



**VisionSpring**<sup>TM</sup>

See well. Do well.

**QUARTER 1**

JANUARY TO MARCH 2023





# Executive Summary

VisionSpring had a strong start to Q1, reaching 483k eyeglasses and screening the vision of 656k people. Key milestones were reached in Uganda, and *Livelihoods in Focus* ramped up in Assam, India. VisionSpring's *See to be Safe* program made inroads in Nigeria and India, with major ecosystem events and programmatic expansion. We also celebrated a historic achievement for our *Reading Glasses for Improved Livelihoods* (RGIL) program in Bangladesh - 2 million pairs of eyeglasses delivered! Our Leadership Team (now fully constituted!) had the opportunity to gather in Turkey for a strategic planning retreat, setting our



sights on the next 10M pairs! Our Board was also busy hiring an investment manager and preparing for the registration of Vietnam—which will allow us to expand our work and funding. Our team continues to work through demand forecasting and recruitment challenges, but we are confident that we'll be able to reach our 2023 goal of 1.9M eyeglasses on faces!

Warmly,



*Ella Gudwin*

Ella Gudwin | CEO

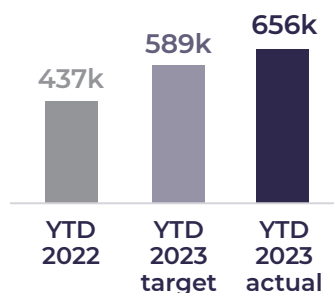
## Q1 HIGHLIGHTS

- 1 105% of Q1 pairs goal achieved
- 2 Expanded Leadership Team fully constituted
- 3 Hosted and attended ecosystem events

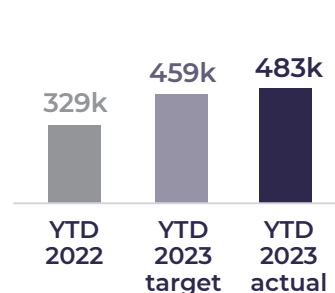
## Q1 YEAR-TO-DATE RESULTS



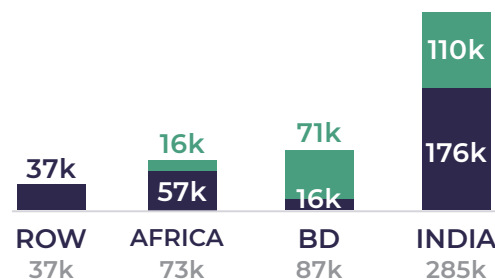
**656k**  
PEOPLE  
SCREENED



**483k**  
EYEGLASSES  
SOLD



GLASSES BY  
REGION

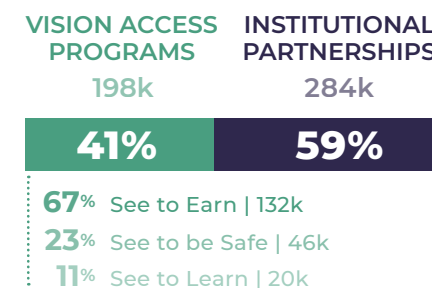


BD: Bangladesh  
Row: Rest of the World

■ Vision Access Programs  
■ Institutional Partnerships



BY CHANNEL



# Vision Access Programs

## Q1 Goal Achieved with Accelerating Progress in Africa and India

VisionSpring's Vision Access Programs (VAP) – (*See to Earn, See to Learn, See to be Safe*) collectively screened 656k people and provided 198k eyeglasses in Q1. This brought the year-to-date VAP performance through Q1 to 99%. *Reading Glasses for Improved Livelihoods* Uganda reached 100k pairs since its inception, with 50% growth from 2022. DigitEYES was rolled out in all *Clear Vision Workplaces* camps, where the team also secured 100% factory sponsored contracts. *See to Learn* in India completed the implementation of our first direct-to-India grant from USAID, while *See to be Safe* initiated a pilot with partners to add blood sugar, mental health counseling, and defensive driving training to programs.

## Big Momentum for See to be Safe in India

VisionSpring celebrated Road Safety Week in January with the launch of Drive Safe India 2.0. In collaboration with Shell and Hazira Port Pvt Ltd, Drive Safe India 2.0 will use a three-part approach to make India's roads safer: screen for and treat impaired vision in commercial drivers, offer counseling to care for drivers' mental health, and conduct defensive driving classes so drivers feel prepared to handle the challenges of the road.

In Q1 we screened 77k commercial drivers and allied transport workers - exceeding our goal of 65k! We also opened four screening centers in partnership with the Ministry of Road Transport and Highways. Eventually the program will operate in 14 cities in total.

