



Welcome page

Welcome to Know the Glow's Ambassador Program, and thank you for your interest in becoming a Know the Glow Ambassador! Know the Glow Ambassadors help to eliminate preventable childhood blindness by educating others about "**the Glow**", sharing their experiences with glow-related diseases, raising awareness and support for Know the Glow in their communities, and giving generously to support Know the Glow's global mission.

Every day, we hear from parents around the world who are looking for information about "**the Glow**", or want to tell us about their child's recent diagnosis with one of the more than 20 eye diseases and disorders common to "**the Glow**." Know the Glow responds with information, encouragement, local referrals when possible, and - above all - understanding. Often, parents ask us what they can do in their own community to help spread the word about **Know the Glow** and prevent childhood blindness. The Ambassador Program is our response to that question!

The following four sections give tips on how to be a successful Know the Glow Ambassador.

- Connect
- Be a Fundraiser
- Be a Corporate Sponsor
- Be a Volunteer

We are grateful for your support and we know that with your help we will find many more children in time!

Before you begin, here are three very important things to remember:

1. When putting Know the Glow® on a poster, flyer or invitation, always include the registered trademark symbol. It is vital that we protect the name and logo, and we do that by indicating that it has been registered.
2. When raising funds, or speaking at an event where funds are being raised, always be clear that you are acting as an individual and not as a representative of Know the Glow®. Know the Glow is not registered to raise funds anywhere outside of California, although we can accept funds that are raised on our behalf.
3. Stay in touch with us through our Know the Glow community. Your stories will inspire others to take action and spread the word!

If you have any questions please contact us at info@knowtheglow.org.

FACT SHEET

What is “the Glow”?

“The Glow”, medically known as *leukocoria*, is an abnormal reflection from the retina of the eye, and appears as a white, opaque, or yellow spot in the pupil of the eye in photos taken with flash. “The Glow” can indicate at least 20 different eye diseases and conditions.

“The Glow” cannot be diagnosed without the aid of an optical device used by eye specialists such as an optometrist or ophthalmologist. That said, sometimes “the Glow” appears as a white, opaque or yellow reflection in the pupil of the eye in photos taken with flash. This should not be confused with the common red eye (red circle in the center of eyes) seen in some flash photography.

How common is “the Glow”?

Up to one in 80 children may present with “the Glow” before the age of nine. According to the American Optometric Association, vision disorders are the most prevalent condition in childhood. At least 10 percent of children are at risk for undetected vision problems.

What is the best way to check for “the Glow”?

The best method for identifying eye-related conditions and maintaining eye health is for all children to receive periodic comprehensive eye exams by an eye specialist, starting at 6 months of age. It is recommended that children receive a **red reflex test** as part of the comprehensive eye exam. Red reflex testing is vital for early detection of vision—and potentially life-threatening—abnormalities.

How do I check for “the Glow”?

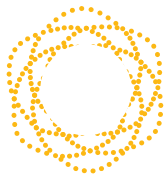
- Check your photos or take new photos of your child. Because “the Glow” may not appear in every photograph, review or look back at family photos, especially photos in dim light where a flash is used and your child is looking at the camera.
- Look for “the Glow”, a white, opaque, or yellow reflection in the pupil of one or both eyes. If you see “the Glow” once, be alert, but if you see it twice in the same eye, be active and schedule an appointment with an eye care specialist.
- Ask an eye care specialist—an optometrist or ophthalmologist—for a comprehensive eye exam, including a **red reflex test**. If you have photos of your child showing “the Glow”, bring them with you to your appointment.

I see “the Glow” in many of my child’s photos. What should I do?

Parents or family members are often the first to notice a white, opaque or yellow spot in the pupil of their child’s eye in photos taken with flash. If you see “the Glow” once, be alert. If you see it twice and in the same eye, be active. Promptly schedule an appointment with an optometrist or ophthalmologist. Be sure that your child receives a red reflex test as part of the comprehensive eye exam. It may also be helpful to bring copies of the photos showing “the Glow.”

REMEMBER, most eye diseases (nearly 80 percent) are preventable, treatable or curable if detected early.

For more information, visit www.knowtheglow.org. For questions or concerns, please contact us at info@knowtheglow.org



KNOW THE GLOW®

Leukocoria (“The Glow”) is an abnormal red eye reflex, common to several devastating childhood eye diseases as well as the leading preventable cause of childhood blindness.

Fortunately, “The Glow” is detectable through simple flash photography, enabling parents worldwide to seek diagnosis and treatment at the earliest stages of these sight- and life-threatening diseases.

Our mission and vision:

Decreasing blindness by increasing awareness

Know The Glow is dedicated to the awareness of glow-related childhood eye diseases.

Envisioning a brighter future for all children

Our vision is the global elimination of preventable childhood blindness by educating the general public and medical community on how to identify “The Glow” through simple flash photography.



