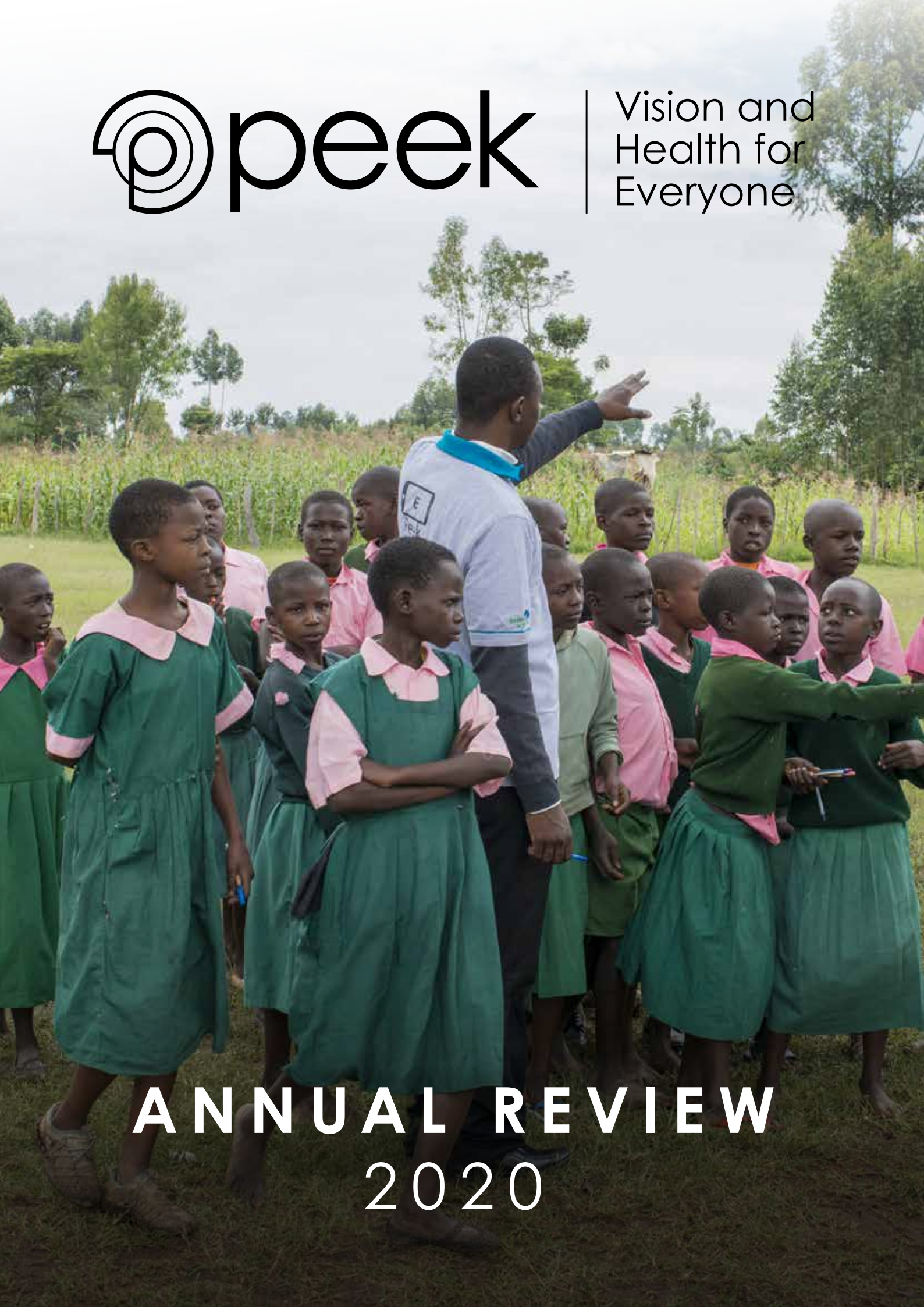




Vision and
Health for
Everyone



ANNUAL REVIEW
2020

CONTENTS

About us	3	Achievements	15
Welcome	4	Progress	18
Introduction from our Chair	5	Challenges	20
Our team	6	Future Plans	21
Our trustees	8	Thank you	22
Our progress 2013-2020	10	Finances	24
Our strategy	12		

ABOUT US

Peek Vision is a social enterprise which develops smartphone technology and public health tools to help eye health organisations improve their services. We work in low- and middle-income countries with health providers, NGOs and governments.

Over a billion people worldwide have preventable or curable vision impairment and rates are rising. For most cases, there are simple, cost effective treatments like cataract operations or glasses, yet they are out of reach. Peek and its partners are breaking down the barriers to receiving eye health care for the people who need it most.

OUR VISION

Vision and health for everybody.

OUR MISSION

To create technology and health intelligence that empowers health service providers to deliver quality, sustainable eye and health care to everyone.

OUR VALUES ARE:

QUALITY-DRIVEN

Aim for excellence in all that we do.

We challenge the status quo, evolving our products, services and solutions as we strive for excellence.

PEOPLE-FOCUSED

Collaborate to increase our impact.

We engage with the people we serve, our families and friends, partners and suppliers, always open to new ideas that will help us work together more effectively.

ACT WITH INTEGRITY

Communicate openly and honestly.

We act to foster mutual trust, as we understand that this underpins the most successful relationships.

WELCOME

There are few health services in the world that were not impacted in some way by the COVID-19 pandemic in 2020. Eye health services were no exception. Millions of people have gone without vital treatment for their eyesight in the last year. As services slowly restart and adapt to the new circumstances, backlogs will be growing ever larger and the need for effective eye health services will be greater.

