

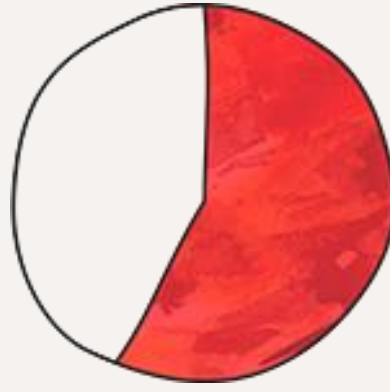


Every student deserves to See Clearly

Poor Vision is China's Most Urgent Education Problem



24% of elementary students have uncorrected vision



As high as **57%** of middle school students have poor vision



Only **10%** have the means to purchase the glasses they need

Across China, over **30 million rural students** suffer from poor vision and won't get the glasses they need



Nearsightedness is a new **Government Priority**

"The high rates of myopia among students, now affecting more and more children at a younger, is a major problem for the future of the country and the Chinese nation. We should pay close attention to this issue and should not let it deteriorate.

All related departments must come up with effective and comprehensive solutions targeting prevention and treatment, and must also deepen educational reforms. Local authorities and different government departments should ensure implementation.

All sectors of the society should respond to this issue and take care of children's eyesight so that they will have a bright future."

-Address by Xi Jinping, August 2018

At Education In Sight...



Our Vision is a China where every rural student has the eye care they need to see clearly and succeed in school.

Our Mission is to work with local partners to train teachers and improve capacity in hospitals so that students can get all the help they need directly in their schools now and in the long-term

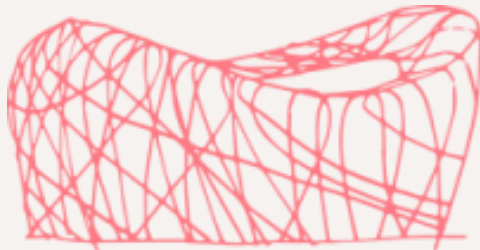
- 1 Eye Exams
- 2 Eye Care & Glasses
- 3 Eye Care Education

Our Impact Since 2012...



**280,000+
EYE EXAMS**

That's like filling every
seat across every major
Olympic stadium



**36,000+
EYEGLASSES**

That's like fully seating 70
Boeing 787 Dreamliner Jets



**686
SCHOOLS**

That's a whole lot of schools



Registration Status



CHINA

Education In Sight is a registered “Minbanfeiqiye” non-profit organization in Mainland China capable of receiving all forms of direct donation. For public fundraising, we receive donations through our partner, the China Children and Teenagers Foundation, a publicly registered entity.



Our Goal is to Create Scalable, Long-Lasting Impact



1 MILLION EYE EXAMS
BY 2025



Our Model (The 3 A's) Solves Key Barriers



Access

We bring eye doctors from town centers to perform high quality eye exams for students inside schools. Some of our doctor partners will travel over 5 hours one way to complete their work at a school.



Affordability

We provide free eyeglasses to students in need, and work out deals with local hospitals to ensure sources of low-cost, high-quality glasses in the future.



Awareness

We get students excited about their glasses, and train teachers and parents to make sure their children wear glasses in school and receive follow up exams in the future.

