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ONE STYLISH PAIR OF GLASSES AT A TIME: BOGO PROJECT VIA WARBY PARKER

by [admin](#)



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FLARES

WARBY PARKER

Poor eyesight can be an extreme hindrance to quality of life, especially for those living in poverty. The [social entrepreneurs](#) behind [Warby Parker](#) – Neil Blumenthal and Jeffrey Raider – recognized the importance of having access to needed eyeglasses and responded with the [Buy a Pair, Give a Pair program](#) to give people the gift of sight, and the chance to climb out of poverty as a result.

How Warby Parker is Solving Inaccessibility of Eyeglasses to People in Need

More than 15% of the world's population or a total of one billion men and women are unable to work or learn properly because they have eyesight problems. Without the resources needed to purchase a pair of eyeglasses, many people who need glasses the most cannot excel in school or make productive contributions to their work environments. Without proper eyesight, those already suffering from low income are likely to be trapped in poverty indefinitely without assistance.

[Warby Parker](#) sees this issue clearly and they have come up with the Buy a Pair, Give a Pair program to help tackle it. For each new pair of glasses bought by a consumer, Warby Parker donates an equivalent amount of funding or an actual pair of eyeglasses to a non-profit organization, namely their partner [VisionSpring](#).



To date, VisionSpring has provided over 1 million pairs of eyeglasses to people in the developing world, and Warby Parker is part of that solution – they have already donated more than 150,000 pairs of eyeglasses through their BOGO program. Each pair of glasses donated by Warby Parker is tailor-fitted to the wearer, not used or secondhand. This ensure a perfect match for the recipients.

Aside from providing access to eyeglasses, Warby Parker also works with VisionSpring and other partner organizations to train start-up entrepreneurs in developing countries in the business of eyeglass selling. This helps ensure that a particular

community has a steady and affordable source of eyeglasses for years to come. For other inspirational stories on providing eyeglasses to developing countries, check out the New York Times, [Scojo Foundation provides affordable eyeglasses to the poorest countries.](#)

About these Warby Parker Entrepreneurs for a Change

Warby Parker founders, Neil Blumenthal and Jeffrey Raider, all met at The Wharton School before starting Warby Parker. Neil used to be the director of VisionSpring, making the partnership between the two organizations a natural fit. Neil was also instrumental in pioneering the low-income training program for eyeglasses merchants in small communities. Jeffrey's penchant is for bringing people together, and as such is the spiritual leader of the venture. These two developed a passion for social entrepreneurial projects by traveling the globe and dreaming idealistically together.



Neil Blumenthal



Jeffrey Raider



Admin

Chief Evolutionary Officer at [Entrepreneurs for a Change](#)

Lorna Li is a business coach, entrepreneur and Amazon rainforest crusader, with a passion for green business, social enterprise, and indigenous wisdom. She helps changemaking entrepreneurs harness the power of the Internet to reach more people and make a bigger impact, while designing the lifestyle of their dreams. She is an [Internet marketing consultant to changemakers](#), and works with innovative tech startups, sustainable brands, social enterprises & B-Corporations on SEO, SEM & Social Media marketing.

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Testimonials

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Tara Kehaka from Oakland was about to launch a new online business promoting sustainable tourism and accommodation. She trying to determine what kind of website she needed to power her business, in addition to the best way to name it. I can't say enough about Lorna's expertise in this field. So many options and routes to take when you're starting out. I'm starting my new business and have questions about choosing a domain name – Do hyphenated names work? How do I choose what domains to purchase? What types of names are going to be successful for SEO? Does .co work as well as .com? She clearly has a lot of experience and (I'm sure) has saved me a lot of time, work, and worry. It's good to know there's someone there who cares about changing the world, being green, and has all that experience to boot.”

– Tara Kehaka, Consultant at Mountain Sobek Travel



ABOUT ENTREPRENEURS FOR A CHANGE

Entrepreneurs for a Change is a podcast, community, and resource for entrepreneurs who are changing the world and the way we do business. We are about business for good, not business as usual. We are about making impact, while making profit. We are about loving our work, rather than hating our jobs. We are about designing a business that supports our lifestyle rather than work that takes over our lives. We are here to show you how you can have passionate work and adventure in life, through the mentorship of entrepreneurs who are already doing it

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