Losing your eyesight can affect your education, your livelihood and your ability to live a productive, dignified life. Yet over a billion people worldwide are living with preventable or treatable vision problems, simply because they cannot get the care they need.

The pandemic has brought welcome attention to the different ways that technology can improve healthcare, especially in low-resource settings. There is an opportunity now to accelerate implementation of technologies to support better, more equitable health care worldwide.

Despite all the challenges presented by the COVID-19 pandemic, in the last year we have seen how powerful a shared commitment to vision for all can be, thanks to the efforts of our incredible partners.



Programmes using Peek in communities and schools are helping to bring better eye health to people who might otherwise be left behind. We have seen eye health services using our tools screen record numbers of people in the community – despite disruption from the pandemic – and improve the equity and efficiency of the services they offer.

These successes show what can – and needs to – be done, even in the uniquely challenging circumstances we now find ourselves in.

2020 was a dark and difficult year but there is hope in sight. We have an opportunity to build back more equitable systems, so that the people most vulnerable to losing their livelihood, dignity and happiness to preventable vision loss are no longer left behind.

I am looking forward to the year ahead with huge gratitude to our remarkable partners and supporters, especially our anchor partner, CBM Christian Blind Mission. I'm excited about the new opportunities we have to tackle the vision crisis and the ambitious plans we've set for ourselves. Together, we will bring better vision and health to everyone.

Dr Andrew Bastawrous, Peek Vision CEO and Co-Founder

INTRODUCTION FROM OUR CHAIR

Some years ago, I met a young doctor and researcher through a mutual friend. We were talking about the challenges he was facing turning a research project into a new type of independent organisation.

Although there were so many options and routes for him to consider, I remember being struck by his absolute insistence that there was really only one thing that mattered: that the organisation should fulfill its purpose and deliver its mission.

That researcher was Andrew Bastawrous, and the organisation he was setting up would become Peek Vision, with its mission to bring vision and health to everyone. Having joined the Peek Vision Foundation's Board of Trustees in 2017, I was therefore delighted to become Chair of the Board of Trustees in April 2020.

I have spent most of my career working close to technology, world-class teams and innovation making a real difference to people's lives. I like to think I have a pretty keen sense of initiatives that can be game-changing and I've seen that in Peek.

The journey that Andrew and the team have been on - from being primarily a product company to now a company delivering programmatic benefits at scale across healthcare systems - makes a lot of sense. Throughout this journey, Peek has been prepared to take calculated risks based on evidence and data, which is exciting and will be critical to its future success.

Today, Andrew's absolute commitment to Peek's mission is borne out by Peek and its partners' achievements. 2020 has been an unprecedentedly difficult year for many organisations working in health, yet the impact outlined in this review shows what is possible when a group of people unite around a common mission. I am looking forward to seeing how the Peek team can build on this success in the coming years, truly bringing better vision and health to everybody.

**Martin Frost, Chair of Peek Vision
Foundation Board of Trustees**



OUR TEAM

Andrew Bastawrous is CEO and co-founder of Peek. He is an ophthalmologist and Associate Professor in International Eye Health at the International Centre for Eye Health (ICEH) at London School of Hygiene & Tropical Medicine (LSHTM).

At Peek, Andrew leads a multidisciplinary team of outstanding individuals recruited from a diverse range of backgrounds, including software development, public health, research, eye health, international development and the private sector. We are united by the belief that through working together, we can change the course of the vision loss crisis.

Three of our team hold dual positions with Peek and ICEH; Peek also supports a number of research projects at ICEH including the development of the Rapid Assessment of Avoidable Blindness (RAAB) survey tool.

Usually about half of our staff work from our offices in London, UK and Gaborone, Botswana with the rest of the team working remotely across Africa, Australasia, Europe and North America. The COVID-19 pandemic meant that both offices have closed and all staff have been working from home since March 2020.

We were fortunate that the closure of our offices did not substantially affect our day-to-day operations, since we routinely worked remotely. However, the pandemic has affected everyone in one way or another. We introduced a number of initiatives in 2020 including popular weekly online coffee mornings and enhanced HR support to ensure team members' wellbeing was prioritised during this difficult period. Our flexible working policies have helped team members cope with the additional demands on home life caused by COVID-19 restrictions.

OUR TRUSTEES

The Peek Vision Foundation is governed by an engaged and supportive Board of Trustees. In 2020 we were honoured to welcome Elie Gasagara to the Board as our newest Trustee.



Peek is a disruptive technology. It is challenging - and needs to challenge - the way that we measure health inputs and outputs. Ultimately this is about reducing the number of people who are unnecessarily suffering because they have an addressable or curable eye health issue.

Martin Frost, Chair of the Peek Vision Foundation Board of Trustees



Martin Frost CBE is a Cambridge-based businessman and entrepreneur responsible for the start-up and scale-up of several highly successful global technology businesses. He is a co-Founder of CMR Surgical, one of the UK's leading medical devices startups, developing the next generation system for robotically-assisted minimal access surgery. Prior to founding CMR Surgical, Martin was CEO and CFO of Sagentia plc. Under his leadership, Sagentia, with Vodafone and Safaricom, conceived, developed and rolled-out M-Pesa, the leading mobile-money platform in the world. He currently holds non-Executive Director and advisory positions across a number of technology and life science scale-up businesses.

Professor Matthew Burton serves as a Trustee and Scientific Advisor to the Board of Trustees. He is an ophthalmologist and Professor of International Eye Health at the International Centre for Eye Health (ICEH) at London School of Hygiene & Tropical Medicine.



Rebecca Eastmond is CEO and Co-Founder of Greenwood Place, which provides strategic advice and execution for a small community of entrepreneurial philanthropists. Prior to founding Greenwood Place, she led JP Morgan's philanthropy advisory offering in EMEA for almost a decade.