Sally's Story of Success

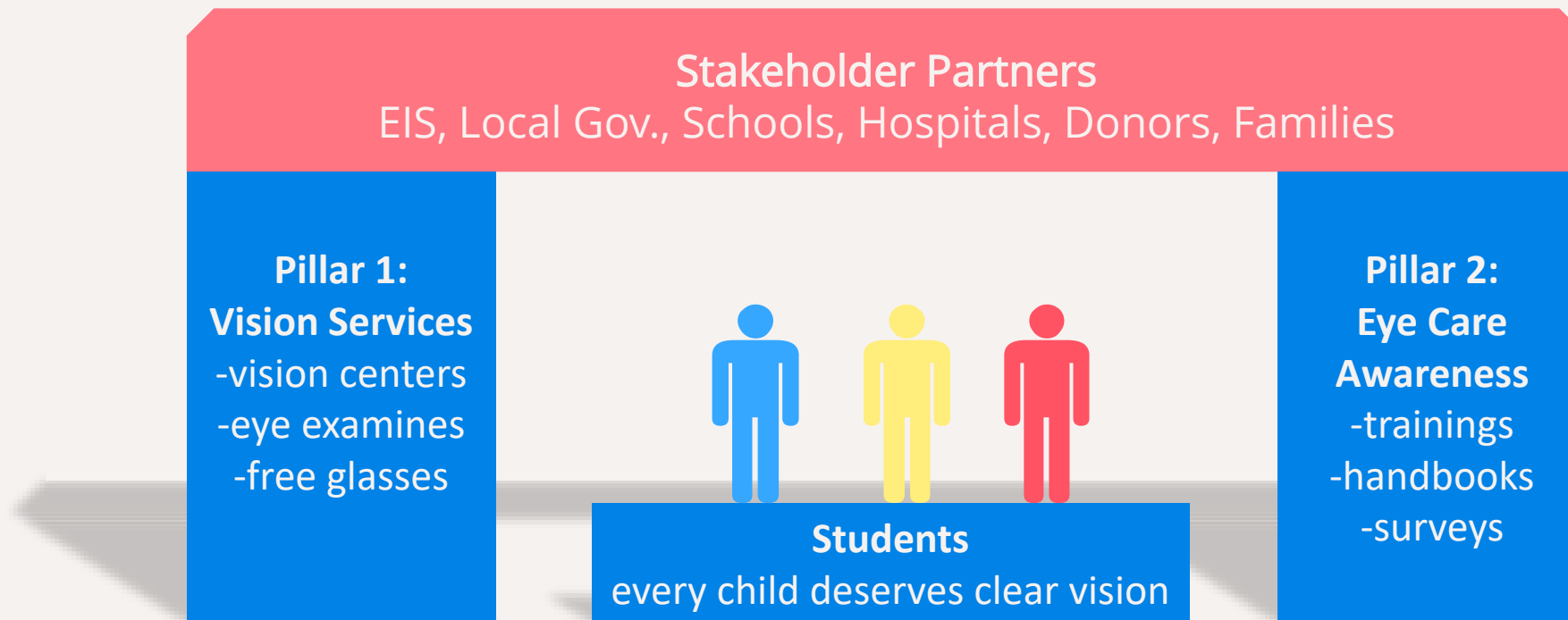


Yanghua (Sally) is a 12-year-old sixth grade student in Supor Elementary School of Baoshan County. When she grows up, she knows for sure she either wants to be a doctor, or a teacher. At the age of eight, her father passed away suddenly and her mother remarried and moved to another family, leaving her behind. Since then, Yanghua has been raised by her aunt. Despite the turmoil, she's always known the value of education, and is known as one of the brightest and most thoughtful girls in her village of Dazhai.

However, two years ago, Yanghua realized she couldn't see clearly anymore, and the blackboard became a total blur to her. Her grades started to drop. With the cost of glasses being several hundred yuan, she didn't want to burden her aunt with their cost, and struggled on in school not knowing what to do. She didn't know if she would ever see clearly again.

This past year, Education In Sight visited her school and gave Yanghua her first ever pair of glasses. Since then, she's back on top in school, and loves "looking out from her school hall over the beautiful scenery around her".

Our Model for Delivering Clear Vision



We use a long-term, two pillar approach to solving the problem of poor vision for students

Programming Focused on Long-Term Impact



Phase 1: Preparation

- Identify partner counties
- Assess county needs
- Partnership agreements and signing

6 Months

Phase 2: Implementation

- Build vision centers and train optometrists
- Train volunteer teachers in every school
- Give eye exams and eyeglasses for every needy student
- Deliver eye care best practices education for students, teachers, and parents
- Assess initial impact

YEARS 1-2

Phase 3: Hand-off

- Hand-off vision screenings and education to partners
- Establish regular partner KPIs and incentives
- Long-term impact assessment

