

**VisionSpring**<sup>™</sup>  
See well. Do well.

## QUARTER 3

JULY - SEPTEMBER 2023

Mrs. Vu Thi Hien of Vietnam's Phu Xuyen district crafting gifts inspired by VisionSpring's logo with the help of new eyeglasses.



# Executive Summary

We had a productive Q3! This quarter alone, we screened the vision of almost 700k people and dispensed and sold almost half a million pairs of glasses. Not bad for three-months work!

We are pacing to correct the vision of more than 1.8 million people by year-end.

We had outstanding performance through our Vision Access Programs. Our longest running program, *Reading Glasses for Improved Livelihoods* (founded in 2006) is expanding with new partners in Bangladesh, Zambia and Uganda and we are piloting in Malawi.

The *Clear Vision Workplace* program crossed an exciting milestone in Q3 – half a million garment, home goods and textile workers screened in Bangladesh, India and Vietnam.

In Africa – where we have grown by 48% year-over-year – we are extending vision services to drivers and transportation workers, and in communities where people are engaged in near-vision intensive artisan crafts

and agriculture (think cocoa, tea, coffee, vanilla).

Since last year, we have more than doubled the number of eyeglasses we are providing to state-level governments in India – through tender processes backed by funds from the National Program for the Prevention and Control of Blindness and Vision Impairment.

To support all of this growth, we strengthened our supply chain with improved demand forecasting. We also added almost 100 new team members! This includes optometrists and program implementors, senior managers in Africa for finance, content marketing, and country-team leadership, plus two new board members.

Onwards together,



*Ella Gudwin*

Ella Gudwin | CEO



## Q3 HIGHLIGHTS



Projecting overachievement of screenings in Vision Access Programs (VAP)



48% YoY growth of eyeglasses in Africa

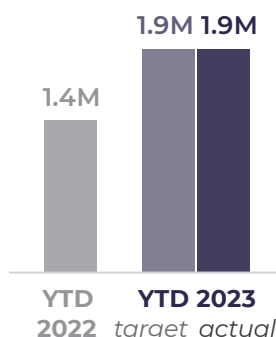


*Clear Vision Workplace* program milestone: 500k workers screened!

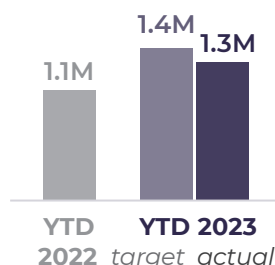
## Q3 YEAR-TO-DATE RESULTS



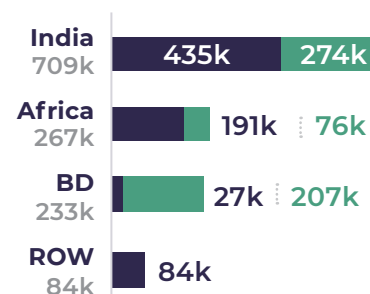
**1.9M**  
PEOPLE  
SCREENED



**1.3M**  
EYEGLASSES  
SOLD

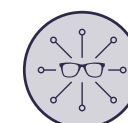


**GLASSES BY  
REGION**

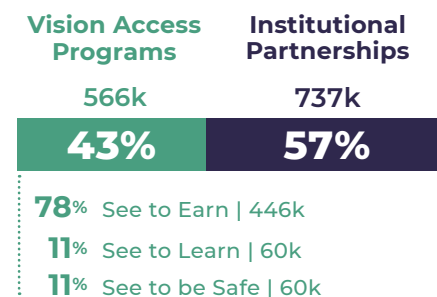


BD: Bangladesh  
RoW: Rest of the World

Vision Access Programs  
Institutional Partnerships



**BY CHANNEL**



# Vision Access Programs

## Vision Access Programs Ramp Up

Vision Access Programs (VAP) - (*See to Earn*, *See to Learn*, and *See to be Safe*) collectively screened 684k people and dispensed 230k eyeglasses in Q3 - 112% of goal. VisionSpring's largest program, *See to Earn* India is pacing to materially close our eyeglasses pairs gap. We onboarded additional staff and renewed contracts in Q3, and performance has improved to 71% above target, increasing the confidence that we will achieve the year-end projections. Though we expect to overachieve on screenings (104%), we project glasses to be under target (96%) because the programs with a higher 'yield' (glasses per 100 screenings) are below target.

## See to Learn Program Grows in Reach and Partnerships

The *See to Learn* (S2L) program, which has been operational in India for eight years, has been adapting and improving to increase awareness, reach, and long-term sustainability. We continue to collaborate with NGOs, government, and private partners, train teachers to identify vision issues, and develop awareness-raising tools (such as the [The Value of Clear Vision: Taniya](#) video). So far this year, we have worked with 40 new S2L partners and have seen a growth rate of 57%. In Q3 (which marks a return to school after the summer holidays) we screened the vision of more than 63k children and provided 25k glasses. Nearly half (49%) of the children we screened are female, which is notable due to the gender disparity in education among low-income communities. We anticipate reaching our goal of screening 370k students and providing nearly 96k eyeglasses by year-end.