Professor Allen Foster OBE was formerly the CEO of CBM and a co-Director of the International Centre for Eye Health (ICEH) and the International Centre for Evidence in Disability (ICED), both at London School of Hygiene & Tropical Medicine. He served as Chair of the Peek Vision Foundation Board of Trustees since its establishment in 2015 until April 2020.

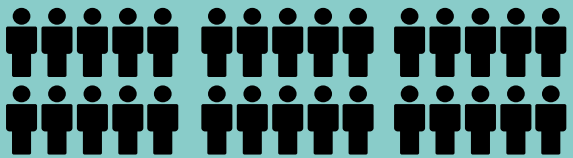


Elie Gasagara is an Executive Leader / Independent Consultant working with civil society organisations in the area of adults and children safeguarding. He served in leadership positions in various International NGOs, including World Vision International. He has over 25 years of experience in development and humanitarian work in Africa, Europe and Asia.

Nicole Sykes is Director of External Affairs at Pro Bono Economics. She works with policymakers, businesses, charities and civil society. She is also on the International Advisory Board of Queen Mary University London's NEXTEU research programme. Prior to her current role, Nicole was Head of EU Negotiations at the CBI (Confederation of British Industry).




OUR PROGRESS 2013-2020



350,000+

Adults and children that have been screened using Peek.



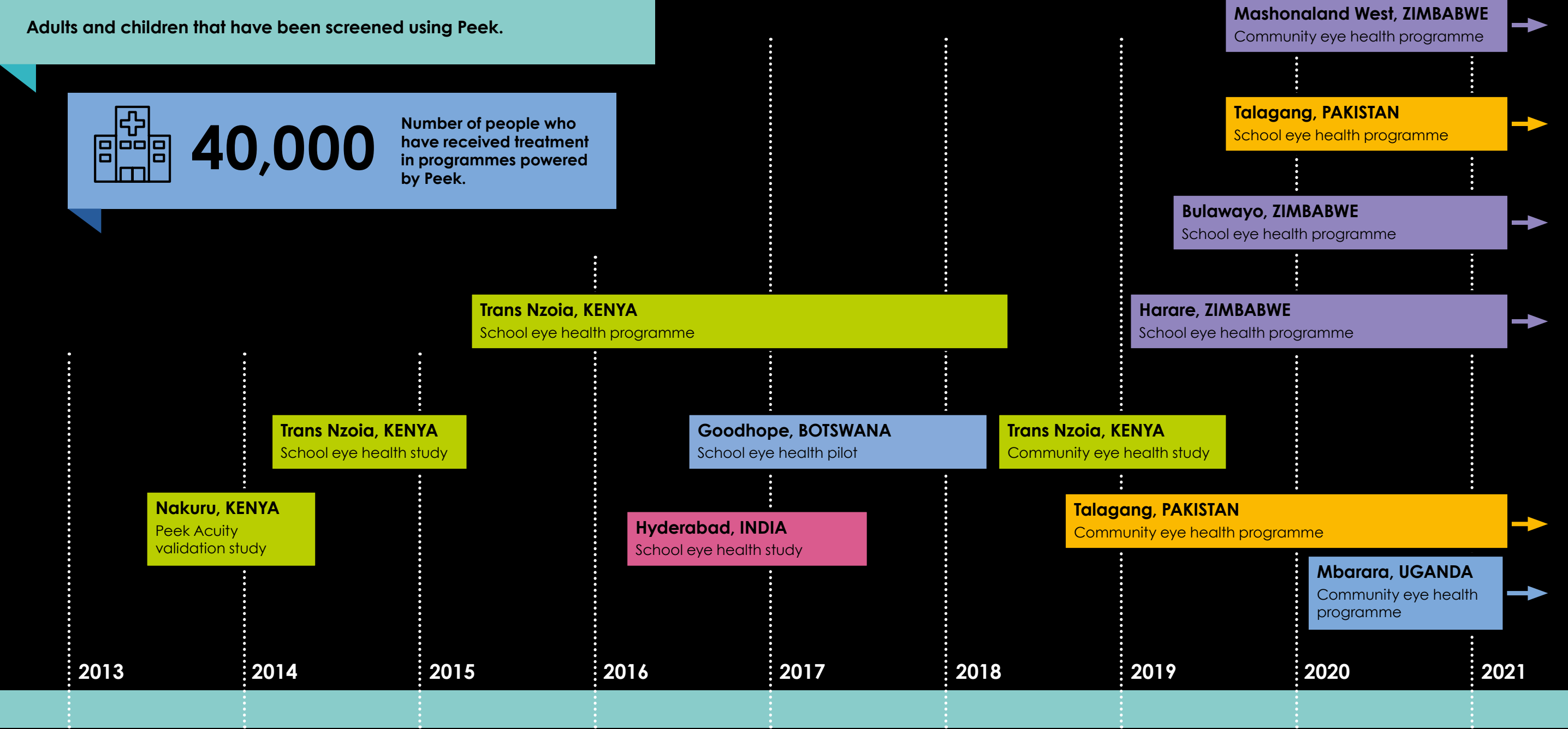
40,000

Number of people who have received treatment in programmes powered by Peek.



400+

Users in low- and middle-income countries that have been trained to use Peek.



OUR STRATEGY

The Peek Vision Foundation was established in 2015 to develop technology and health intelligence that empowers health service providers to deliver quality, sustainable eye health to everyone who needs it.

