



# FREQUENTLY ASKED QUESTIONS

## What is the Global Partners Program?

The Global Partners Program is a renewable, annual program where ophthalmologists and ophthalmology practices donate a certain amount of money each year to fund sight-restoring surgeries in sub-Saharan Africa and South Asia supported by Cure Blindness Project. The donated amount determines one's Global Partner level and can be a combination of doctor and patient contributions. A customizable Global Partners fundraising page allows practices to easily share the program with patients, allowing patients to contribute and increase the practice's program level. Program benefits include curated storytelling assets and branded materials to easily share the practice's philanthropic participation with patients.

## What are the tiers?

The Global Partners Program has three tiers: Silver (\$10,000), Gold (\$25,000) and Platinum (\$50,000). The total amount given can be a combination of practice and patient donations.

Each level corresponds to different storytelling materials. The higher the level, the more shareable content your office receives. Shareable content will include (but is not limited to) written social media posts (with vibrant photos), newsletter articles (with photos), a sample press release and patient emails.

## Does becoming a Global Partner mean I can go on a surgical outreach?

When future opportunities arise, Global Partners will be among the first to know.

## Why should I get involved?

Becoming a Global Partner allows you to both help others and help your practice. Studies show that patients are more likely to recommend something that aligns with their beliefs. Becoming a Global Partner also gives you opportunities to continue to connect with your patient base through curated storytelling. These stories show how your support is helping individuals, families and communities.

## How does it benefit my practice?

Studies show that customers refer and recommend businesses who actively support causes that they care about. By becoming a Global Partner, you can share with patients how others are receiving the same type of high-quality, sight-restoring care that they did.

## When will I get my shareable content?

Shareable content will be uploaded quarterly to a dedicated webpage for you to easily download and use. This will become a library of assets that you can bookmark and return to frequently as new assets are added and updated.

## What other ways can I get involved?

In addition to funding cataract surgeries, opportunities exist to support resident training, scholarships, and in-kind donations of equipment and consumables.