YEARS 3-4

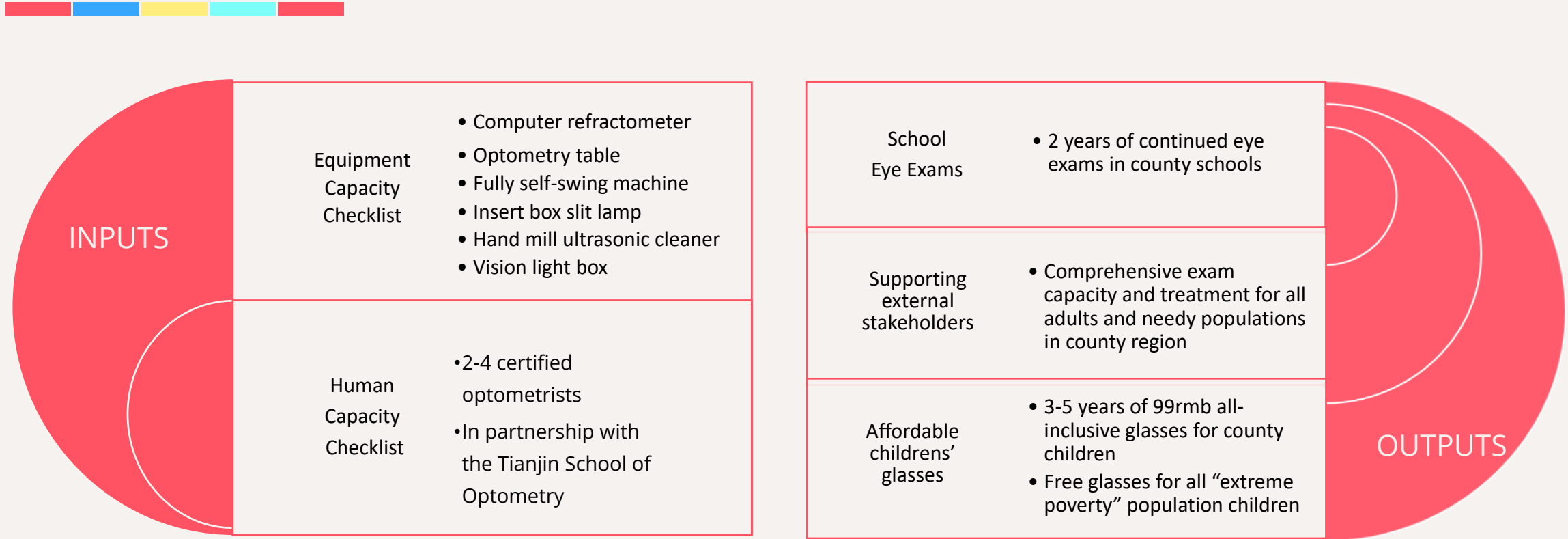
Vision Centers: Our Path Towards Sustainable Impact

Newly built vision centers give us a hub for delivering all future impact services in the county, including providing awareness, screenings, and free or low cost glasses



At present, we have 3 completed vision centers, in Longling County, Longchuan County, and Yingjiang County

Vision Center Model



Enhance the ability of county medical bureaus and local hospitals to provide continuous, long-term support for children suffering from nearsightedness