## Reading Glasses for Improved Livelihoods Expands to New Geographies .....



The *Reading Glasses for Improved Livelihoods* (RGIL) program empowers Community Health Workers (CHWs) and Community Health Entrepreneurs (CHEs) to sell reading glasses. This year the program is deepening market penetration with new partnerships in Bangladesh and Uganda and expanding into new geographies Zambia and Malawi! In Bangladesh, we trained the first three cohorts of Gold Star Member (GSM) of Social Marketing Company (SMC), and prepared to train microfinance team members of Sajida Foundation and BRAC Microfinance. In Uganda, we expanded with a new partner, the

Program for Accessible Health, Communication, and Education (PACE) and trained the first two cohorts of CHWs. RGIL Zambia launched with partner Live Well and a pilot began in Malawi with the Council of Churches. As a result of these new partnerships and expansion, we expect the RGIL program to screen a cumulative 1.36m people this year, and provide 315k pairs of glasses. Most importantly, we are setting the stage for increased impact and 40% growth in vision correction in 2024!

## International Labor Organization Releases New Vision Report

VisionSpring helped launch an important new policy brief - *Eye Health and the World of Work* - with the International Agency for the Prevention of Blindness (IAPB) and the International Labor Organization (ILO).



According to the report, vision impairment affects more than 143 million working-age adults and causes an average 30% decrease in employment. As a featured speaker, Ella Gudwin shared

learnings from our *Clear Vision Workplace* program with launch event participants.



Ella Gudwin and Gabriel Ogunyemi watch as new RGIL partners cut a ceremonial ribbon at the program launch in Zambia.



Click to hear newly-trained Community Health Worker, Edah Makungu, share the positive impacts of RGIL.

# Program Spotlight

## **Clear Vision Workplace Program Screens the Vision of its Half-a-Millionth Factory Worker**

Since the *Clear Vision Workplace* (CVW) alliance came together in 2018, the initiative has screened the vision of more than 500k factory workers in Bangladesh, India and Vietnam.

We have found that 1 in 3 workers do not have the eyeglasses they need. This poses a tremendous and completely repairable drain on industry productivity and competitiveness, not to mention workers' well-being.



CVW brings together VisionSpring and USAID with global businesses including Levi Strauss, the VF Corporation, Deckers Brands, Warby Parker, and more than 150 apparel and footwear manufacturers.

Critical to CVW's success is that all of the partners benefit; global brands are able to support the workers in their supply chains; factories increase productivity and reduce waste; and the workers themselves improve their incomes and extend their careers.



*Through our partnership with VisionSpring, we've seen that providing workers with optometry care can have a profound impact on not only their productivity and earning capacity, but also on their ability to take care of their families and participate in all the intricate aspects of life.*



**KIM ALMEIDA,**  
Director of Programs,  
Levi Strauss Foundation

### **TOP 5 PRACTICES THAT MAKE CVW A SUCCESS:**

- 1. Reduce Stigma and Fear → Publicly Screen Managers:** Workers fear they could lose their jobs if they are discovered to have a sight problem. To build trust, screen managers first to demonstrate the process and benefits.
- 2. Ensure Equity → Screen All Workers:** Managers may wish to save money by screening only "high value" workers, such as quality checkers. Everyone deserves the right to sight to maintain their productivity, income and quality of life. Provide eyecare for all by screening all workers, from kitchen staff to cobblers.
- 3. Provide an Immediate Solution → Dispense Glasses On-the-Spot:** If you send workers away with a diagnosis on paper, they are unlikely to get the glasses they need. Dispense ready-made reading glasses for presbyopia and Pop-in glasses with precut prescription lenses for common prescriptions. For more complex prescriptions, ensure delivery and fitting within 14 days.
- 4. Support Wearing Habits → Provide Counseling and Information:** On average 75% of workers will be receiving their first pair of glasses. Counseling how to get accustomed to wearing them, how to clean and care for them, and where to get sight tests and glasses in the future supports wearing habits. Put "don't forget your glasses" reminders and positive "clear vision, bright future" messaging around the facility.
- 5. Link Workers to Higher-Level Care → Partner with an Eye Hospital:** Depending on age and potential for eye injuries, 5%-15% of workers will need higher level services for infections, cataract and other eye conditions. When needed, refer to a local eye hospital – ideally one that offers discounted or free services to your workers.



# Institutional Partnerships

## India, Africa, and Rest-of-World Advancing Towards Year-End Goals



Through our Institutional Partnerships (IP), we effectively sell bulk quantities of eyeglasses, coupled with essential training and marketing support, to an expansive network of hospitals, rural pharmacies, eye care centers, NGOs, and government partners.

In Q3, IP showcased commendable results across all of our markets. Africa stood out with a robust 103% target achievement, primarily fueled by strong performances in Ghana, Uganda, and Zambia, resulting in a 48% YoY growth. India continued its upward trajectory with a 97% target achievement reaching 435k pairs sold (YTD). The ROW segment reported 86% target achievement, with a

significant order of 21k pairs for Laos in September. More than 136k pairs of eyeglasses were supplied to over 300 partners in India as of September 2023. By Q3, we achieved 93% of the target with 731k pairs sold and we are projected to reach 105% target achievement by the end of the year with 1.1m pairs sold.

