



VisionSpringTM
See well. Do well.

Q2 REPORT 2025

Phurpa harvests marigolds in Nepal, where the flowers symbolize divine light and prosperity

Executive Summary

Dear Friends of VisionSpring,

Scale isn't just about growing the number of people we serve, it's about growing smarter. Through strategic hiring, system upgrades, and partner training, we are positioned for major acceleration in the months ahead, backed by a transformational grant that we'll be announcing in Q3. Stay tuned!

In the interim, we are tracking well against our 2025 plan. Through *Vision Access Programs* and *Community Agents*, we conducted sight tests for 1.5M people (129% of target). Across all channels, we sold 913k glasses (96% of target) to change lives in 13 countries.

Our proprietary data capture system, DigitEYES, now operates seamlessly across markets, turning laborious paper trails into streamlined digital workflows.

Meanwhile, we tested our new training content – the CatalEYES Partnerships toolkit – with partners. This dynamic system of guides and multimedia content is the launch-pad for equipping many more organizations to introduce glasses to their services (page 4).

We stand at the threshold of something transformative. What excites us most isn't just the scale we're achieving, it's the scale we're enabling others to achieve.

Key Q2 milestones include:

SUCCESSSES:

- Mobilised for major expansion: Hired 44 new team members, signed 11 partner MOUs, and configured systems to support a transformative 2-year initiative across 3 markets (page 6)
- Completed DigitEYES deployment: Rolled out digital platform to final 3 markets. Now operational across 8 countries, it reduces data processing from weeks to 2-3 days (page 5)

CHALLENGES:

- Working capital pressure: Collection delays and aging inventory continue to impact our balance sheet, requiring close management

The ripple effect starts now. Thank you for powering this transformation!

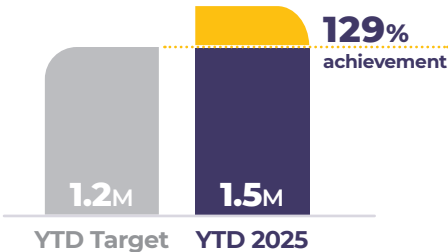
Onwards together,

Ella Gudwin
Ella Gudwin | CEO

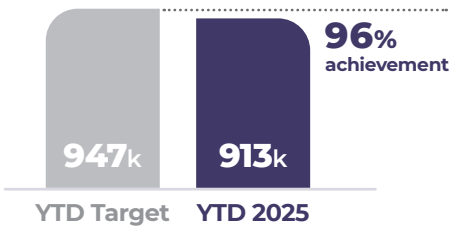


YEAR TO DATE
(Jan - Jun 2025)

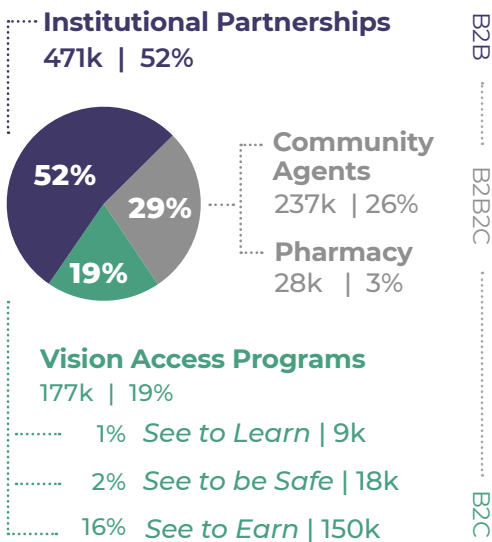
 **1.5M**
PEOPLE SCREENED



 **913k**
GLASSES SOLD / DISPENSED



 **EYEGLASSES BY CHANNEL**



913k people with glasses & clear vision, 96% of YTD goal

We reached 96% of our H1 eyeglasses target, making steady progress toward our year-end goal of providing clear vision to 2.2M people. **We expect to not only meet but surpass this target.** Major developments in our pipeline, which we'll announce in the coming months, will enable significant acceleration in the second half of the year.

