8/7/20

Virtual White Cane Walk is Tomorrow!

- Our first-ever Virtual White Cane Walk is this Saturday! Thank you to everyone who has supported so far. While we won’t physically be together to walk at Cleveland Sight Center, we can all walk on our own for the same reason - to empower individuals of all ages with blindness or low vision to live independently and realize their full potential.

Below you will find helpful information to prepare for and participate on Saturday morning:

• Follow Cleveland Sight Center on Facebook: https://www.facebook.com/clevelandsightcenter/
• Tune in to our Facebook page at 10 am on Saturday for a video kick off from our very own President and CEO, Larry Benders and Community Relations Specialist, Alicia Howerton.
• Download and view the Scavenger Hunt Activity that you can participate in during or after your walk. The instructions for the activity are included on the document.
• Take a photo as you are on your walk or participating in the scavenger hunt activity and post it to your Facebook page (if you have one) using #WhiteCaneWalkCleveland and #FourOtherSenses. Make sure to tag Cleveland Sight Center in the post (@clevelandsightcenter).
  o We will randomly choose a winner from those who post to receive a CSC swag bag!
Thank you again for all of your support of this year’s White Cane Walk! We are excited for everyone to get outside and enjoy the fresh air in support of Cleveland Sight Center’s programs and services!

Please don’t hesitate to reach out to Steve Frohwerk (x4562) or Megan Sigler (x4568) with any questions.

Happy Walking!

White Cane Walk Raffle Basket Tickets are Available for Purchase!

-The raffle baskets for White Cane Walk are ready for ticket purchase! Thanks to Sylvia Snyder and the CYAS team for arranging this year’s gift baskets, which include:

Lottery Scratch Off Extravaganza - great collection of winners
Rainbow Liquor Basket - an array of flavored vodkas for jello shots and more!
Men’s Bulova Accutron Watch (value $600)
Pampered MOM - Hand & Stone Massage & Facial Gift certificate (value $65); assorted luxuries
Family Fun - East Coast Custard & Honey Hut gift certificates; beach towels & summer fun activities
Human’s Best Friend - doggie basket full of Fido’s favorites
Trader Joe’s Gift Basket - assortment of wonderfullyness
Mary Kay Basket - beautiful collection of skin care items

Contact Megan Sigler (x4568), Cathy Javorsky (x4560) or Sylvia Snyder (x8777) to purchase tickets at CSC or to get an order form.

To purchase raffle tickets online, click here: https://www.clevelandsightcenter.org/content/virtual-white-cane-walk-raffle

Winners will be drawn and announced early next week.

Engaging and Educating the Community

-The Outreach Team coordinated the annual Case Western Reserve University Chronic Conditions Field Experience this week. Tom Sawyer and Alicia Howerton engaged 32 first-year medical students in the week-long program that included one-on-one calls with clients. Prior to the calls, the Outreach team talked with all the students to provide an overview of CSC, view a virtual tour video of the agency, and review a CSC PowerPoint and sighted guide flyer. Outreach also prepared the students with potential questions to help set the stage for engaging interviews. On one of the student follow-up calls with Outreach after the client interview call, the students commented how CSC clients made a huge impact on them by demonstrating resiliency, sharing their struggles and optimism with a “can do” attitude.
In addition, the clients shared what a monumental impact Cleveland Sight Center has had on and in their lives. Each day the students thanked CSC the experience and opportunity to connect and learn.

-Did you know CSC has engaging social media properties that have great content and updates about what’s happening at the agency? For example, this week to promote the Virtual White Cane Walk, the Marketing team and Rehabilitation Services team made a quick video of Certified Vision Rehabilitation Therapist Taylor Volrich demonstrating how to use a liquid level indicator to pour a glass of water. Check out this and many more on CSC’s online assets:

Cleveland Sight Center Website: https://clevelandsightcenter.org/
At the top of the website in the gray bar are icons for our social media properties including:

YouTube: https://www.youtube.com/clevelandsightcenter

LinkedIn: https://www.linkedin.com/company/cleveland-sight-center

Twitter: https://twitter.com/ClevelandSight

Facebook: https://www.facebook.com/clevelandsightcenter

**Items of Note**

-Did you know...now in its 15th year, White Cane Walk has raised over $860,000 for CSC programs and services.