



**Guiding  
Eyes**  
for the Blind

# PARTNERSHIP OPPORTUNITIES





## About Guiding Eyes for the Blind

Guiding Eyes for the Blind provides guide dogs to people with vision loss, at no cost to the recipients. Our dogs are known worldwide for their exceptional temperament and training. We are passionate about connecting these exceptional dogs with individuals to facilitate greater independence.

### Unique to our guide dog school:

- ❖ A world-class Genetics and Breeding Program
- ❖ A Specialized Training Program for students with vision loss and additional challenges
- ❖ A Running Guides Program for students (and dogs!) who love to run
- ❖ A dedication to technological innovations that serve the visually-impaired

## Why partner with Guiding Eyes?

Guiding Eyes has a wide reach, a compelling mission, and unique experiences to offer your company. Our brand resonates with people across multiple sectors, whether it be accessibility, health and wellness, animal care, or technological innovation. If your products and services align with our work, we have an opportunity to form a powerful partnership.

By collaborating with Guiding Eyes, you not only serve a greater good, you do good for your employees. We are your partners in diversity, inclusion, and disability awareness. Corporate partners have reported increased employee satisfaction and stress reduction after events featuring Guiding Eyes dogs and their expert handlers. There are many ways we can work together to meet your corporate social responsibility goals.



## Our Reach

**1,500,000** web page views annually

**300,000+** individual donors

**136,000** social media followers

**70,000** annual report distributions

**16,000** campus visitors annually

**8000** alumni to-date

**1700** active volunteers

**1000** active graduates

**165** new graduates annually

## Ways to partner with Guiding Eyes

- ❖ Mutually beneficial **Cause Marketing** campaigns will further the mission of Guiding Eyes while driving sales, awareness, and support of your company's commitment to social responsibility
- ❖ Customized **Employee Engagement** programs – including keynote presentations at your next corporate event, onsite training demonstrations, campus volunteer projects, and employee giving campaigns – will inspire your team to give back
- ❖ Make a **Product Donation** that directly benefits our pups and guide-dog teams while raising your brand awareness
- ❖ Make a **Service Donation** by offering your professional expertise to help a mission-driven organization while expanding your portfolio
- ❖ Make a **Charitable Donation** to our organization through your corporate foundation and experience the pride and visibility of becoming a corporate sponsor



## Guiding Eyes Media Potential

- ❖ Partnering with Guiding Eyes can lead to **increased brand visibility** among local, national, and international media outlets
- ❖ News of Guiding Eyes and its partners has been featured in **online, print, broadcast and radio** mediums
- ❖ Give your brand **the reach it deserves** by partnering with Guiding Eyes for the Blind!



**B B C**

**Bloomberg**

**TIME**

**The  
New York  
Times**

**n p r**

## Past Partnerships





We look forward to working with you!

Rana Liebert  
Foundation Relations Officer  
[rliebert@guidingeyes.org](mailto:rliebert@guidingeyes.org)  
914-606-1746