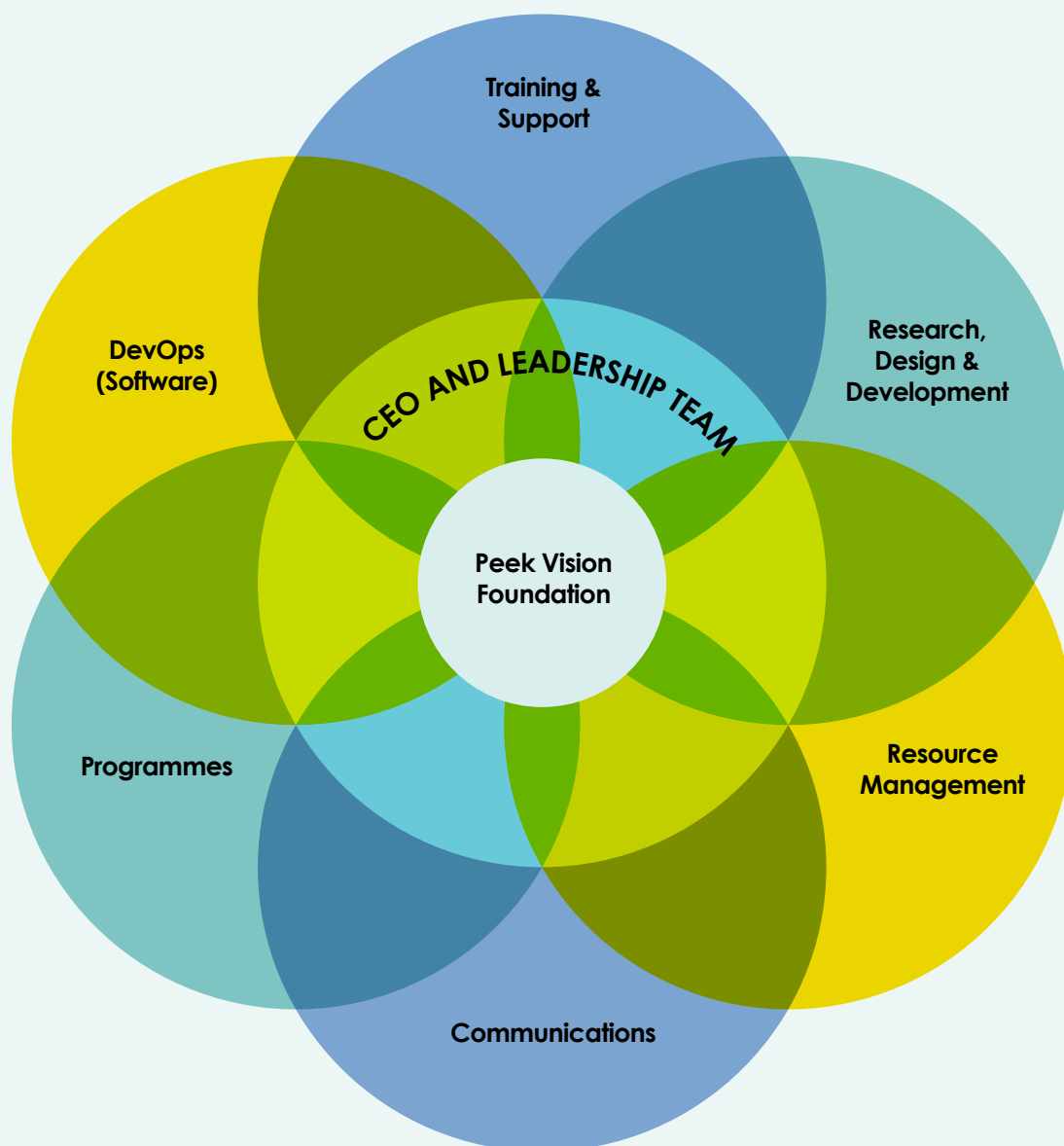
The Foundation wholly owns a trading company, Peek Vision Ltd, established in 2016 and an entity in Botswana, Peek Vision (Proprietary) Limited, established in 2019. The Company develops products and services to bring better eye care to people worldwide. Any profits generated by the Company's activities ultimately belong to the Foundation. The Foundation uses its funds to build eye care capacity in low- and middle-income countries by supporting people, knowledge and tools. Peek Vision (Proprietary) Limited largely focuses on global training, quality assurance and testing functions to support the delivery of the Company strategy.

The Foundation has been primarily focused on supporting the establishment of Peek Vision Ltd as a sustainable, thriving provider of technology and public health tools to improve eye health services. As such, most of this 2020 annual review focuses on the activities of the Company.

Collectively, our vision is to achieve vision and health for everyone. Our mission is to create technology and health intelligence that empowers health service providers to deliver quality, sustainable eye and health care to everyone.

Like many organisations, we had to rapidly adapt our strategy in 2020 given the extraordinary circumstances due to the COVID-19 pandemic. An all-staff virtual meeting in April 2020 helped us to collectively identify a number of priorities we could focus on amidst a rapidly changing landscape. These included accelerating our ability to launch programmes remotely, exploring ways to make the data generated using our tools more meaningful and actionable, and improving the responsiveness of our customer support.

These forward-looking focus areas are now incorporated into our strategic plan for 2021 and beyond. We aim to be supporting 100 live programmes using Peek by the end of 2024. To help us achieve that, we are developing clear milestones for short- and long-term product development, partnerships, and financial sustainability.



OUR STRUCTURE

The Peek Vision Foundation is a registered charity in the UK which wholly owns a UK-registered trading company, Peek Vision Ltd and a registered company in Botswana, Peek Vision (Proprietary) Limited. The Peek Company creates and distributes software and services to

power sustainable, high-impact eye care programmes worldwide.

All profits generated by the Company's activities belong to the Foundation, which reinvests them in building eye care capacity in low- and middle-income countries.



