

# FIGHTING BLINDNESS CANADA NATIONAL AMBASSADOR ROLE DESCRIPTION

## ABOUT US

Fighting Blindness Canada is the largest charitable funder of vision research in Canada. Over our history, we have contributed over \$40 million towards the development of sight-saving treatments and cures for blinding eye diseases. By raising and stewarding funds, we are driving research forward that supports our goal of understanding why vision loss occurs, how it can be slowed and how sight can be restored.

We are an invaluable resource for individuals and families impacted by blindness, providing accurate eye health information through our website and educational events, as well as engaging with government and other stakeholders to advance better vision health policies.

## PURPOSE OF ROLE

The purpose of Fighting Blindness Canada's National Ambassador Role is to connect and share your story with the broader vision loss community. By doing so, you help to raise awareness and demonstrate the importance of vision research.

## YOUR VOICE MATTERS

The success of this role lies with you. Your enthusiasm, inspiration, and courage to share your voice and support our mission to move research forward is profound. This is an opportunity to speak LOUD about vision loss, how it's impacted you, and why Canadians need to prioritize vision research and health.

## OVERVIEW

**Duration:** 12 month term with potential for extension  
**Location:** Remote with possibility of some in-person event participation  
**Contact:** Fay Knights, Manager, Communications | [fknight@fightingblindness.ca](mailto:fknight@fightingblindness.ca)

## RESPONSIBILITIES

As a National Ambassador for Fighting Blindness Canada, we are excited to have you support our mission by...

- Sharing your vision loss story in various ways (i.e. in an article on our website, as part of an advocacy campaign, speaking at events, and more!).
- Collaborating with various internal staff on campaigns or projects to find ways to raise awareness of sight-saving research.
- Building relationships with others in the vision loss community.
- Seeking opportunities within your network that can support raising awareness too!

## REQUIREMENTS

- Live with or have a direct family member that lives with vision loss
- 12 years of age or older.\*
- Canadian Resident
- Have access to internet, email, and telephone
- Knowledge of how to use Zoom and video calling software

\*If between the ages of 12-17, a parent or guardian must represent the individual and be present at all public speaking engagements.

## ASSETS

- Public speaking experience
- Strong social media and/or writing skills
- Fundraising experience
- Knowledge related to non-profit/charitable health sector

## HOW WE SUPPORT YOU

Our ambassadors are close members of our team. Each ambassador brings their own set of experiences, interests, and skills. Throughout the ambassador term, we are here to guide and support you. Likewise, your inspirational story and skills will guide us in how we can best work together.

Supporting you will be an individualized approach, established throughout the term. Whether its transportation, public speaking training, and more, we are here to help.

## HOW TO APPLY

We value your time, commitment, and dedication to our cause. To apply, please complete our [National Ambassador Application Form](#) found at the bottom of our ambassador webpage, and email it to [fknight@fightingblindness.ca](mailto:fknight@fightingblindness.ca)

Fighting Blindness Canada is an equal opportunity charity that supports individuals with disabilities. Accommodations are available upon request. Please indicated requests for accommodations in your email.

We thank you for your interest, we will be in contact with all applicants to discuss eligibility and further details.