KindSight 20/20: A Vision of Community Impact in Columbia

February 13, 2025

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Columbia, MO ? Missouri Eye Consultants is making a global difference through its KindSight 20/20 initiative, an innovative program that transforms everyday eyewear purchases into life-changing charitable contributions. Founded by Dr. Jim Gamble, a retired Missouri Eye Consultants optometrist, this initiative connects patients in Missouri with underserved communities in Guatemala, reinforcing the power of compassionate, purpose-driven eye care.

"For us, KindSight 20/20 is more than just a charitable program?it?s an extension of our core mission," said Dr. Gamble. "Knowing that our patients? eyewear purchases are directly funding essential eye care and vision correction for individuals in Guatemala makes every pair of glasses more than just a purchase?it makes them a tool for change."

For many people in underserved communities, basic vision care is inaccessible, leading to avoidable blindness and lifelong visual impairment. Through KindSight 20/20, Missouri Eye Consultants ensures that

individuals in need receive the eyewear and medical attention necessary to restore and enhance their vision. By choosing to purchase their glasses from Missouri Eye Consultants, patients are actively participating in this mission, allowing the practice to donate eyewear and fund eye exams and surgeries for communities that would otherwise go without.

Since its inception, KindSight 20/20 has grown into a defining part of Missouri Eye Consultants' identity. What began as a simple way to give back has evolved into a structured initiative, empowering patients to contribute to a global cause with each eyewear purchase. This year, Missouri Eye Consultants is amplifying its impact with enhanced awareness efforts, including a dedicated microsite and in-office materials designed to educate patients about how their purchases directly benefit those in need.

"I?m incredibly proud of the role our patients play in changing lives through KindSight 20/20," said Dr. Chris DeRose, an optometrist at Missouri Eye Consultants. "It?s incredible to see how our collective efforts are making a tangible difference in Guatemala. The beauty of this program is that it seamlessly integrates giving into something as routine as purchasing glasses. Patients leave our office knowing that they?ve done something truly meaningful."

By increasing visibility for KindSight 20/20, Missouri Eye Consultants hopes to inspire even more patients to become part of this movement. The new microsite offers stories of individuals who have received care, highlights past mission trips, and provides details on how Missouri Eye Consultants continues to expand its reach. Meanwhile, updated in-office materials ensure that every patient understands the impact of their eyewear purchase, reinforcing the message that their decision extends beyond personal vision correction?it?s an opportunity to restore sight for someone else.

About Missouri Eye Consultants

Missouri Eye Consultants has provided exceptional eye care to communities across Missouri for more than 60 years. With seven locations strategically positioned throughout the state, the practice delivers a patient-first approach backed by cutting-edge technology and a commitment to comprehensive eye health. Missouri Eye Consultants offers everything from routine eye exams and advanced medical treatments to a curated selection of premium eyewear, ensuring that every patient receives personalized, high-quality care.

Their longstanding reputation for clinical excellence and community-driven initiatives, including KindSight 20/20, sets them apart as more than just an optometry practice?they are a force for good in both local and global communities.

For more information about KindSight 20/20 or to schedule an appointment, visit www.moeyes.com.

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Missouri Eye Consultants - California

Missouri Eye Consultants in California, MO provides comprehensive eye exams, pediatric eye care and a great selection of quality eyewear. For trusted vision services in California, MO, schedule a visit to Missouri Eye Consultants' California office today.

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