



VisionSpring
See well. Do well.

QUARTER 3 Report

JUL-SEP 2022



Executive Summary

The VisionSpring team had an exciting Q3 leading up to a fantastic October celebrating World Sight Day, our announcement of the transformative \$15M gift from MacKenzie Scott, and the launch of our new initiative, Livelihoods in Focus (more on p. 6). In Q3 we screened 571k people and delivered 363k glasses YTD, putting us 78% of the way towards our goal of 1.4M pairs. Collectively the Vision Access Programs exceeded target by 114% and the See to Learn program continued to rebound after a slow early year start. The Institutional Partnership group also rebounded from supply chain challenges in Africa and slow government contract pipelines in India to finish at target. Finally, we also celebrated some major programmatic milestones, had team and Board members convene in Ghana, and participated in several conferences raising our awareness and building new business leads for next year in India and Africa. As we enter the final stretch of 2022 we are on track to reach (and hopefully exceed) our 1.4M pairs goal for the year, and are looking ahead to 2023 planning!

Warmly,



Ella Gudwin
CEO

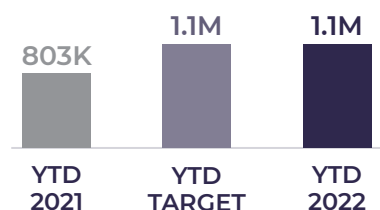
Q3 HIGHLIGHTS

1. Reached RGIL milestone of 2M glasses sold!
2. Rebounded from supply-chain challenges.
3. Celebrated World Sight Day, the \$15M gift from MacKenzie Scott, and *Livelihoods in Focus* (October)!

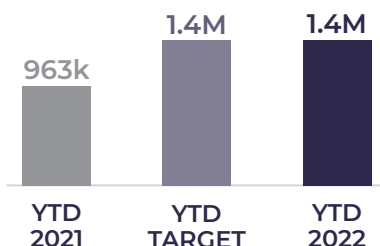
Q3 YEAR-TO-DATE RESULTS



1.1M EYEGLASSES SOLD



1.4M PEOPLE SCREENED



Q3 YTD BY CHANNEL

VISION ACCESS
PROGRAMS
459k

INSTITUTIONAL
PARTNERSHIPS
654k

41%

59%

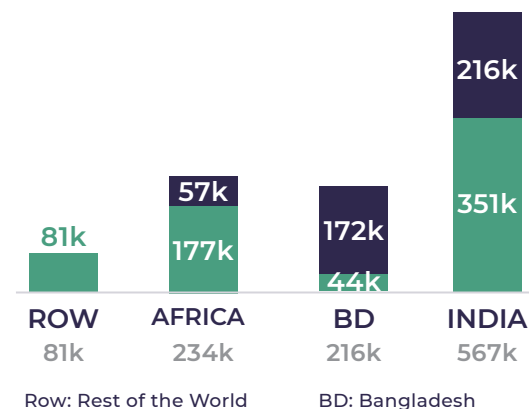
86% See to Earn | 396k

7% See to be Safe | 32k

7% See to Learn | 31k



Q3 YTD GLASSES BY REGION



Vision Access Programs

VisionSpring's Vision Access Programs (VAP) – (*See to Earn, See to Learn, See to be Safe*) collectively screened 571k people and provided 144k eyeglasses in Q3. This brought the year-to-date VAP performance through Q3 to 114% of target. *See to Learn* picked up momentum with the completion of 71k school-based screenings, and a new *See to be Safe* contract began in September. And, the *Clear Vision Workplaces (CVW)* program in Bangladesh is now generating more income than costs associated with delivering services - an exciting milestone for the team as we build the earned revenue / social enterprise portion of our services.

Reading Glasses for Improved Livelihoods (RGIL) Reaches 2M Glasses Sold!

