

VISIONSPRING NEW PROGRAM ANNOUNCEMENT

# Livelihoods in Focus

A 5-7 year, \$70 million effort that will **screen and correct the vision** of 8 million tea, coffee, cocoa and artisan workers and **unlock \$1 billion in extra earnings** for workers and their families.



**VisionSpring**  
See well. Do well.



## STARTING WITH ASSAM, INDIA

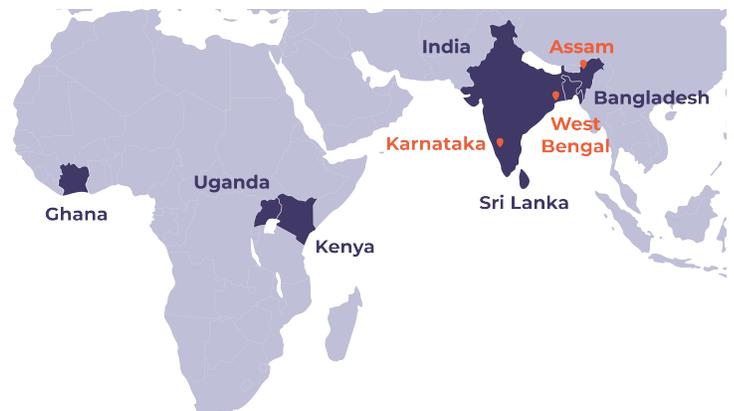
*Livelihoods in Focus* builds on VisionSpring's 20 years of experience and robust evidence gathered in the tea-growing region of Assam. A rigorous randomised controlled trial (RCT) there found that a **simple pair of eyeglasses lifts productivity (and income) by 22-32% among workers.**

## SCALING ELSEWHERE IN AFRICA AND ASIA: Unlocking \$1 Billion+ in Income

When the productivity and income increases seen in Assam, India are projected to new targeted tea, coffee, cocoa and artisan-surrounded regions with Assam-similar characteristics **incremental earnings potential exceeds \$1 billion.**

Also, because tea, coffee, cocoa and artisans represent a major contribution to GDP and export earnings and are primary sources of employment in our target areas (India - Assam, West Bengal, Karnataka - Bangladesh, Ghana, Kenya and Uganda), vision correction will not only raise household income but will also have **consequential economic multiplier effects state- and country-wide.**

### TARGET MARKET: 6 countries, 3 Indian states



**28 million** tea, coffee, cocoa workers, artisans and microentrepreneurs in need of eyeglasses

VisionSpring has targeted the tea, cocoa, coffee and artisan communities because the need for vision correction is acute and the work is vision intensive—**especially at near distances for tasks** such as hand pollination, picking tea, sorting and removing debris from harvests, intricate handcrafted work, and mobile banking.



**68-85%**

of workers acquiring eyeglasses through its vision access programs have never had their sight tested before and become **first-time wearers of glasses**.



**Productivity, income and well-being** rise the moment glasses move from case to face.

And, research also shows that eyeglasses **improves quality of life**, reducing depression and anxiety, and increasing involvement in religious and family life.



## The *Livelihoods in Focus* Effort is a 5-7 Year Journey. **Join Us!**

*Livelihoods in Focus* was launched by CEO Ella Gudwin on World Sight Day 2022. It will be **funded by a robust coalition of donors** including corporations, foundations and private individuals and VisionSpring has already achieved enormous momentum through transformative gifts such as the \$15 million award from Mackenzie Scott also announced on World Sight Day 2022. But success in this effort will require much more support from a donor coalition that must build over this multi-year journey. **We are just getting started! Join Us!**



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