We also hosted our second-annual Vision and Road Safety (VARS) conference in New Delhi. This event brought together our partners Sightsavers India, India Vision Institute, and Mission for Vision to create a *See to be Safe* alliance with the shared goal of making India's roads safer through vision care. To date, together with our partners we have screened the vision of 1.35M commercial drivers and other transport workers in India. At VARS 2.0 we pledged to screen 1M more by 2025.

### CUSTOMER STORY

**Thang Pham** (47) is a cobbler at a Clear Vision Workplace certified factory in Hai Phong, Vietnam. She suffered from blurry vision for years before attending a vision screening and being prescribed a pair of +1.50 reading glasses.



***“Now I understand the importance of having an early eye check. I will share this with others and encourage my co-workers to go for a screening.”***



# Institutional Partnerships

## Africa and India both Exceeded Target

Institutional Partnerships overachieved in Q1, selling 284k pairs. Africa in particular had a strong quarter, with a 20k pairs order in Ghana and a 40k order in Uganda. India supplied over 22k pairs of *Dare to Matter* glasses to partners and the India IP team had a 46% growth over 2022. VisionSpring India also hosted the 3rd Leadership Exchange on Public-Private Partnerships for a Clear Vision India (held in New Delhi). Pharmacies were onboarded in both Bangladesh and Ghana, and we prepared for the launch of the Pharmacy program in Nigeria (planned for Q2)!

## The Pharmacy Channel Continued to Grow in Africa and Bangladesh

In Africa, Ghana added 25 pharmacies in Q1 to a total of 125 since inception in 2022 and we prepared for the launch of the pharmacy program in Nigeria (planned for Q2). In Bangladesh, we revamped training modules and onboarded new pharmacies in proximity of *Clear Vision Workplace* (CVW) sites and micro-credit programs.



### Rest of World Program Spotlight: Border Angels Serving Migrants in Tijuana

VisionSpring's Rest of World (ROW) team recently partnered with Border Angels, a humanitarian organization that supports 14 migrant shelters in Tijuana, Mexico, to provide eye care to migrants in the area. A team of volunteers from Border Angels visited the "Por Amor a Dios" shelter, which houses approximately 250 people, and used VisionSpring eyeglasses and tools to provide vision care to migrants.

The team used an auto refractometer to measure the customers' eyes and their curvature to determine the approximate prescription of eyeglasses. We hope we have helped bring a small but meaningful contribution to the lives of those affected by the immigration crisis.

### CUSTOMER STORY

**Jose Francisco Amador**, 72, works in Santo Domingo, Dominican Republic as a street vendor selling hard-boiled eggs to morning commuters. An employee of our partner Optica Vision Center reached out to Mr. Amador after noticing he was having trouble peeling the eggs.



Mr. Amador was concerned that he would not be able to afford a vision screening and eyeglasses. However, he received free screening and glasses through the Optica Vision Center's Ojo x Ojo program. Now Mr. Amador can sell his products more quickly and efficiently.



# VisionSpring Co-hosted Collaborative Action Events

In January, VisionSpring leaders, including founder Dr. Jordan Kassalow, CEO Ella Gudwin and Country Director Anshu Taneja, hosted a number of collaborative events across India. These events were kicked off by the “Reinventing CSR: Building Collaborative Action for Clear Vision India” event in Mumbai. Two additional highlights were our third Leadership Exchange on Public-Private Partnerships for Clear Vision India event and an informal meeting with the Board of Directors over breakfast. The Leadership Exchange, co-hosted by the All India Institute of Medical Sciences New Delhi, brought together more than 60 government officials, NGO representatives, and corporate partners to discuss the need for vision care in India. These partnerships are key to the development and scaling of VisionSpring programs, including our work in the agricultural and factory spaces.



“Celebrating our 2 millionth customer served via our partnership w BRAC in Bangladesh and then our 10 millionth customer served worldwide with our India team was a highlight of my 20 year career with VisionSpring. I am so grateful to the myriad of people who made these high impact milestones possible.”

JORDAN KASSALOW | Founder, VisionSpring



This visit was also an opportunity for Jordan and his family to reconnect with VisionSpring team members, see our renovated India office, tour an RGIL vision camp, and participate in a VisionSpring ke Sitare (“Stars of VisionSpring”) talent show!

## RGIL Team Celebrated its 2 Millionth Customer

VisionSpring and BRAC celebrated a major milestone achieved by our *Reading Glasses for Improved Livelihoods* (RGIL) program.

RGIL was founded in 2006, when VisionSpring and BRAC joined hands as the first-ever to train Community Health Workers to conduct basic sight tests and include reading glasses in their offerings to their communities. More than 15 years later, this disruptive idea of Jordan’s has helped more than 2M people get the simple reading glasses they need to see clearly!

In addition to the success of the program, we celebrated the World Health Organization’s inclusion of RGIL’s training methodology in their Training in Assistive Products (TAP) module, a free online resource to teach people from a variety of locations and backgrounds how to provide assistive products.