Sixteen years ago, VisionSpring trained 50 community health workers to identify people who need reading glasses to sustain their income. Today, more than 25k community health workers in Bangladesh, Uganda and Zambia have screened the vision of 10 million people through the Reading Glasses for Improved Livelihoods (RGIL) program, and dispensed two million pairs of eyeglasses!

Developed in 2006 by VisionSpring and BRAC (the largest NGO in the world), the RGIL program was the first to train community health workers (CHWs) to conduct basic vision tests, dispense reading glasses and refer for higher level services. The program de-medicalized the delivery of an over-the-counter product that had been stuck in optical shops and eye hospitals. At the time, this was both innovative and controversial. More than sixteen years and 2 million glasses customers later, we have proven that this innovation is both effective and scalable; and is a key piece in the puzzle to solving uncorrected refractive error worldwide.

The RGIL program is borne from the thousands of people who dedicate their time, energy, and resources to ensuring clear vision for all including Community Health Workers, VisionSpring team members, collaborators, partners (BRAC, United Purpose, and CARE), and funders (including Cartier, Warby Parker, and our unrestricted contributors). Congratulations, all!

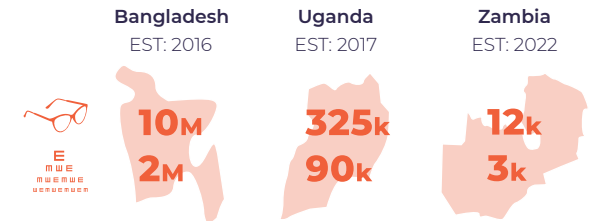
CUSTOMER STORY

Kabasomi Edriowa, 70, is a basket weaver and loving grandmother to 5 from Buraro, Uganda. The \$1.37 she earns from each basket she weaves helps support her family. She was thrilled to pay \$4.11 to purchase her first-ever pair of reading glasses because she knows it will help her weave more quickly and accurately to be able to earn more for her family.

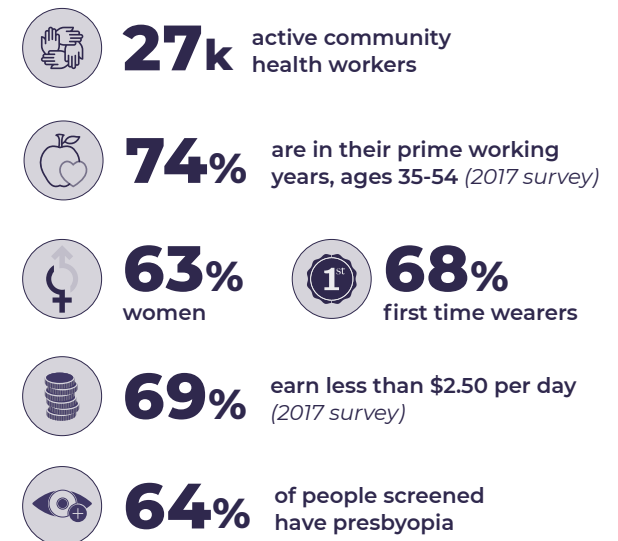


10 MILLION PEOPLE SCREENED,
2 MILLION IN EYEGLASSES

RGIL BY REGION



RGIL CUMMULATIVE (unless otherwise noted)



Institutional Partnerships

After a slow start to the year in some regions, in Q3 the VisionSpring Institutional Partnerships teams had a very strong quarter reaching 99% of our YTD goal, selling 220k pairs of eyeglasses (readers, prescription glasses, and frames). We rebounded from supply-chain closures, especially in Africa, where our teams achieved 80% growth over last year. And, despite some slowness in the government sector, VisionSpring India is on target and continues to renew and onboard new partners, with more than 300 served YTD.

VisionSpring Nigeria Attends ACT Foundation Dialogues

In October, Tinuke Adeyinka, Business Development and Global Partnership Manager, and Alfred Adekunle, Associate Consultant, Monitoring, Evaluation, and Learning, attended a breakfast dialogue on *Shifting Paradigms: Transforming Our Approach to Africa's Challenges*. The

event was hosted by the ACT Foundation, one of VisionSpring's Corporate Social Responsibility funders in Nigeria, and brought together public and private entities to discuss long-lasting change and support progress toward the Sustainable Development Goals.

