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The Vision Council Foundation Kicks Off Season of Giving to Support the Next Generation of Opticians

The Opening Your Eyes Scholarship program helps address the optical industry's ongoing need for skilled talent

Alexandria, VA – November 7, 2025 — As the season of giving begins, The Vision Council Foundation is calling on the optical community to join its mission to support the next generation of opticians through the [Opening Your Eyes Scholarship Program \(OYES\)](#). This national initiative provides tuition assistance, certification support, and career resources to students pursuing opticianry degrees at accredited institutions across the United States.

Over the past five years, the Opening Your Eyes Scholarship Program has awarded more than 35 scholarships and distributed over \$340,000 in funding to opticianry students across the country. Working in partnership with 16 accredited colleges, the program makes it easier for students with limited financial resources to complete their training and enter the workforce with a passion for eye health.

According to The Vision Council's [2024 Provider inSights Report](#), 36% of eyecare providers cite a severe shortage of opticians as one of their greatest business challenges. As this need continues to impact practices and retailers nationwide, the Foundation's scholarship program is helping to build a stronger, more sustainable talent pipeline for the industry.

"This is a call to action for our industry," said **Michael C. Vitale, Vice President of Membership, Government Relations & Technical Affairs at The Vision Council and ABO Master Optician**. "The Opening Your Eyes Scholarship Program directly addresses the optician shortage by making education accessible to students who want to join our profession. With continued donor support, we can prepare the next generation of skilled professionals who will keep our industry thriving."

"My ultimate goal is to become an optician who helps individuals feel confident, comfortable, and truly seen," said Emi Nevot, a current opticianry student at Miami Dade College. "With the support of this scholarship, I'm one step closer to making that vision a reality."

Celebrating 2025 Accomplishments

This year, The Vision Council Foundation has achieved significant milestones in its mission to strengthen the optical workforce and expand access to eye health education:

- **Launched public awareness campaigns** including *See What Matters*, highlighting the importance of vision care and career opportunities available in the optical industry.
- **Brought vision screenings to schools and community centers** through an ongoing partnership with 20/20 Onsite.
- **Hosted educational events and activations for National Sunglasses Day**, to encourage UV-safety all year round.
- **Awarded tuition and funding through the Opening Your Eyes Scholarship Program** to students in opticianry programs.

Help Make a Greater Impact

The optical industry depends on a steady influx of trained opticians to meet patient demand and maintain quality care. By supporting the [Opening Your Eyes Scholarship Program](#), members, companies, and donors are not only helping individual students – they are investing in the health and sustainability of the entire industry.

Join The Vision Council Foundation's Season of Giving campaign as we approach **Giving Tuesday on December 2**, and make a meaningful impact in the optical community today.

Donations of any size make a difference and will support our goal to fund scholarships at all 16 partner schools in 2026. To make a [tax-deductible donation](#) or learn more about partnership opportunities, visit thevisioncouncilfoundation.org/scholarship-support/ or contact partner@thevisioncouncil.org.

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About The Vision Council Foundation

As the philanthropic foundation of The Vision Council, The Vision Council Foundation brings the power of sight to all through eye health educational programs and optical industry career training support. The Vision Council Foundation is a 501c3 charitable nonprofit organization dedicated to enabling better vision for better lives.