

LET THERE BE SIGHT

EMPOWERING UNDERSERVED COMMUNITIES WITH CLEAR SIGHT



1 IN 7

1 in 7 people around the world needs a pair of glasses but can't get them. That's **1.1 billion** who have to live with poor eyesight.

MEET THE 1 IN 7



WHY? BECAUSE THERE IS A LACK OF:

DIAGNOSIS

No enough trained professionals to provide services.

DISTRIBUTION

No place to go to get an eye exam or a pair of glasses.

DEMAND

Lack of awareness of what can be done to improve eyesight or where to go for help.

DOLLARS

Vision care and glasses are too expensive.

INIYA AGE 9, POKHARA, NEPAL

There's no one within 2 days' travel who can help Iniya get her eyes checked or make a pair of glasses for her.

In the meantime, she's falling further and further behind in her studies because she can't see clearly. She wants to be a doctor someday, but no matter how talented she might be, her vision is holding her back.

JOSÉ AGE 35, LOTA, CHILE

José is a factory worker who needs glasses, but a lack of trained eye care providers means he will have to wait up to two years before getting help.

José's family is his world, but he's having trouble seeing at work, putting him and his family at risk if he's let go due to poor performance; or worse, injured on the job because he missed a crucial detail.

WHAT CAN WE DO ABOUT THIS?

Put simply, we want to combine and expand four proven, field-tested approaches to create a scalable, low-cost system that provides access to vision care. This comprehensive solution will be self-sustaining and address all the barriers to those in need.

VISION CENTERS & REGIONAL LAB

Access to long-term, self-sustaining vision care services for nearby communities, providing comprehensive eye exams and prescription eyeglasses.

VISIONPRENEURS + USEE™ TECHNOLOGY

After one day of training, outreach workers will be able to use an ultra-portable kit to conduct on-site eye exams, determine vision prescriptions, and dispense custom prescription eyeglasses in minutes to remote communities or refer them to the closest vision center if additional services are needed.

PRIVATE SECTOR INVOLVEMENT

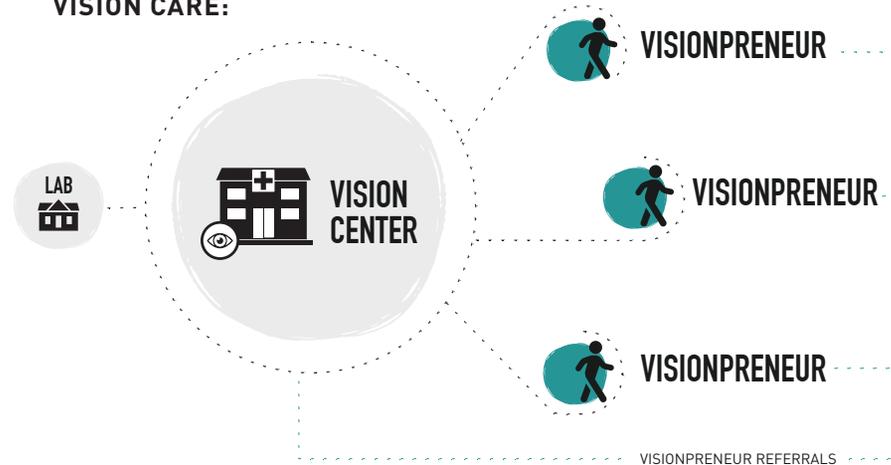
Advocating for investment in employee vision while documenting the impact of clear sight on worker health, safety, productivity, and bottom-line profitability.

MEDIA & STRATEGIC COMMUNICATION

To promote the use of vision services, improving demand for vision care and making them a social norm.

✓ **DIAGNOSIS, DISTRIBUTION, DEMAND, & DOLLARS**

HUB AND SPOKE VISION CARE:



The Hub & Spoke Vision Care model—a series of vision centers located in a local health centers that provide full eye health exams and a large array of eyeglasses at affordable prices supported by a regional lab. Each vision center supports several Visionpreneurs who travel to private sector workplaces and remote communities, offering on-site eye exams and glasses using USee vision kits. This creates a whole new career opportunity while helping to raise awareness of what vision care can do.

SUSTAINABILITY:

In all cases, services and eyewear are provided at prices scaled to the economic realities for the people served. Vision centers will only require an average of 3 years of outside funding to set up and train local staff, then will be self sustaining. Additionally, USee gives Visionpreneurs the opportunity to recoup any supply costs by charging for the services they provide. Private sector companies who opt to use USee for their employees also will cover the cost.

\$5 MILLION

11 NEW VISION CENTERS
+ 3,500,000 PEOPLE WITH ACCESS

\$10 MILLION

23 NEW VISION CENTERS
+ 7,000,000 PEOPLE WITH ACCESS

WITH YOUR HELP, WE CAN SEE A BRIGHTER FUTURE.

THE BENEFITS:

- Permanent sustainable access to vision care
- New career options in Vision Centers, skill-building, manufacturing labs, and through Visionpreneurships
- Access to remote populations & private sector employees
- Improved worker productivity
- Students who are set up to learn to their potential

ABOUT THE PARTNERS



Johns Hopkins Center for Communication Programs has more than 30 years of experience in empowering communities and health systems to create lasting change for improved health from the grassroots to national scale.

CCP.JHU.EDU



OneSight has over 30 years of delivering vision care to those who lack it. And since 2013 has pioneered the development of 170 vision centers in more than 10 countries serving over 35 million people.

WWW.ONESIGHT.ORG



Global Vision 2020 invented the USee™ vision system to address the complete lack of access to eyeglasses for the majority of the developing world. To date, this system has been clinically trialed and used to distribute 45,000 pairs of eyeglasses in 41 countries.

WWW.GV2020.ORG

Business for Impact

GEORGETOWN UNIVERSITY McDonough School of Business

Georgetown University Business for Impact's mission is to solve the world's most pressing issues through delivering world-class education, impactful student experience and direct action with global companies, nonprofits, and government leaders.

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