Free eyeglasses

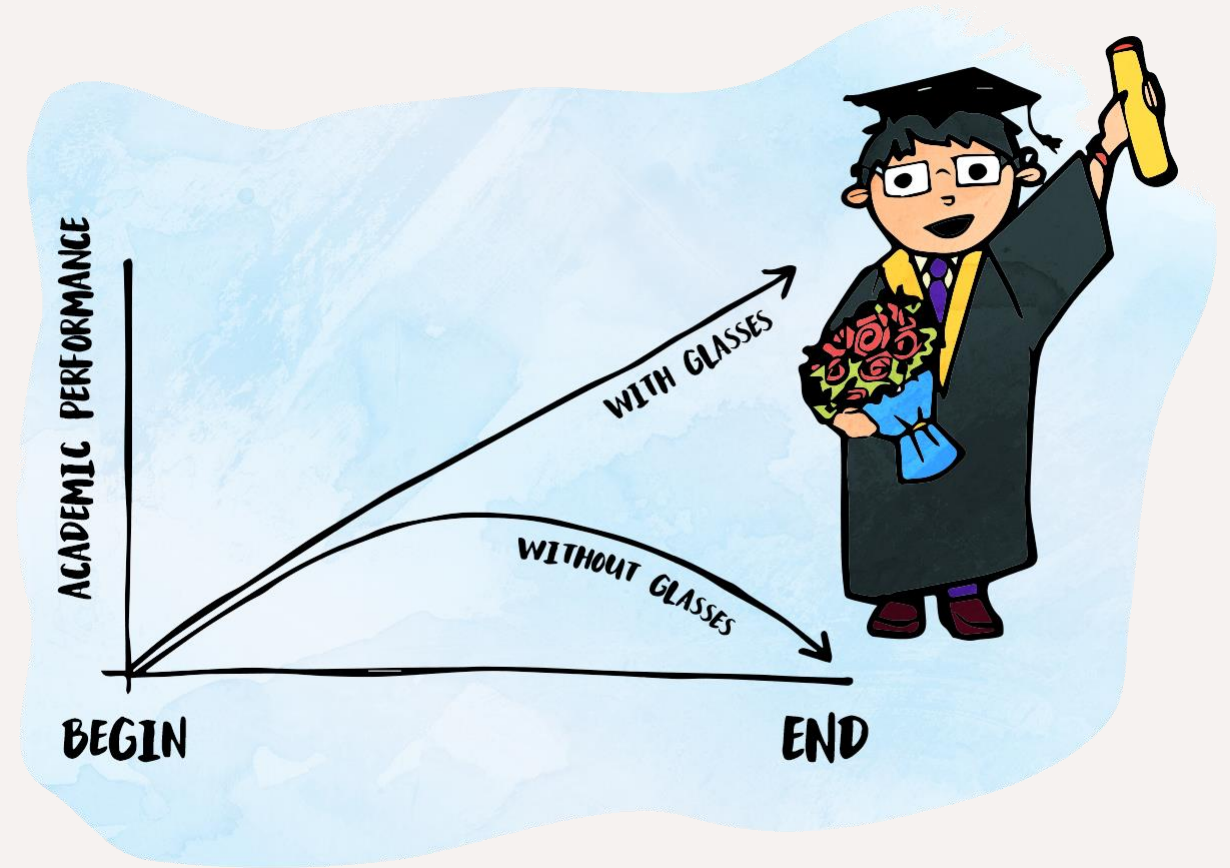


一副免费眼镜，可以使屈光不正的孩子得到视力矫正，
使他们能看清楚黑板，让视力健康问题不再成为阻碍学生获得学业和长足进步的障碍。

Glasses are the Most Powerful Tool for Improving Education



- With Glasses, test scores jump like the student had an **entire extra year** of school
- Glasses are 5x more effective than improvements to diet, parasite removal, teacher incentives, and teacher training
- In the long-term, these improvements can make the difference between dropping out of school, and **graduating from college**



Our Secret to Scaling: Sight Leaders



Sight Leaders, a group of dedicated teacher volunteers, spread our message and coordinate projects. Sight Leaders work together with:



Teachers

Our Sight Leaders are often teachers themselves. They collaborate with other faculty in their schools to educate students and ensure they wear their glasses in the classroom.



Students

Sights Leaders hold classes to educate students on vision problems. They show how to take care of their glasses, and get students excited to see clearly again.



Parents

Sight Leaders hold parent meetings to make them aware of their child's vision problem, why it's so important to wear glasses, and how to get follow up exams for their children in the future.