PROGRESS TOWARDS ANNUAL GOAL

2.2M glasses 2025 goal

913K glasses
dispensed YTD

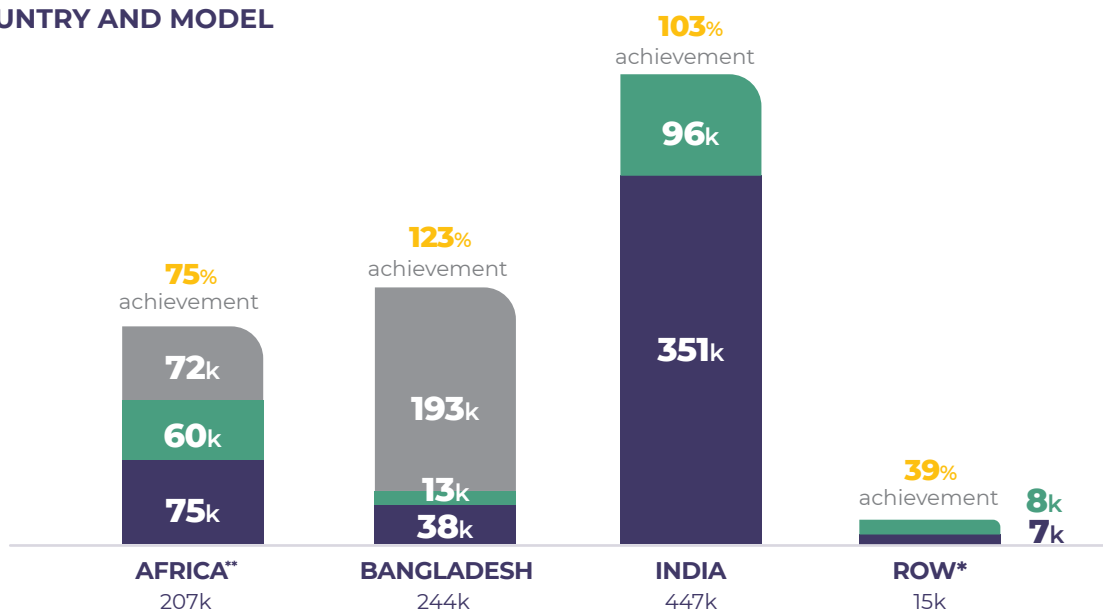
EYEGLASSES BY COUNTRY AND MODEL

JAN - JUN 2025

Community Agents and Pharmacy

Vision Access Programs

Institutional Partnerships



What's Driving Performance in Our Markets



Bangladesh: Anticipating disruptions from upcoming elections, Team Bangladesh started the year strong, completing more program activities early. This planning ahead, in addition to new partnerships with BRAC Bank and Primark for *Clear Vision Workplaces*, and continued support from Cartier Philanthropy, Lavelle Foundation and Livelihood Impact Fund for our reading glasses programs, enabled us to beat our goals. Working closely with partners, we achieved 123% of YTD target, correcting the vision of 244k people.



India: Team India sold and dispensed 447k glasses, achieving 103% of YTD target. B2B Institutional Partnerships sales represents 78% of YTD India eyeglasses, with sales to mission-aligned private/NGO vision centers and hospitals doing especially well. We expect successful government tenders and recent CSR commitments to yield results in H2.



Africa:** Thanks to expansion grants to *Vision Access Programs*, *Community Agents and Pharmacies*, we conducted 386k screenings and dispensed 132k glasses YTD. While we exceeded these channels' targets, Institutional Partnerships performance was soft. In a fiscally constrained environment linked to USAID's withdrawal, several orders were pushed to Q3 and we had to pause sales for partners unable to pay invoices.

RoW: Rest of the World is behind target, but had a major win for the future. Following a 9-month competitive process, in Q2, UNICEF approved VisionSpring glasses for inclusion in its Supply Catalogue managed by UNICEF Supply Division, which serves governments and NGOs globally.

