

The Three Pillars of the Education In Sight and Mantra Relationship

EIS 和 Mantra 关系的三大支柱

Education In Sight and Mantra were founded by young leaders who taught in the countryside of China. Together, they recognized systematic issues children faced there. These issues included education, health, and poverty concerns that held children back from achieving their own dreams in life and escaping a cycle of poverty. With Education In Sight in 2012, and Mantra in 2015, our goal has always been to create an environment where it's easy and enjoyable to help children get their basic needs, in this case, eyeglasses.

EIS and Mantra work in tandem to support each other in this goal. EIS is grassroots, working in schools in the countryside to build vision centers and give glasses. Mantra is urban, connecting with changemakers in cities to sell products with a social purpose. Together, we create positive social impact across China. To ensure this work is sustainable and of the highest quality, the EIS-Mantra relationship is built on three core pillars – Understanding, Action, and Celebration.

EIS 和 Mantra 由两位在中国山区支教的年轻美国老师创立。在支教过程中，他们发现了一些山区孩子面临的亟待解决的问题。这些问题涉及教育、医疗以及贫穷等多方面，这些因素使得孩子们无法实现他们的梦想并且摆脱贫穷的怪圈。EIS 与 Mantra 分别建立与 2012 年月 2015 年，我们的目标一直都是创造一种简单并且有趣

的环境来帮助孩子们满足他们的基本需求。在这种情况下，我们选择了为他们提供一整套视力解决方案。EIS 和 Mantra 会彼此支持来实现这个目标。EIS 是在基层农村地区通过修建视光中心，为学校学生提供视力健康保障。Mantra 是在城市，连接城市中的创变者，销售具有社会意义的产品。我们一起，为中国社会带来积极的影响。为了确保工作的可持续，高质量进行，EIS 和 Mantra 的关系是基于三个核心支柱上进行的—相互理解，实施行动，和庆祝活动。

- 1) Understanding – All change first starts with understanding. We need to understand the communities we work in, how and why we help them, and what the role of each organization is in achieving this mission.

相互理解-所有的变化都要先从相互理解开始。我们希望彼此认知、了解我们在如何帮助这些孩子以及什么要去帮助他们，明确两个组织中各自的角色和想要完成的使命。

- 2) Action – Understanding gives us context, but action creates impact. This pillar describes what we do to support each other and the responsibilities we take on to ensure mutual success.

付诸行动-认知带来理解，但是行动才能产生影响。这一支柱反映了我们是如何支持彼此以及我们为了获得成功彼此要相应承担的责任。

3) Celebration – Every pair of glasses delivered is a life changed, and that is something to rejoice in. We share these stories of change with our communities, and take time out of our schedules to celebrate our achievements.

庆祝活动-每一副眼镜的配送都是一次命运的改变和一个值得庆祝的纪念。我们与我们的社群分享这些改变的故事，并且庆祝这些收获。

1. **了解** Understand

Mantra will...

- All team members are able to articulate EIS' operating model, current status, major priorities & challenges, Vision and Mission
- Mantra will share our quarterly Critical Numbers, Quarterly Priorities and updates with EIS at Monthly Cross-Org Meetings

EIS will...

- All team members are able to articulate Mantra's Vision, Mission, major strategies and core principles behind the buy-one give-one model and Mantra's definition for social enterprise
- Share program updates (goals, achievements, obstacles) with the Mantra team at Cross-Org Meetings

Both will...

- Be able to articulate the core tenants of the EIS-Mantra Compact (this document)

了解彼此

为了更好的理解相互的影响力，每月一次全体员工（包括点亮眼镜的云南员工）的交叉会议，以了解彼此信息，相互交流沟通，为彼此的社会影响力提出想法。

通过会议交流，希望可以达到：

Mantra：

1. 每一位员工可以熟知清晰的了解点亮眼睛的模式，项目进展、目标、挑战、愿景以及任务。
2. 每位员工会分享 Mantra 每月的关键的事件、任务以及季度计划与优先级。

点亮眼睛：

1. 每位员工可以理解 Mantra 的任务、愿景、主要战略目标和“买一捐一”的商业模式以及运行方式。

双方：

通过信息的了解，理解 EIS x Mantra 的影响力和核心价值。

2. 干事 Act

Mantra will...

- Donate an amount to EIS each month on a specific date according to the previous period sales history, (条件待定)
- Set one day to make a donation on the each month, setting a goal of no longer than 60-day trailing period from the receipt of revenue to clearing of accounts.

EIS will...

- Help Mantra to organize 1 School Visit each semester for supporters / fans / contest winners.
 - The School Visit is not limited to Mantra personnel and guests; non-Mantra supporters (I.e. direct EIS supporters) can also attend. The itinerary will be agreed upon by both EIS and Mantra, taking into account logistical, governmental, and other-donor challenges as well as Mantra's needs for storytelling, marketing and supporter relations.
- Provide Mantra with information surrounding upcoming donation districts

付诸行动

- -Mantra : 1. 会将捐赠的时间改为每月一次，每月按照 Mantra 上月的实际营业额按照比例进行捐赠。（具体额度比例算法以及具体时间待定）。2. 从核算营业收入到捐赠中时间不会超过 60 个自然天。
- -点亮眼睛：1. 会为 Mantra 组织每学期一次的访校活动，访校人员包含粉丝、媒体等。2. 按照新模式（待定）来为 Mantra

提供捐赠数据以及相关信息以帮助 Mantra 优化“买一捐一”追踪系统。

3. 庆祝 Celebrate

Mantra will...

- Devise a metric to measure Mantra's customer understanding of EIS' mission and the B1G1 relationship, tracking this metric & working to improve it so that Mantra fulfills the part of its mission related to improving awareness around vision problems for rural students in China.
- Host a Cross-Org Meeting & Celebration on Donation Day.
- Mantra will share out at least 1 major EIS update each month on its WeChat account, including the EIS student story & program updates

EIS will...

- Provide 1-2 student stories each month
 - These stories, collected by EIS Program Managers or Sight Leaders, will be as in depth as possible, providing the personal details that make these types of stories memorable. The EIS rep will provide an audio recording of the interview as well as 2-3 photographs of the student wearing his or her EIS-provided glasses (to assure there is 1 “good” image). Photos can be taken with a smartphone camera, and the EIS rep will do their best to compose the picture to make it serviceable. Mantra can provide specific guidelines, or

(depending) even a dedicated camera and training for the EIS PM.

- Strive to have all members dial in or otherwise join in the Cross-Org Meeting & Celebration

Leadership of both teams will...

- Work to constructing coherence between the two organizations, with a particular focus on team member understanding and mutual appreciation, so that EIS and Mantra grow together truly as sister organizations (?).
- Revisit these principles during the first working week of each quarter with a Start/ Stop/ Keep framework

庆祝活动

旨在提升集体凝聚力，加强 Mantra 和点亮眼睛的品牌联合性。

- -Mantra : 1. 分析 Mantra 粉丝对于点亮眼睛和云南山区儿童视力问题的了解程度以及其他相关数据分析。2. 每月一次的捐赠行为的庆祝（形式不受限制），可以对于双方的状况进行更新、分享故事等。3. 每月一次公众号文章推送与点亮眼睛的相关信息。
- -点亮眼睛 : 1. 每月提供 1-2 个学生的详细故事，包括学生的生活背景、学校信息以及一些照片来让 Mantra 的粉丝了解孩子们的的生活。2. 确保点亮眼睛所有员工可以参与、了解联合会会议。
- -Sam & Andrew（领导团队）: 1. 努力让两个团队了解、理解、关爱彼此。2. 定期查看、追踪项目完成情况。