# Lifechangers Appeal TV ad transcript – 90”

[RNIB Eye Clinic Liaison Officer, Jenny, is sat at a table facing the camera. Some footage recorded pre-pandemic.]

Jenny: When I was told that I was losing my sight I went into shock. I just had no idea what sight loss actually meant and what it meant for me and my future.

Every day, 250 people like me start to lose their sight in the UK. With more than a million eye appointments missed during the pandemic, many are going through it alone. So it’s vital that more people are supported by RNIB’s Eye Clinic Liaison Officers, or ECLOs. ECLOs like me.

[We see Jenny talking to patients in clinic.]

[Text on screen: Text ECLO to 70111 to give £10. Recorded pre-pandemic. Texts will be charged at £10 + 1 standard message.]

We’re there to answer questions and give crucial advice from the point of diagnosis. But not everyone has access to our support at that critical moment.

[We see Jenny talking to a patient via a video call.]

With your help, we can continue to explain, reassure, and change more lives for the better.

Please text ECLO, that’s E-C-L-O, to 70111 to give £10 which will help ECLOs provide life changing support to more people with sight loss.

[Text on screen: 100% of your donation will go to RNIB. See our site for info rnib.org.uk. By texting ECLO to the number shown, you are opting to receive further marketing from RNIB. To give without consenting to marketing, text ECLO NO.]

[We see Jenny walking down a residential street using her cane and chopping vegetables in her kitchen at home.]

Like some ECLOs, I’m visually impaired myself, so I can use my experiences to show people there’s hope after a sight loss diagnosis.

No one should have to go through a sight loss diagnosis alone, especially in a pandemic.

[We see Jenny talking to a patient in clinic.]

Our support is needed more than ever.

Will you give £10 to help change more lives today? Thank you.

[We see Jenny working from home, facing her laptop, talking to a patient.]

Voiceover: Please give £10 to support our Lifechangers now. Or search: RNIB Lifechangers.

RNIB – See differently.

[Text on screen: Text ECLO to 70111 to give £10. Search: RNIB Lifechangers.

RNIB is a registered charity in England and Wales (226227), Scotland (SCO39316) and the Isle of Man (1226). Registered with Fundraising Regulator.]

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