* Rest of the World, includes Vietnam and Cambodia

** Africa: Ghana, Kenya, Malawi, Nigeria, Uganda, and Zambia



Introduced CatalEYES, Equipping Others to Deliver Near Vision Services



Our strategic framework rests on three pillars: DELIVER direct services, CATALYZE partnerships, and INFLUENCE systems change. We are actualising our second pillar with **CatalEYES, our innovative training and partner support approach** that enables organisations in complementary sectors to deliver high-quality vision services and VisionSpring eyeglasses. CatalEYES is a toolkit of modularized instruction, guidelines and tools for screenings, dispensing, counselling, demand generation and program management. Using multimedia content and adult-learning principles, CatalEYES enables other organisations to introduce and grow community-based vision services.

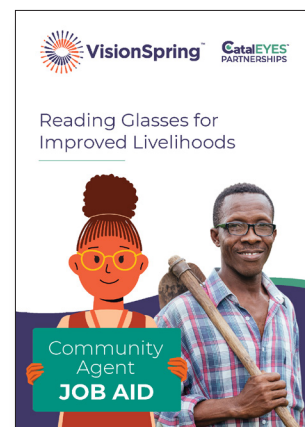
Developed Interactive Learning Tools

Since last year, the Quality Assurance and Partner Success team has been working to develop a comprehensive set of training tools, including Training of Trainers (TOT) content, job aids, and explainer videos.

- **Easy-to-use content:** CatalEYES transforms protocols and demand generation strategies into clear, interactive training materials and videos.
- **Story-based learning:** Relatable characters bring real-world customer scenarios to life, helping partners confidently respond to situations.
- **Comprehension assessments:** Built-in knowledge checks and quizzes strengthen learning and partner readiness.
- **Designed using adult learning principles:** Proven customised learning methods to support information retention, tailored per program with the trainee in mind.

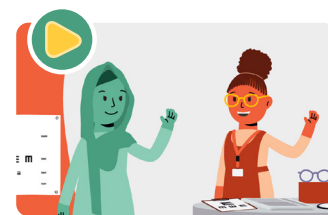
Piloted CatalEYES Partner Training Package

We have introduced CatalEYES packages to existing partners, with 12 to be trained by year-end. In Q2 we led our first train-the-trainer session in Zambia for the *Reading Glasses for Improved Livelihoods* program with supervisors from the Council of Churches in Zambia and Health Care Foundation Zambia. Supervisors rated our training materials 10/10 and are now implementing them. We collect this real-use feedback to refine protocols, improve delivery methods, and ensure CatalEYES evolves to meet partner needs as we scale across markets.



CatalEYES kit:

- Interactive training (in person or virtual)
- Facilitator guide and job aid guidebook
- Training video (click below to watch excerpt)



Join our growing network!

Are you aware of organisations in your network that might benefit from adding reading glasses services to their offerings? We're actively seeking partners who share our vision of accessible eye care: partnersuccess@visionspring.org

CEO Ella Gudwin introducing CatalEYES to key partners including Chimezie Obi-Mgbam from Nigeria's Ministry of Health at the Skoll World Forum.

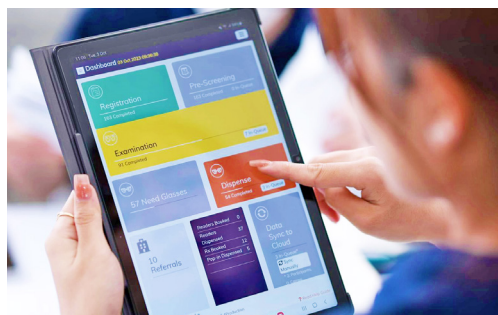
Completed DigitEYES Rollout in All Markets



DigitEYES is our proprietary digital platform that streamlines data collection at vision outreach camps, replacing manual pen-and-paper processes with efficient digital workflows. Built with flexible design to adapt to different needs, the system operates as a self-contained network within screening camps – tablets connect automatically with a central laptop, ensuring customer data is tracked even in remote locations without internet. In Q2, we completed rollout in Kenya, Uganda, and Zambia, the final markets to adopt the system. **Now, data processing that once took 30-180 days happens in under 3 days**, with direct uploads to our database replacing time-consuming manual work. Field teams can capture complete, accurate information through built-in rules, which keeps data consistent and enables faster analysis across locations and programs.

