



## **2024-2026 Strategic Plan:**

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Pathways to Solving  
the Global Vision Crisis

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[restoringvision.org](https://restoringvision.org)



# 2024-2026 Strategic Plan: Pathways to Solving the Global Vision Crisis

## FOCUS



### WHO WE WILL BE

The world's leading NGO focused on solving the global vision crisis.



### WHAT WE WILL ACHIEVE

Reaching at least 10 million people per year by 2026, and tens of millions of people soon thereafter.



### HOW WE WILL ACHIEVE IT

Catalyzing partnerships, mobilizing resources and action, and strengthening systems to address presbyopia at large scale with quality and sustainability.



### WHO WE WILL SERVE

Our primary focus will be on people living in extreme poverty (less than \$2/day) or poverty. Special attention will go to highly marginalized populations with limited or no access to eyeglasses.



### WHERE WE WILL SERVE

Areas with the largest populations of people over age 40 in extreme poverty that we can reach with reliable partnerships.

## GOALS



### RADICAL GROWTH OF PROGRAMS AND IMPACT

Radically expand the scale of RestoringVision's programs and impact across the world.



### GLOBAL LEADERSHIP AND ADVOCACY

Be a leading voice in solving the global vision crisis, catalyzing wider and deeper engagement by governments, donors, private sector, civil society, and other key partners.



### INNOVATION

Drive innovation that accelerates radical growth of impact to solve the global vision crisis, leveraging technology and other cutting-edge developments.



### FUNDING

Deliver the expansion of funding required to enable radical growth of programs and impact.



### ORGANIZATIONAL EXCELLENCE

Continue to be an organization of excellence, ensuring the key capabilities required for radical growth of impact.



# FOCUS

RestoringVision’s strategic focus for the period 2024-2026 will be defined by 5 parameters:

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## WHO WE WILL BE

The world’s leading NGO focused on solving the global vision crisis.

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## WHAT WE WILL ACHIEVE

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## HOW WE WILL ACHIEVE IT

Catalyzing partnerships, mobilizing resources and action, and strengthening systems to address presbyopia at large scale with quality and sustainability.

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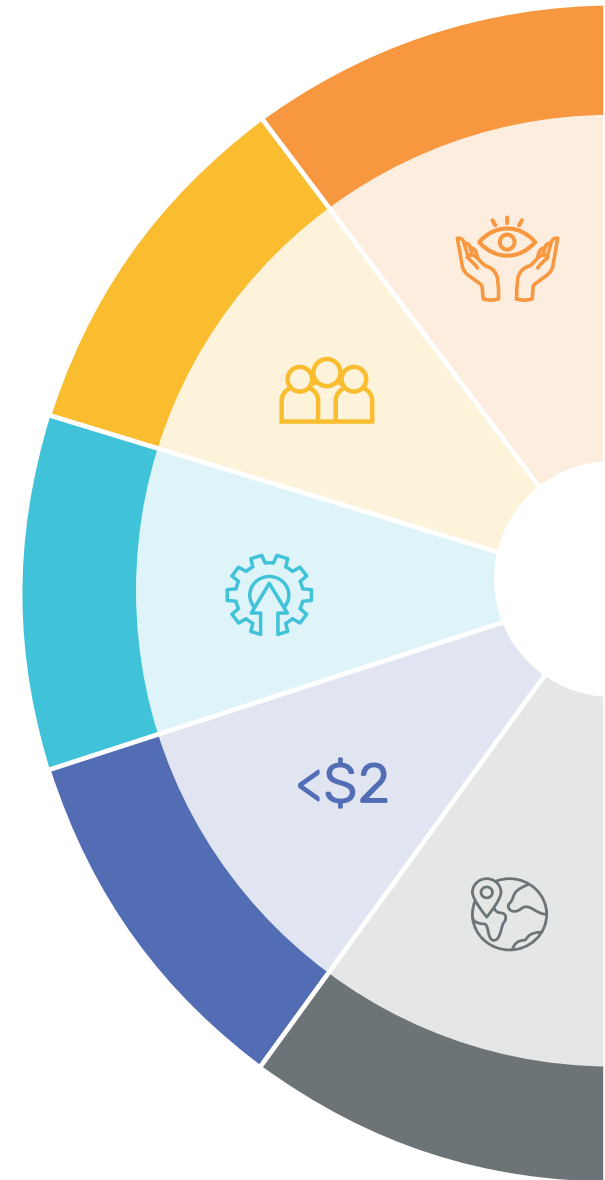
## WHO WE WILL SERVE

Our primary focus will be on people living in extreme poverty (less than \$2/day) or poverty. Special attention will go to highly marginalized populations with limited or no access to eyeglasses, including refugees, internally displaced people, indigenous populations, and people in remote areas.

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## WHERE WE WILL SERVE

Areas with the largest populations of people over age 40 in extreme poverty that we can reach with reliable partnerships. This will include much of Africa and parts of Asia, Latin America, the Caribbean, and Europe. RestoringVision will continue serving people living in poverty in the US as well.





