a bright future together.

Best wishes,

Dennis Zehner
Executive Director
Sights for Hope