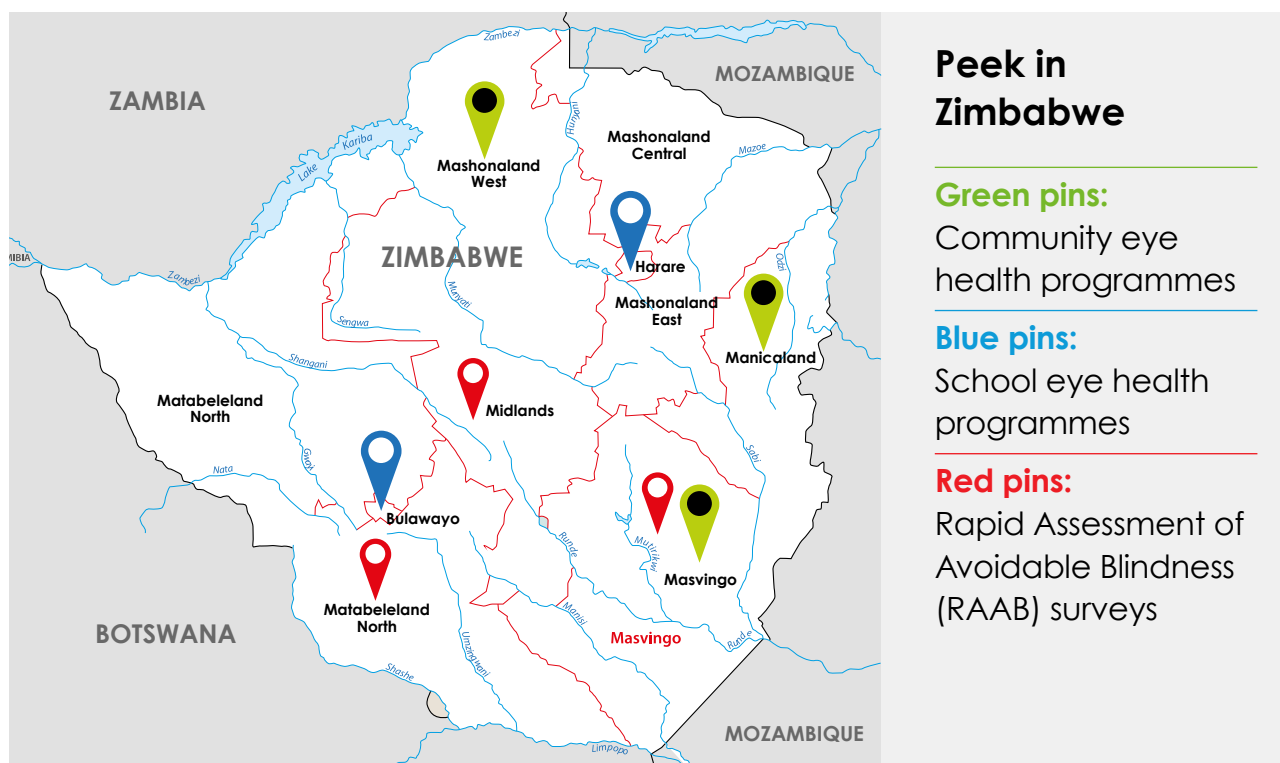
ACHIEVEMENTS

The COVID-19 pandemic has affected eye health services in all of the countries where our tools are being used. Despite this, many of our partners managed to make substantial progress in 2020, reaching more people with Peek tools and making tangible improvements to eye health services.

In Pakistan, our CBM implementing partners, the College of Ophthalmology & Allied Vision Sciences (COAVS) and Sindh Institute of Ophthalmology & Visual Sciences (SIOVS), have shown remarkable tenacity in continuing to implement

their eye health programmes. With the help of Peek they have greatly improved their use of resources. In Talagang, at the start of the programme over 40% of eye health consultations requiring glasses took place in hospital. That number has now reduced to 1%, greatly increasing the hospital's capacity to manage more complex issues.

In Zimbabwe, the CBM-Peek partnership with Zimbabwe Council for the Blind launched two new programmes this year, bringing the total number of programmes to 5. That means that 5 out of 10 provinces in the country now have programmes powered by Peek.



Peek is powering multiple eye health programmes and surveys in Zimbabwe, in partnership with CBM, Zimbabwe Council for the Blind and other local partners.

New active programmes in 2020 with CBM:

Pakistan Matiari community eye health

Uganda Mbarara community eye health - the first programme where site analysis, design, training and launch have all been delivered remotely

Zimbabwe Masvingo community eye health

Zimbabwe Manicaland community eye health

All of this activity would not have been possible without a huge effort from our Training and Support team. Prior to 2020 we were putting steps in place to gradually enhance our online training support, in preparation for scale. Those plans were massively accelerated this year, and by the end of the year the team had provided 3864 hours of training to 359 people, the vast majority of it online.

To support our online training provision, we developed a new online training portal, supported by Standard Chartered's Seeing is Believing programme, which launched at the end of the year and will continue to be tested and expanded in the coming year. The portal will enable us to make our training more efficient, consistent and effective, establishing a great resource for new Peek users.

Our work with partners in programme delivery continues to be underpinned by an active programme of research and product development. A major achievement in 2020 was a successful application for a £3.8m Wellcome Trust Collaborative Award in Science, in partnership with the International Centre for Eye Health (ICEH), Ministry of Health Kenya and the University of Botswana.

The grant will enable a series of research projects which will build on Peek's existing methodology and software to enable users to test multiple improvements to their current eye health screening and referral programmes at the same time. The work has the potential to redefine how health services in low- and middle-income countries can be optimised.