The ACT Foundation has sponsored *See to Earn* and *See to Learn* programs in Nigeria since 2017 and is currently sponsoring a *See to Earn* project in Oyo State in partnership with the Eleta Eye Foundation, one of our major implementing partners in the country. To date (of this report), 13,742 people have been screened and 5,022 pairs of glasses have been dispensed through this effort.

India Team Participates in Vision 2020 Conference

The VisionSpring India team recently attended *Vision 2020: The Right to Sight*.



The 16th annual *Vision 2020* conference brought together eyecare professionals from across India and gave VisionSpring the opportunity to network and exhibit our new *Dare to Matter* eyeglasses line. At the conference VisionSpring also awarded and presented this year's Dr. Jordan Kassalow Award, honoring member hospitals in India that make eyecare accessible to low-income customers. Congratulations to this year's winner, the India Vision Institute!

“We are indebted to VisionSpring and their supporters as they make it possible for organizations like ours to reach the masses with affordable eye care solutions. Without VisionSpring our Indigenous Clinic Program simply would not exist.”

JOHN ELCOCK | President of Great Faith Vision



Delivering glasses to Papua New Guinea

In Q3, our Rest of World (ROW) Manager, Ricardo Calvo, teamed up with Great Faith Vision, a volunteer, faith-based, eyecare nonprofit based out of Pennsylvania. Together with their partner – a medical hospital in Mount Hagen, Papua New Guinea – we provided patients with VisionSpring eyeglasses. The hospital is equipped for surgeries and additional services, but did not offer basic eye care. In addition, there are few optometrists or trained eye professionals in Papua New Guinea and the closest optometrist to the hospital is three hours away. The hospital needed a simple way for personnel to screen patients, identify cases of visual impairment due to uncorrected refractive error, and dispense affordable eyeglasses. Ricardo worked with the organization to provide over 3.5k pairs of VisionSpring glasses.

VisionSpring Celebrates World Sight Day!



In October, VisionSpring celebrated World Sight Day and blew our target of 175k screenings out of the water. In just 30 days our team:

- 68** :: HOSTED AT LEAST 68 VISION SCREENING EVENTS;
- 233k** :: SCREENED THE VISION OF 233K PEOPLE; AND
- 69k** :: DISBURSED 69K PAIRS OF EYEGLASSES

As a founding member of the U.N. Friends of Vision group (coordinated by the International Association for the Prevention of Blindness), VisionSpring also conducted a sight screening in the halls of the United Nations and participated in a variety of advocacy events. The goal was to leverage World Sight Day to raise awareness and encourage governments to put the U.N.'s 2021 resolution on eye health into action. In all, we screened the vision of 265 people – from ambassadors to guards – and the majority needed reading glasses.

We used the same technique that we teach community health workers to carry out in Bangladesh, Uganda and Zambia, and the same glasses! Khanindra Kalita, Global Manager of the *Reading Glasses for Improved Livelihoods* program, joined us from Assam, India to train our team and lead the screening.

VisionSpring also had the opportunity to attend a technical briefing from the W.H.O. on their progress on the 2030 targets for effective coverage of eyecare. Read the resulting report [here](#).



Photo 1: VisionSpring CEO **Ella Gudwin** screens the vision of H.E. Csaba Kőrösi, President of the United Nations General Assembly

Photo 2: **Khanindra Kalita**, Global Program Manager for RGIL, is screening the vision of H.E. Ms. Rabab Fatima, the Bangladeshi Ambassador who introduced the first-ever UN Resolution on Vision in 2021.