# GOALS

RestoringVision will drive to achieve 5 strategic goals in 2024-2026:

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**RADICAL GROWTH OF PROGRAMS AND IMPACT**

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**GLOBAL LEADERSHIP AND ADVOCACY**

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**INNOVATION**

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**FUNDING**

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**ORGANIZATIONAL EXCELLENCE**





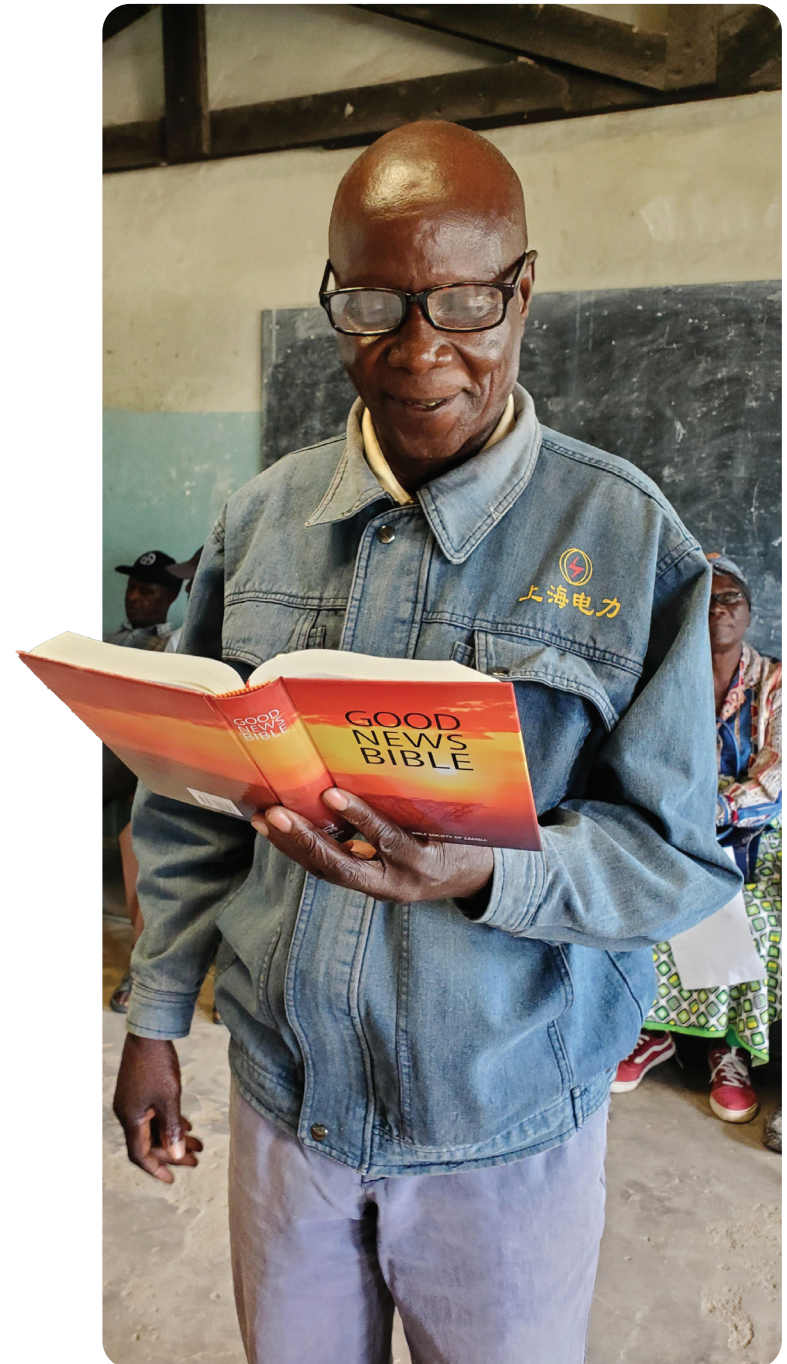
STRATEGIC GOAL #1

## Radical Growth of Programs and Impact

Radically expand the scale of RestoringVision's programs and impact across the world.

### GOAL OBJECTIVES:

- Reach at least 10 million people per year with quality vision services and eyeglasses by 2026.
- Increase the number of partnerships with governments, international and national NGOs, faith-based health systems, mission groups, private sector partners, and other key partners by at least 50%.
- Expand world-class operations with environmental responsibility.
- Develop, test, and promote effective approaches to sustainability.
- Generate and utilize compelling evidence of the impact of reading glasses in the lives of people living in poverty.





STRATEGIC GOAL #2  
**Global  
Leadership  
and Advocacy**

Be a leading voice in solving the global vision crisis, catalyzing wider and deeper engagement by governments, donors, private sector, civil society, and other key partners.



**GOAL OBJECTIVES:**

- Provide leadership of thought and action at the global level through engagement with the UN, WHO, IAPB, and other key international bodies.
- Collaborate with key funders and influencers to elevate the global vision crisis – and especially presbyopia – to become a highly visible, central priority on the global health and development agendas.
- Radically grow our audiences and their engagement with the global vision crisis and our work.
- Enhance RestoringVision’s brand visibility and awareness in key markets worldwide.



Drive innovation that accelerates radical growth of impact to solve the global vision crisis, leveraging technology and other cutting-edge developments.



**GOAL OBJECTIVES:**

- Develop a culture of innovation, striving to think differently, innovate, and modernize how we conduct our work and advance our mission.
- Develop, test, scale, and replicate innovative new program delivery models.
- Develop, test, and scale innovative approaches to raising funds and visibility.
- Explore and leverage new technologies (e.g., AI).
- Adopt new internal innovations that enable greater scale and efficiency.



**GOAL OBJECTIVES:**

- Increase philanthropy through contributed income.
- Increase philanthropy through in-kind donations.
- Increase program revenue.
- Pursue other revenue-generating mission-aligned opportunities (e.g., global tenders).

Deliver the expansion of funding required to enable radical growth of programs and impact.







STRATEGIC GOAL #5  
**Organizational  
Excellence**



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Continue to be an organization of excellence, ensuring the key capabilities required for radical growth of impact.

**Goal objectives:**

- Build a culture of shared commitment and care that highly values agility, integrity, diversity, equity, and mutual support.
- Expand the structure and staffing needed in critical areas to support radical growth.
- Adopt systems and platforms that effectively and efficiently support radical growth of programs and funding.
- Strengthen board and technical advisory diversity and engagement.