Other research highlights in 2020 included the publication of Dr Hillary Rono's research article on smartphone-guided algorithms to assist eye health screening and referral in Kenya¹. This research was part of Dr Rono's PhD, which was awarded in July 2020. Further research from Dr Rono's PhD examining various aspects of the Peek community eye health system is expected to be published in 2021.

Significant product developments this year have included streamlining our onboarding process and enabling remote co-design of programmes. We have also made key feature updates to our Rapid Assessment of Avoidable Blindness (RAAB7) software to enable the measurement of effective refractive error coverage. This work further differentiates

¹ **JMIR Mhealth Uhealth**. 2020 Jun 19;8(6):e16345. doi: 10.2196/16345.



RAAB7 from the previous version and aligns it to WHO eye health indicators. RAAB7 will launch widely in 2021.

All of these developments have been underpinned by outstanding operational

performance. Notably, a successful ISO-27001 Audit and penetration test in 2020 confirmed our commitment to the highest standards of data protection and information security.



PROGRESS

In many of the countries where we work, eye health personnel were redeployed to other areas of healthcare to meet the needs of the COVID-19 pandemic or restricted eye health services to emergency cases only. This inevitably delayed programmes, especially those which were poised to launch in 2020.

While programmes were paused, we focused on product development, reviewing our support processes and forward planning. We maintained regular contact with partners and developed online processes to support programme planning and training. The result is that at the end of the year, many locations are back up and running, and the new programmes which were delayed are looking set to launch in early 2021.

In November, we were delighted to announce that we will be working in partnership in Ghana with a new partner - Vision for a Nation (VFAN).

Another consequence of the COVID-19 pandemic was that Rapid Assessment of Avoidable Blindness (RAAB) surveys were halted for most of the year. Again, we diverted some of the staff time gained by this to focus on product development, and we are now in a good position to launch RAAB7 (the latest version of the survey) in 2021.

In September 2020, we permanently closed sales of Peek Retina, our smartphone retina imaging attachment which launched in 2018. Following extensive research, feedback from users and sales analysis it became clear that Peek Retina would require substantial financial and staff time investment to have an impact in line with

our ambitions. It is clear that investing in our software and tools to support eye health programmes will make a bigger contribution to achieving our mission than investing in the necessary technical developments, marketing and sales infrastructure needed for Peek Retina to meet its potential.

We are proud of what we achieved with Peek Retina and we hope that its development will inspire other mission-driven eye health organisations to explore the great potential of smartphone-based eye imaging tools. The closure of sales was carefully managed, with proactive communications to key stakeholders and a successful drive to donate remaining stock to appropriate educational and charitable organisations.

Our team were remarkably successful in adapting to the changes and constraints that 2020 brought. Team members have enthusiastically adopted new ways of ensuring we maintain and look out for each others' wellbeing, including regular informal online gatherings and virtual social events.

We were quick to assess and re-plan our financial situation once the scale and likely impact of the COVID-19 pandemic became apparent in early 2020. A recruitment freeze for much of the year and other measures to minimise our expenses have left us in good shape financially at the end of this year. We welcomed a new major donor during Q1 2020 which, alongside our existing, generous donor community, helped us to reach our minimum 2020 fundraising target. The new donation

Completed RAAB7s at end of 2020:

Palestine

Cambodia

Nepal - Karnali

Nepal - Province 2

Nepal - Province 3

Pakistan - Talagang

Pakistan - Matiari

Zimbabwe - Matabeleland South

came at a critical time as we considered the best response to the pandemic.

2020 was the first year that the Peek Vision Foundation awarded its Peter Ackland Scholarship. The scholarship was originally intended to fund travel costs and fees for one participant in the renowned International Centre for Eye Health (ICEH) Global Eye Health short course. However, in 2020 the course was held online in response to COVID-19 travel restrictions, so the scholarship was extended to cover course fees for 30 shortlisted candidates from 19 countries. Twenty students attended the online course in July and ten students attended when the course was offered again in November.

CHALLENGES

The COVID-19 pandemic has presented challenges, both for the programmes using our technology and in how our team supports them.

Thankfully, many of the countries where Peek is being implemented have managed to avoid the severe outbreaks of COVID-19 seen in Europe and the Americas. Nonetheless, precautionary measures to stop the virus spreading caused most of the eye health services using Peek to be temporarily suspended. School eye health programmes were particularly affected, with widespread school closures.

Despite these disruptions, our partners have shown incredible adaptability and resilience which has allowed us to maintain momentum. For example, in Uganda, a school eye health programme was in the early stages of planning at the start of 2020. Once the impact of school closures was clear, we worked with our partners CBM Christian Blind Mission and Ruharo Eye Hospital to establish a community eye health programme instead which launched in Q4 2020.

Travel restrictions prompted by the pandemic meant that we accelerated our existing plans to reduce time spent on programme setup and maintenance, by maximising what can be done online. We reviewed and streamlined the processes to set up our product, and accelerated the development of the online training portal. Even when global travel restrictions lift, we expect

these changes to support our long-term sustainability and ability to scale.

A broader effect of the pandemic has been an inevitable diversion of government and global health priorities away from vision loss. The long-term effect on eye health - already a neglected health issue globally - is uncertain. 2020 was meant to be a landmark year for vision and while many advocacy activities took place virtually, the pandemic has resulted in less attention on eye health that might have otherwise been expected.

Peek is an active participant in global advocacy for eye health, particularly through our partnership with the International Centre for Eye Health (ICEH) and membership of the International Agency for the Prevention of Blindness (IAPB). We continue to work with partners to advocate for eye health and expect to redouble our collective efforts in the coming year to make up for the lost opportunities of 2020.