FACTS ABOUT
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GLOW

- Up to one in 80 children will exhibit “The Glow.”
- Over 80% of Retinoblastoma and Coats’ Disease cases are first diagnosed by a parent through “The Glow.”
- Potentially an indicator of 16 diseases including: Amblyopia, Coats’ Disease, Congenital Cataract, Refractive Error, Retinal Dysplasia and Retinoblastoma.
- Once detected, specialists can determine the cause of “The Glow” and begin early treatment to ensure the best possible results.

FACTS ABOUT
B
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- Somewhere in the world, a child goes blind every 60 seconds.
- Rates of blindness will double by the year 2020 unless prevention efforts are intensified.
- 62% of adults who are blind in the United States are unemployed.
- Blindness adds \$10,500 annually to the cost of any individual’s healthcare.
- The estimated economic burden of eye disorders and vision loss totals \$139 billion.

80% of childhood blindness is preventable or curable.

HOW-TO DETECT “THE GLOW”

Parents or family members are often the first to notice a white or golden yellow glow present in photographs of their children’s eyes. Below are a few steps to help you spot “The Glow.”

- 1 Find several photos of your child that are:**

 - 👁️ UNCORRECTED:** If the photo is redevye retouched or if the camera has a redevye correction feature, existing Leukocoria may not be visible.
 - 👤 HEAD-ON:** Find photos where your child is looking directly at the camera.
 - ⚡ FLASH PHOTOS:** Choose photos taken using flash photography.
- 2 Review photos for “The Glow.”**

Look for either a white or golden yellow pupil. Look to see the glow consistently in one eye. The glimmer of Leukocoria can sometimes look like cat’s eye glow.
- 3 If you see “The Glow” once, be alert. If you see it twice, be active.**

Learn more at www.knowtheglow.org.
- 4 Spread the word. Share your story.**

Invite others to visit the Know The Glow website and Facebook page.

For more information about “The Glow,” go to www.knowtheglow.org.



Sources: Canzano, J. C., and J. T. Handa. “Utility of Pupillary Dilation for Detecting Leukocoria in Patients with Retinoblastoma.” *PubMed.gov. US National Library of Medicine*, Oct. 1999. Web. 1 Apr. 2015. <<http://www.ncbi.nlm.nih.gov/pubmed/10506269>>.
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“Vision 2020 The Right to Sight.” (2007): 1-87. *World Health Organization*, 2007. Web. 1 Jan. 2015. <http://www.who.int/blindness/Vision2020_report.pdf>.
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Become a Digital Advocate

Become a Digital Advocate

- Join KTG's Facebook Community
- Share your story and experiences as an Ambassador
- Introduce Know the Glow on other Facebook pages or platforms and make sure we're connected so we can meet more champions like you!

In Your Community

- Introduce yourself to local companies or stores that market to parents or cater to families with young children
 - Leave KTG material that can be placed in their cafeterias or break rooms
 - Ask if you may speak briefly at their next employee meeting
 - Ask if they'd be interested in speaking to someone at Know the Glow about a joint "awareness" campaign
 - Share your story – how did you discover that your loved one was in danger of losing his/her vision? What did you do?
- Speaking Opportunities – tell your story and the importance of early childhood vision screening at:
 - Local elementary and middle schools and PTA's
 - Local service groups like the Rotary Club, Chamber of Commerce, Women's Club
 - Your workplace; is there a company newsletter?
 - An Event - Organize a night with your friends and neighbors
- Engage your local medical community
 - Start with your family pediatrician or optometrist
 - Talk about "the Glow" and how important it is to perform a thorough vision screening of young children
 - Does he/she belong to any organizations where you could speak?
 - Would they be willing to serve as a medical advisor to your awareness campaign?

Local Media – tell your story in...

- Local newspaper feature/weekend section
- Local PBS radio station
- Local television morning program
- Tell us about your interviews on KTG's social media; include a clip or reprint of the interview, if you can
- Mention KTG in the interview or invite the reporter to contact us for more information that can help you share your story in a way that will help us find more children in time



Become a Fundraiser....and Have Fun

Fundraising is fun and easy to do if you “keep it simple.” Remember, fundraising is NOT just asking people for money. It is about giving people an opportunity to take part in a groundbreaking mission - to eliminate preventable childhood blindness globally. Remember, the #1 reason why people do not give is because no one asks them!! So, here are a few ideas.

“Give at the Office”

Organize something simple at the office – bake sale, used book sale, rummage sale, after-work mixer, Halloween costume party – *don't forget to ask the boss for a kick-off donation as a show of support!* Many companies match employees' charitable donations. Ask your company to match what you raise. Does your company have a Workplace Giving Campaign (these typically run from September thru November)? Ask your HR department to include information about “the Glow” in their employee bulletins.

“Get Physical”

Organize a 5-K run, swim meet at the local pool, golf tournament at a public golf course, work-out class at your favorite local fitness studio. How about an Awareness Walk?

“In the Neighborhood”

Organize a simple door-to-door fundraising drive among your neighbors or host a backyard barbeque. How about a neighborhood garage sale? Or a block party with games and raffles? (*Don't forget the kid across the street with the garage band for entertainment!*) Celebrate your birthday or anniversary with a craft fair or concert at the local park, using entertainment from the local high school or college (*or maybe you have an American Idol contestant in your community*).