Photo 3: **Ella Gudwin** and **Melissa Bromley**, Global Manager, Communications, attend the World Health Organization's release of their Report of the 2030 targets on effective coverage of eye care

Photo 4: VisionSpring staff members **Ricardo Calvo** and **Fabiana Salgado-Lowe** register UN security team members for vision screenings.

\$15M Grant from MacKenzie Scott Launches *Livelihoods in Focus*

On World Sight Day, VisionSpring announced a transformative \$15 million gift from MacKenzie Scott. This gift catalyzes the launch of VisionSpring's strategic initiative *Livelihoods in Focus* – a \$70 million effort that will create more than \$1B of new income among tea, coffee, cocoa and artisan workers by 2030.

Livelihoods in Focus builds on our 20 years of experience and robust evidence gathered in the tea-growing region of Assam, India. A rigorous randomised controlled trial there found that a simple pair of eyeglasses lifts productivity by 22-32% among workers. When the economic benefits seen in Assam are extended to new farming and artisan regions with similar characteristics, scaling the effort has the potential to unlock more than \$1B in new income earning potential for workers and their families.

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. Ms. Scott's gift is believed to be the largest, single private donation towards solving the problem of uncorrected blurry vision as a poverty intervention.



Press coverage of this announcement was featured in *The Guardian*, *Forbes*, *DevEx* and more than 40 other major news outlets with a total potential audience of more than 75 million.



VisionSpring Team Rings Closing Bell at Nasdaq!

Following the announcement of the “big gift” we also had the honor of ringing the Nasdaq closing bell in New York, bringing our message of “eyecare for all” to the financial community across the globe. It’s not common for a non-profit organization to have the opportunity to ring the closing bell (no we haven’t gone public!) Huge thanks go to our Board Chair Reade Fahs who leads National Vision (a public organization that is listed on the Exchange) and VisionSpring staff who were able to secure one of the few opportunities reserved for organizations such as VisionSpring to participate in the closing. The humbling experience was a testament to twenty years of dedication from hundreds of past and present employees, partners, and supporters who believe in our work making a simple pair of eyeglasses available to every person who needs them.



Staff and Board Gather in Africa

VisionSpring Team Attends Africa Summit

In July, the VisionSpring family came together for the Africa Summit, building team synergy and connectedness thanks to the creativity, hospitality, and incredible efforts of our Ghana team members. The Summit generated many tangible outcomes for growth, including new cross-market business opportunities, improved communication across geographies, a shared understanding of organizational values, and much more. In addition to meetings, feedback sessions, and training exercises, team members explored the new *Dare to Matter* range, modeled products for photoshoots, and danced the night away together.



Board of Directors Visits Ghana

In August, the VisionSpring Board had the opportunity to gather in person for the first time since before the pandemic and travel to Ghana to see our work in action — the Board's first visit to Africa! A growing market primed for scale, sub-Saharan Africa is a hub of VisionSpring activity. In Ghana alone, we've distributed more than 100k pairs of eyeglasses since we began working there in 2017!

During the trip, the Board connected with peer NGOs, government partners, pharmacists, and optometrists to strategize for growth. We also visited the Ashanti region where we learned from cocoa farmers and Kente weavers how critical



clear vision is to their work. VisionSpring was honored that Chief Cocoa Farmers (and Queen Cocoa Farmers) from seven regions joined us at our COCOSHE-sponsored vision camp in Konongo. We were also grateful to be accompanied by representatives from National Vision and the Church of the Latter-Day Saints.



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COME WORK WITH US!

We are in search of new Board Members from a broad range of backgrounds, particularly those with an expertise in our key markets, fast moving consumer goods (FMCG), marketing, or innovative finance. Please contact Lazar Nikolovski at lazar.nikolovski@visionspring.org if you are interested! VisionSpring is also hiring a number of positions, please visit visionspring.org/about-us/careers for more information.

Countries of operation

Bangladesh | Ghana | India | Kenya
Nigeria | Uganda | Vietnam | Zambia

Support office

USA

visionspring.org