Finally, although we were able to end 2020 in a healthy financial position, we are aware that the COVID-19 pandemic is likely to have long-term consequences for funding in the sector, which may affect us directly or indirectly through our partners. We spent time this year working with our partners to ensure our funding model is more resilient to sudden changes, and continue to work on diversifying our sources of funding to improve our long-term sustainability.

FUTURE PLANS

Subject to COVID-19 restrictions, we are on track to launch programmes in four new countries in early 2021, with CBM, VFAN and Operation Eyesight Universal, while continuing to expand programmes in our established countries with CBM. We expect to see the benefits of the product and training development work we did in 2020, allowing us to support more programmes using our existing staff resources.

At the end of 2020 we conducted a review of our structure and strategy for 2021. As a result of that review, we have expanded our Leadership team, refined our objectives for 2021 and put in place new structures to ensure we remain accountable and flexible as we go through the year. We are also actively looking at new ways to support team development through 2021, including instigating regular personal development time for each team member and quarterly all-staff virtual meetings to review progress and plan ahead.

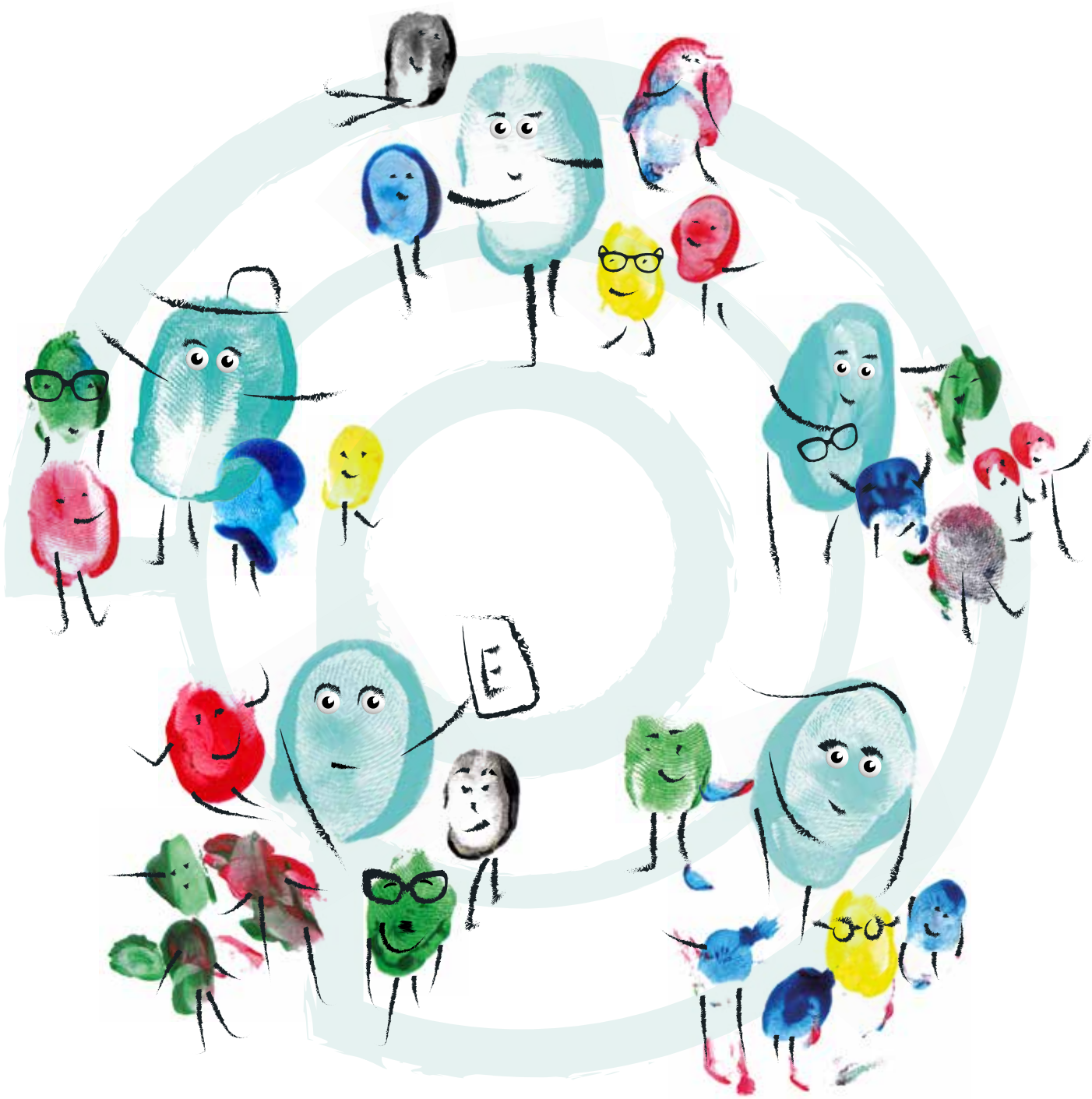
2021 promises to be an exciting year for our research activities, continuing to build on our long-standing partnership with the International Centre for Eye Health (ICEH). Support from the Wellcome Trust will allow us to build on our existing systems to develop new ways for eye

health programmes in low- and middle-income countries to improve access to their services. We will also begin work on a new project to develop a tool for improving school eye health programme planning.

Also in partnership with ICEH, we aim to launch the latest version of the Rapid Assessment of Avoidable Blindness (RAAB7) eye health survey in 2021. RAAB7 is a fully-digitised version of the globally-recognised RAAB survey methodology, with several features that will enable eye health providers to improve the quality and quantity of data they can acquire about prevalence of blindness in their region.