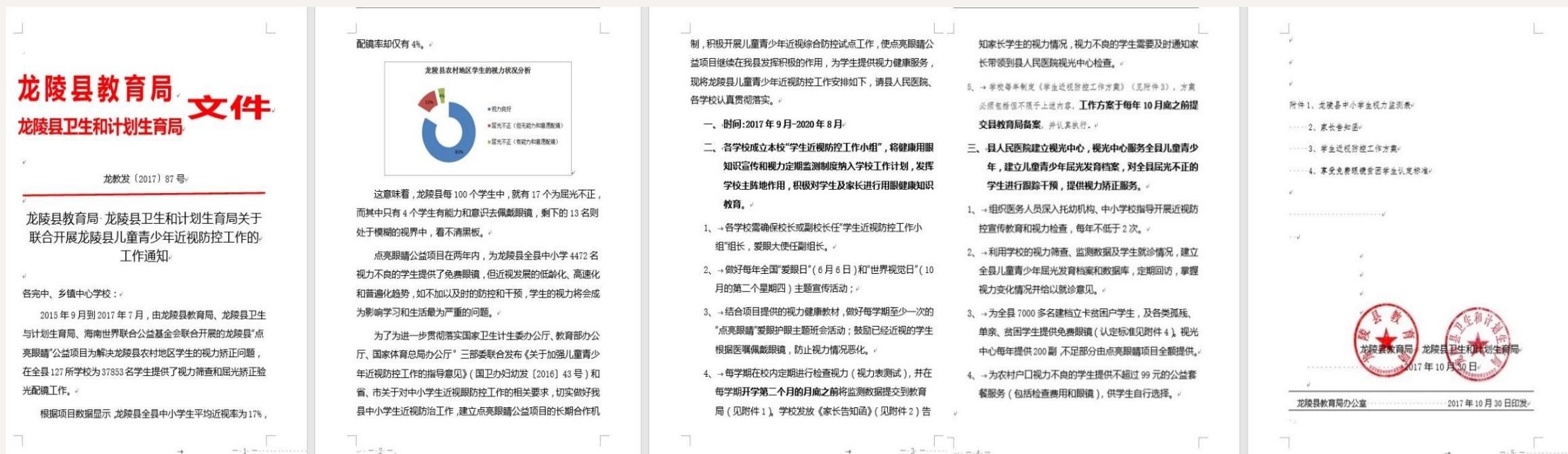
Eyesight Engagement Materials



Children need more than just eyeglasses. Through content designed for specific age groups (kindergarten, elementary, and middle school) we foster healthier attitudes and awareness for eye care


Reducing Myopia Rates in Children

Reducing myopia prevalence is another major government priority. Through targeted recommendations at a county and prefecture level advocating for more outdoor exercise and activity, we aim to reduce prevalence.



In September 2017, Longling County Education Bureau and Health Planning Bureau jointly issued the “Notice on the Prevention and Control of Myopia among Children and Adolescents in Longling County”, marking a new step towards better goals in our vision awareness pillar

3 Year Plan (2019 - 2021)



Key Goals

- Reach 550,000 total vision screenings, delivering an estimated 100,000 glasses
- Expand to **two new provinces** outside Yunnan
- Train **five local non-profit partners** to replicate and run our model successfully
- Perform **successful long-term hand-off** with five current county partners
- Build internal capacity and development for **long-term sustainability & success**

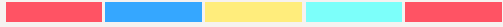


What if every student had the eyeglasses they needed to
see clearly?

What would China be like?



2019 Program Budget



Program	Vision Services Plan	Awareness Raising Plan	Estimated Budget (CNY)
Plan 1	<ul style="list-style-type: none"> 3 Counties, Yunnan Province 1 County Vision Center 200 schools, 50,000 student eye exams 10,000 glasses delivered (estimated) 	<ul style="list-style-type: none"> Provide awareness education to all county students (50,000) Provide online awareness training to 50 other schools (est. 12,500 students) 	1,251,488 CNY
Plan 2	<ul style="list-style-type: none"> 3 Counties, Yunnan 2 Counties, Province expansion 3 County Vision Centers 350 schools, 87,500 student eye exams 17,500 glasses delivered (estimated) 	<ul style="list-style-type: none"> Provide awareness education to all county students (87,500) Provide online awareness training to 100 other schools (est. 25,000 students) 	2,170,200 CNY



Thank You For Considering Us

For Further Information Please Contact:
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