“In Honor/Memory of”

Any one of your fundraising activities can be a “tribute to” or “in honor/memory of” someone in your family or community who deserves recognition.

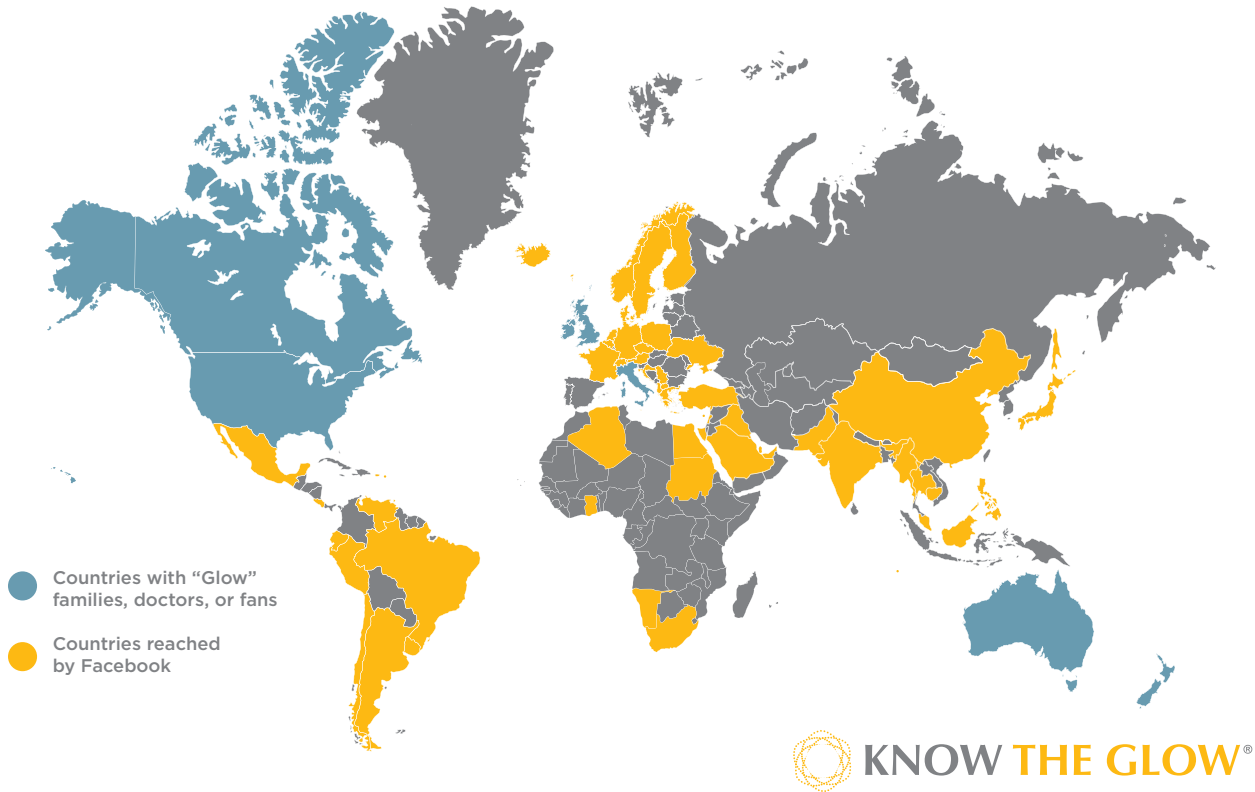
REMEMBER

As you organize your own fundraisers, don't forget to enlist: Your place of worship, place of work, local businesses, neighbors and homeowner associations, clubs and sports teams, Police/Fire departments, and your local media. Publicize your activities on Know the Glow's Facebook community and other social media platforms you are part of. We want to hear what's happening in your hometown.

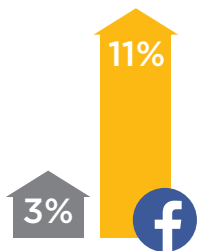
And...Most Important

Remember to be clear to your attendees if you are raising money that you are doing so **ON BEHALF OF** Know the Glow, but that you do not represent Know the Glow. Tell donors **IN ADVANCE** how much, or what percentage, of the donation is going to Know the Glow.

SAVING SIGHT WORLDWIDE



SOCIAL MEDIA STATS






FACEBOOK GROWTH
Know The Glow's Facebook® following continues to experience **11% growth each month** while similarly sized non-profit campaigns grow at an average of 3% per month.¹



TOP PERFORMING POST
How-To Detect "The Glow" reached **101,658 people**. Very few Facebook posts achieve this impressive reach.

CURRENT INITIATIVES

-  On-going digital awareness campaign utilizing social media platforms to amplify parent's ability to Know The Glow and seek treatment.
-  Launching a Spanish-language community outreach program using awareness tools that include a translated microsite and marketing material translations.
-  Introduction of a volunteer and fundraising digital toolkit to empower Know The Glow followers to share the campaign via grassroots marketing.

[1] http://www.gnof.org/wp-content/uploads/2013/08/2013_NTEN-Social-Media-Benchmarks_Report.pdf