## New and Expanded Partnerships Drive Growth in India



We are excited to have welcomed 146 new partners in India to-date this year, expanding our Institutional Partnership network to 376 partners.

This year we are also experiencing a post-COVID resurgence in government tenders, which have more than doubled since Q3 last year. Through tenders, we supply state-level governments with reading and prescription glasses from our lens lab located in Delhi.

These tenders are funded by the National Program for the Control and Prevention of Blindness and Vision Impairment. Most recently, we won tenders in Haryana and Punjab for a school-based screening program and for working-age adults.

## SHOWCASING IMPACT: Q3 CONFERENCE HIGHLIGHTS

Q3 is conference season for the vision sector. We attended five such gatherings to share our impact and learning as speakers, build mission-aligned partnerships, and showcase our offering of eyeglasses and vision services as exhibitors.

- VISION 2020 INDIA's 17th annual National Conference, Neemuch, Madhya Pradesh, India
- National Conference and Vision Expo, Asaba, Delta State, Nigeria



- 2023 India International Optical and Ophthalmology Expo, Hyderabad, Telangana, India
- International Optometry Conference, Chennai, Tamil Nadu, India
- OpticsFAIR, Noida, Uttar Pradesh, India



# News and Engagement



## Media Highlights

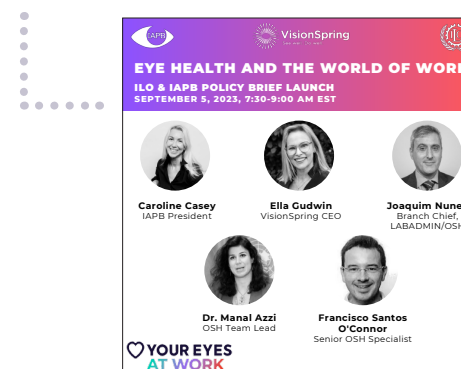
- [How wearing glasses can improve the economy](#), **NPR Marketplace**, July 3
- [The fashion sector's unmet need for eyeglasses](#), **Just Style**, July 6
- [Time for a new climate target?](#) **Financial Times**, July 7
- [New vision programme will test the sight of 47,500 rural Zambians](#), **eyenews**, July 12
- [VisionSpring Shares the Gift of Sight With Dalai Lama, Buddhist Monks](#), **Invision Mag**, July 25
- [Fludor, VisionSpring Distribute Free Eyeglasses to Cocoa Farmers](#), **All Africa**, Aug 17
- [Dr. Jordan Kassalow engages with Indian Film Icon Hrithik Roshan!](#) **Optician India**, Aug 25
- [We're Not on Track to Achieve the SDGs but Social Enterprises Can Change the Trajectory](#), **SEEchange**, Sep 5
- [My Working Day – Ella Gudwin – CEO of VisionSpring](#), **Business Leader**, Sep 5
- [VisionSpring, Allianz Life provide eye screening for students](#), **BusinessGhana**, Sep 29
- "Journey Towards Pediatric Centre of Excellence," *Dr. Shroff's Charity Eye Hospital*, Anshu Taneja
- "Growing Role of CSR in Making Atmanirbhar Bharat," *The India ESG Summit*, Anshu Taneja
- "Eye Health and the World of Work," *The International Labour Organization and the International Agency for the Prevention of Blindness*, Ella Gudwin

## Awards

- Received "Large Impact" award at the 2023 India CSR Awards
- Honored at National Awards for Excellence in Bangalore with the "NGO Leadership Award"

## Events

- "Recent Advances in Dispensing," *GD Goenka University*, Anshu Taneja



## VisionSpring Welcomes Two New Board Members - Karen Gutierrez & Bo Hopkins



We're thrilled to welcome Karen Gutierrez to VisionSpring's Board! Since 2005, Karen has worked with Marketing for Social Change, partnering with groups like the Center for Disease Control's Office on Smoking and Health to apply her private sector expertise to projects and initiatives in the public and non-profit worlds. Karen's wealth of demand generation experience and insight will broaden VisionSpring's impact.



We are delighted to welcome Robert 'Bo' Hopkins to our Board, bringing over 30 years of investment, management, and consulting experience. Bo has dedicated his career to teaching practical challenges of social entrepreneurship at the MacMillan Center, the Jackson Institute, and the Yale School of Management, focusing on developing regions such as Africa and India.



## JOIN LIVELIHOODS IN FOCUS!

Join *Livelihoods in Focus*. Realize outsized impact by leveraging MacKenzie Scott's gift to VisionSpring. Together, we'll unlock income and well-being for millions of farmers, artisans and micro-entrepreneurs.

For more information, email Scott Schroeder at [scott.schroeder@visionspring.org](mailto:scott.schroeder@visionspring.org).

### 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)



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