

2024-2028

STRATEGIC PLAN & FRAMEWORK



Cure
Blindness
PROJECT™



OUR VISION

A world in which no one is needlessly blind.

OUR MISSION

We enable countries to end avoidable blindness by developing high-quality, cost-effective eye care systems in underserved areas of the world so everyone everywhere can regain or retain their sight.



WHAT WE DO

We are committed to building **high-quality, cost-effective eye care systems** that enable people to regain or retain their sight.

LOCAL CAPACITY

Provide training for clinical and non-clinical personnel to expand access to quality care and improve outcomes

PATIENT CARE

Support partners in providing direct service and expand partnerships to ensure access to care across disease areas

INFRASTRUCTURE & EQUIPMENT

Ensure trained personnel have the appropriate tools to apply their skills

PREVENTION

Expand training for community health workers to address comprehensive eye care at primary care level

A WORD FROM OUR CEO

Cure Blindness Project's 5-year Strategic Plan looks to the future with anticipation, taking key steps to move us closer to our vision of a world in which no one is needlessly blind. As we advance through 2024-2028, we will build on our legacy of positive outcomes in ways that expand our long-term impact. We will do this through focused choices that enable us to scale our work to build stronger systems of care that reach more patients in a sustainable way.

Partnerships have always been critical to the work of Cure Blindness Project, both locally in countries we serve, and globally with like-minded organizations and our generous supporters. We see our partners playing an increasingly important role as we move toward our 5-year goals. We thank you for your support and look forward to what we can do together to help everyone, everywhere regain or retain their sight.



K-T OVERBEY

CEO, Cure Blindness Project



WHERE WE WORK

Cure Blindness Project has grown beyond the Himalayas to tackle needless blindness in over 30 countries in South Asia, sub-Saharan Africa and South America with core countries of Bhutan, Ethiopia, Ghana, India and Nepal.

In the next 5 years, Cure Blindness Project will change lives in the following ways*:

3 MILLION

people will have their vision screened

600,000+

will have their sight restored through surgery

14,000

ophthalmic personnel – including surgeons, nurses and CHWs will be trained to provide high quality care in their communities

500,000+

will be able to see clearly again through glasses or referrals for other conditions

** All numbers need to be confirmed and take partner impact into account*



TRUE VALUE

The provision of high-quality eye care can change entire communities:

- Cataract treatment on average provides a 20X return for every dollar spent – one of the highest ROIs of any disease intervention
- Addressing eye health in working-age adults can enhance productivity by 22%
- Poor eye health is linked to conditions like depression and can increase mortality risk by up to 2.6 times
- Good vision enables quality of life – we hear countless stories of individuals who have lost their ability to care for loved ones or enjoy activities; with restored sight, they return to the lives they cherish





**Three priority areas
that will accelerate our
impact** and achieve our
goals in 2024–2028.

- 1 Focus on self-sustaining solutions
- 2 Elevate quality
- 3 Expand scope of care



To enable countries to end avoidable blindness, we must build systems that continue to operate without ongoing philanthropy/direct support. This requires the development of both human resources and financial sustainability:

- Continued focus on training across levels and equipment to build local systems
- Focused portfolio management to maximize efficiency of resources by thoughtfully deploying resources across countries at different levels of development and need
- Clear criteria and assessment to determine the most appropriate and impactful support to advance a country or partner's level of development
- Proactive planning for exit strategies that enable ongoing local leadership as a goal

To ensure Cure Blindness Project is positioned to continue its impactful work, we must strengthen the organization and position it to deliver long-term impact:

- Systems development to most efficiently manage resources and processes
- Focus on building and strengthening our human resources
- Catalytic fundraising to expand the scope of work and ensure the longevity of our efforts

PRIORITY 1

FOCUS ON SELF-SUSTAINING SOLUTIONS



To truly end avoidable blindness and enable everyone everywhere to live without the restrictions of vision loss, it is imperative that care meet the global standards for effective care*:

- Cure Blindness Project will be a thought leader to develop globally accepted best practices for clinical care and patient services
- Quality will be embedded as a cornerstone in all our training and patient care programs
- Quality standards will be measured and reported to identify continuous improvement opportunities for growth
- Targeted infrastructure investments will enable significant quality gains in core geographies

** As measured by WHO established metrics for eCSC and eREC*

PRIORITY 2

ENSURE QUALITY



While Cure Blindness Project will continue its primary focus and expertise in cataract and corneal care as the major drivers of blindness, our mission calls us to address all forms of avoidable blindness. To ensure we are operating with a patient-centered approach, we will expand our ability to connect patients to appropriate care for all conditions:

- Significantly enhanced partnership strategy to ensure patients receive care for a broader range of eye health issues
- Expand prevention training and support in primary care to identify early signs of preventable blindness
- Continued support of training and equipment for broader range of subspecialty areas