Released New Features to Enhance Controls and Supply Chain Management

DigitEYES continues evolving with new features that enhance functionality and drive operational excellence across our global programs. Our product development roadmap lays out the agenda for continued improvement upon the platform and is informed by VisionSpring user and partner feedback to meet emerging needs and improve existing workflows.



- **Digital signatures:** Electronic signature capture replaces paper consent forms, working seamlessly across language barriers and low-literacy areas to fully digitise camp operations.
- **Repeat customer identification:** In *See to Learn*, we screen the vision of children at schools over successive years. To better track their changing prescriptions we improved the “repeat customer identification” in DigitEYES. We’ll roll this function out in other programs next, enabling us to track our engagement with customers and their needs over time.
- **Inventory management module:** Real-time SKU tracking from central warehouse to vision camp dispensing stations will provide instant visibility into stock levels and depletion rates. Currently piloting in Bangladesh and India, this module will reduce manual errors and stockouts while improving demand forecasting.

DigitEYES Roll-Out Completion Timeline:



Laid the Groundwork for Major Growth



This quarter **we ramped up for a bold, two-year initiative designed to dramatically expand our impact in Bangladesh and Nigeria, plus India.** We brought on 44 new team members, restructured select departments, and promoted leaders. We signed MOUs with 11 partners, procured additional eyeglasses inventory to meet anticipated demand, and configured our data systems in Salesforce. These coordinated efforts across countries, departments, and channels ensure we're ready to execute at an unprecedented level. While currently embargoed, we can't wait to share details with you in the coming months!

“Some career moments stand out for their intensity and impact – like during COVID, when we created the Path Back to Eyeglasses. This quarter was another such moment. Fast-paced, future-focused, and foundational. Seeing supportive supervision drive real-time learning across programs was a proud moment. We're setting the stage. Stronger foundation! Bigger leap!”



ANAMIKA SATPATHY
Global Senior Lead
Program Experience
and Quality

Connected with Partners and Allies at Skoll World Forum

Once again we co-facilitated a session that brought together fellow Skoll portfolio and MacKenzie Scott grantees with funders to explore how our vetted track records can open new doors. Additionally, Anshu Taneja, Managing Director of VisionSpring Foundation India, spoke on a panel organised by Mulago Foundation and Spring Impact about our experience in engaging payers-at-scale.



(Left to right) Anshu Taneja, Managing Director of VisionSpring Foundation; Honorable Twaambo Mutinta of the National Assembly of Zambia; Avery Bang from Mulago Foundation



Nicholas Kristof, op-ed columnist for The New York Times and two-time Pulitzer Prize winner with Jordan Kassalow, VisionSpring Founder

Steered Sector Dialogue at IAPB IN SIGHT LIVE Nepal

Joint sessions with eye health peers at the International Agency for the Prevention of Blindness' (IAPB) annual conference advanced collective eye health solutions for road safety and other areas. Anshu co-led a masterclass on multisector partnerships. CEO Ella Gudwin and Associate Director, Global Research & Evaluation, Dr. Sonia Pant, joined regional leaders to explore vision screening programs for drivers and transport workers globally.



Dr. Sonia Pant, Associate Director, Global Research & Evaluation, VisionSpring, and Caroline Casey, President of IAPB



Team VisionSpring wearing the signature Love Your Eyes glasses at the 2030 IN SIGHT Plenary.



Countries of Operation

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



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WILL YOU BE IN NEW YORK DURING THE UN GENERAL ASSEMBLY?

We'd love to see you and work together on mission-aligned activities. Connect with us to meet and collaborate.

Contact: erica.dekranes@visionspring.org

**See well.
Do well.**



Michael, a weaver in Bonwire, Ghana, creates traditional kente cloth in the birthplace of this sacred textile that was originally woven for Ashanti royalty.