# Staff & Team

## Leadership Team Plans for VisionSpring's Next Chapter in Istanbul

In March the VisionSpring Leadership Team gathered in Istanbul, Turkey to reflect on organizational growth and plans for the future. The team began by reviewing VisionSpring's progress on the 2018-2023 strategic plan and then turned to the future to establish priorities for 2023 and beyond. A main focus was exploring how collaboration between our Vision Access Programs and Institutional Partnerships can help us achieve and surpass our mission and targets.



## Skill Building and Training in Africa to Support Global Growth

In March, the Africa & Vietnam Program Leads came together to build a common understanding of project cycle management and tools in VisionSpring. The teams gathered in Nigeria and participated in sessions led by Anne Coolen (Global VP, Programs), Michael Cooke (Global Director, Monitoring, Evaluation, Research and Learning), Abiodun Morenikeji (International Assistant Finance Manager) and Adebowale Alfred Adekunle (Associate Consultant, Monitoring, Evaluation, and Learning) with the objective to increase the efficiency of our programs through improved communication, planning and understanding of data.



## India's only Eyeglasses Made with the Power of the Sun

Early in the year, VisionSpring's lens lab became India's first solar-powered lens lab, with panels installed on the warehouse roof. We are excited to use this green energy source to help power our work!

## Programs Team Built Capacity to Support Scaling and Quality Assurance



VisionSpring's Global Program Team has been growing and training to build capacity in all of our programmatic areas and geographies! Vision Access Program Leads participated in a new project cycle workshop to improve quality assurance and standardize VisionSpring's quality of care. We're working towards the 2023 goals of growing VAP in Africa and building stronger links between Institutional Partnerships and Programs.

### WELCOMING TEO



Teobaldo "Teo" Camejo, Global VP of People and Culture, brings over 27 years of HR experience, specializing in organizational transformation, talent management, and international team development. He empowers leaders and is passionate about driving business results through diversity and inclusion. Teo leads our enterprise-wide HR strategy, strengthening our values and guiding organizational development.



# News and Awards

StanfordSOCIAL  
INNOVATIONReview

FORTUNE

indiacsr Corporate  
Sustainability &  
Responsibility

The Daily Star

- “VisionSpring’s Screening Methodology Adopted By WHO,” **Invision Mag**, Jan 3
- “MacKenzie Scott is Funding to Empower People Globally. Here’s What We Know About Her Priorities,” **Inside Philanthropy**, Jan 5
- “Chetak Foundation, GMRVF, and VisionSpring Launch Road Safety Campaign for Cab Drivers,” **India CSR**, Jan 9
- “VisionSpring Livelihoods in Focus Campaign to Screen Vision of Over a Lakh Assam Tea Workers, Artisans,” **Sakshi Post**, Jan 19
- “VisionSpring and Brac celebrate correcting the vision of 2M people via reading glasses,” **Dhaka Tribune**, Jan 23
- “How better access to vision correction can improve the global economic outlook,” **Fortune**, Feb 14
- “Not Invented, But Scaled Here: What big international NGOs—BINGOs—need to learn about growing external social enterprise solutions,” **Stanford Social Innovation Review**, Feb 16



The *Reading Glasses for Improved Livelihoods* 2M celebration in Dhaka. Watch the 3-minute recap.



*Clear Vision Workplaces* program in Bangladesh featured on ATN News. Watch the segment here.



71

print and online  
article mentions

In Q1 VisionSpring was featured in **71 stories across global and in-market media outlets.**

## AWARD HIGHLIGHT

In March, the Digital Empowerment Foundation and World Summit Awards gave VisionSpring the “Solutions for Digital Society” award at the 2023 eNGO Challenge, in recognition of our innovative DigitEYES tool, which empowers outreach teams to input and store customer information without internet access or electricity.

DigitEYES also conserves time and energy by eliminating the need for hand-processing more than 600,000 paper customer records per year!

Rajan Kumar and Kumari Manisha receiving the eNGO award



## ARE YOU A BRAND WITH VISION?

Join VisionSpring's *Clear Vision Workplaces* program that screens the vision and dispenses eyeglasses to factory workers. VisionSpring currently partners with companies such as Williams-Sonoma, Levi Strauss, and VF across Bangladesh, India, and Vietnam. Contact Ramona Bajema, Senior Advisor (Resource Development) at **ramona.bajema@visionspring.org** to learn more.

### Countries of operation

Bangladesh | Ghana | India | Kenya |  
Nigeria | Uganda | Vietnam | Zambia  
USA support office

[visionspring.org](http://visionspring.org) | [info@visionspring.org](mailto:info@visionspring.org)



brother



See well.  
Do well.

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