PRIORITY 3

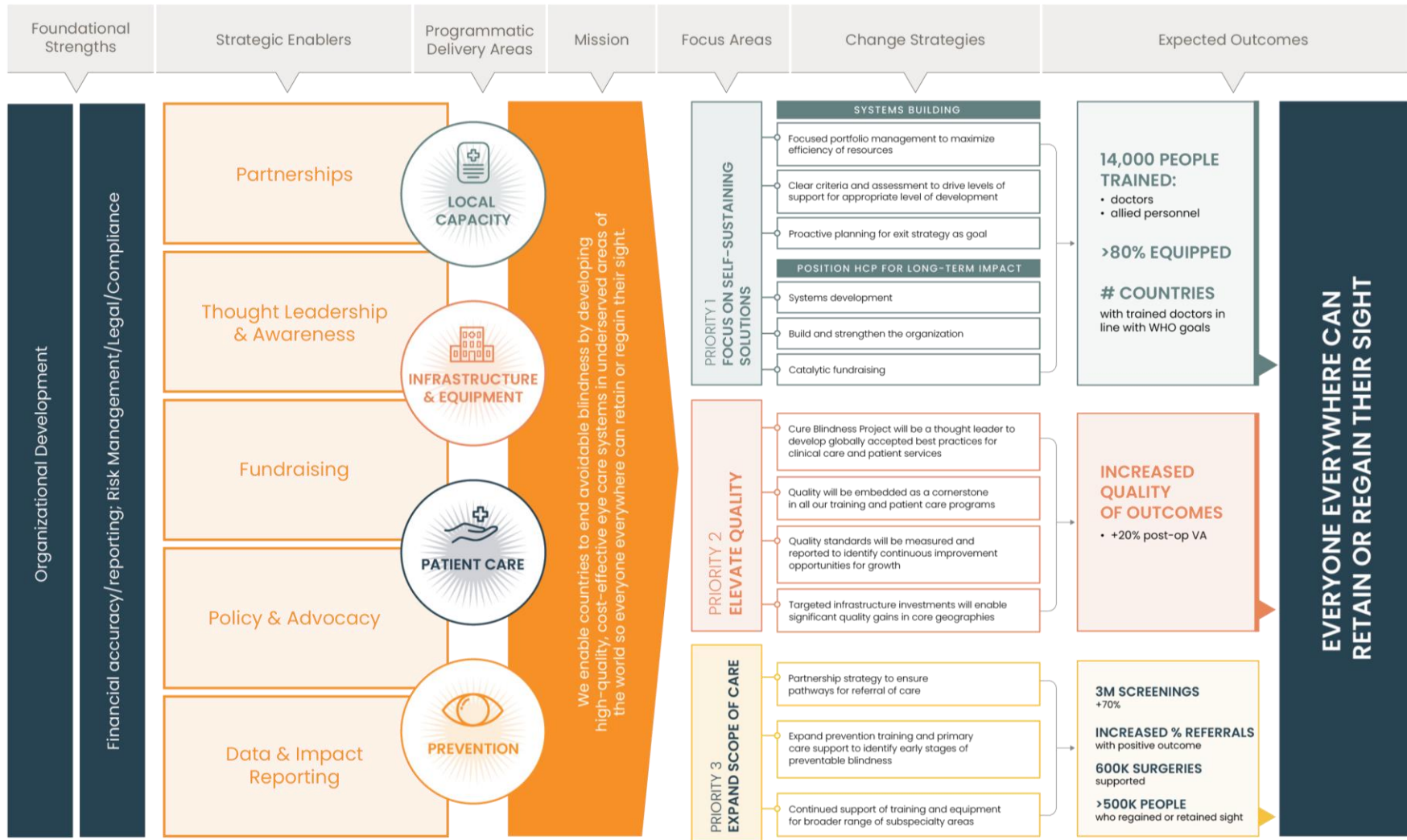
EXPAND SCOPE OF CARE

WHAT IS DIFFERENT IN **THIS STRATEGIC PLAN?**

Many aspects of Cure Blindness Project's long tradition of impact remain core focus areas – outstanding clinical training, provision of high quality materials to enable care provision, and support of outreaches to change the lives of thousands in need of cataract surgery. Cure Blindness Project's Strategic Plan 2024-2028 reflects several shifts we are embracing in our programming and operations to achieve greater long-term impact toward our vision.

- Deliberate geographic portfolio management
- Comprehensive care provision via expanded partnership
- Disciplined criteria for investment/support to achieve sustainability
- Increased focus on quality of outcomes
- Investing in Cure Blindness Project organizational and systems development to enable scale with excellence







THANK
YOU