Having successfully completed technical work in 2020 to make Peek Acuity (our distance visual acuity app) work across different platforms, we are now exploring ways to expand the functionality of our smartphone-based vision tests. In 2021 we will move forward with early development and scoping for near-vision and contrast sensitivity tests. We hope to finalise agreements with selected research partners in low- and middle-income countries to work with us on this and other research and development.

THANK YOU
OUR SUPPORTERS AND PARTNERS



Peek is fortunate to work with donors, partners and supporters who guide us, challenge us and inspire us to meet our goals to make better vision and health for everybody a reality.

Their trust in our vision gives us the confidence to adapt to new ways of working, improve our product and prepare ourselves for the challenges to come.

We are grateful to many incredible individuals and organisations who support Peek, such as David and Molly Pyott (see below).

We also want to thank **CBM Christian Blind Mission** and their partners, with whom we grow with and learn from every day.

Why we support Peek

David and Molly Pyott are business leaders and philanthropists who are generous supporters of global eye health causes. They have supported Peek since 2019 through the David and Molly Pyott Foundation.



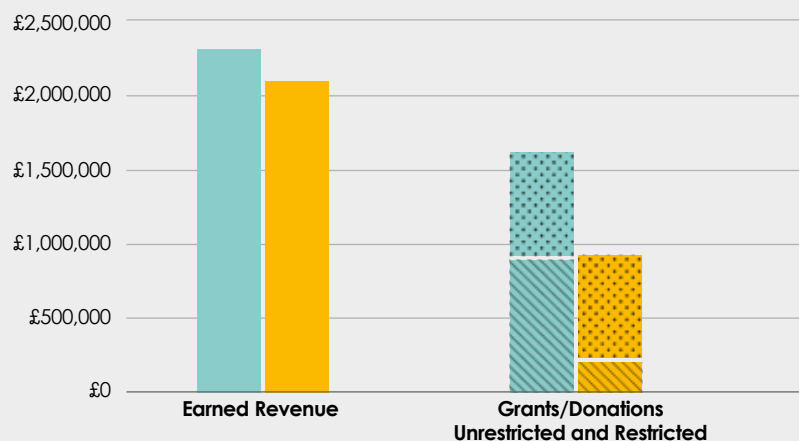
“Supporting individuals and organisations to provide eye care is something we are passionate about. Despite great progress in the last few decades, avoidable vision loss is still a huge problem globally and it is getting worse. We work closely with NGOs, universities, associations, practitioners and companies to understand the challenges, help make connections and support education and training and new solutions to this growing problem.

When we first met Andrew (Peek’s CEO and co-founder), we were impressed by his drive and differentiated technology to increase productivity of vision screening. This resonated with us. Peek is developing timely solutions to the global vision crisis and we have been impressed by Peek’s adaptability and willingness to bring fresh thinking to the way we treat avoidable vision loss.

We are excited by the work that Peek and its partners are doing to make a lasting change to the lives of millions of people, for whom vision impairment can be prevented or treated.”

FINANCES

Revenue



Key:

2020

2019



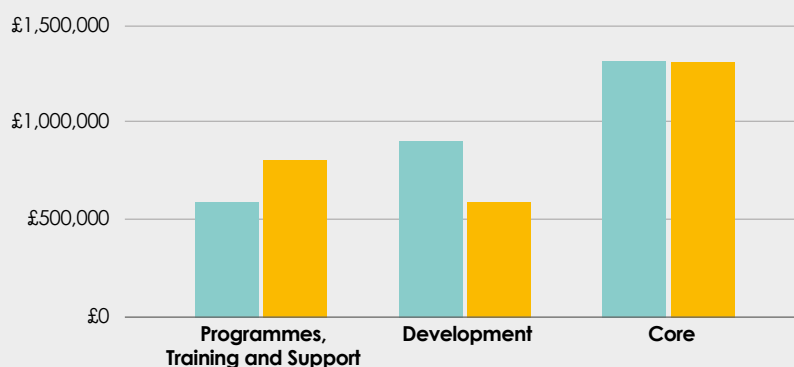
Unrestricted



Restricted

Note: These figures are indicative only based on our unaudited 2020 accounts. The Peek Vision Foundation will publish its full audited accounts by the end of 2021. They will be available via the Peek website and Charity Commission for England and Wales.

Expenditure



During 2020, the Peek Vision Group received revenue of £3.9M (2019 - £3.0M) of which £2.3M (2019 - £2.1M) was in the form of earned revenue and £1.6M (2019 - £0.9M) was grants and donations, broken down as £0.9M (2019 - £0.2M) unrestricted and £0.7M (2019 - £0.7M) restricted.

The Group has total expenditure of £2.8M (2019 - £2.7M). Costs associated with programmes, training and

support amounted to £0.6M (2019 - £0.8M); development costs, which includes software development and research & design amounted to £0.9M (2019 - £0.6M). Core costs amounted to £1.3M (2019 - £1.3M).

Total funds for the Group as at 31 December 2020 amounted to £2.0M which was made up entirely of unrestricted funds.

Remaining financially resilient in difficult times

Despite being a challenging year, Peek emerged from 2020 in a stable financial position, without having to make any redundancies. In a year when many small charitable organisations had to take significant cost-cutting measures or close completely, we appreciate that we are in a very fortunate position.

Our reserves were healthy

In 2020 our Reserves target was £1M, approximately 4 months' operating costs; our total level of reserves remained above the target throughout the year. The target set for 2021 is £1.5M, being approximately 6 months' operating costs.

We acted quickly

In addition to the natural revised expenditure (e.g. less international travel costs) arising as a result of the COVID-19 pandemic, we responded swiftly to make further financial reductions within

our control, namely reducing office rental costs and pausing all recruitment. We prioritised retaining our existing staff and engaging short-term contractors if needed. Throughout the pandemic we constantly reviewed our financial situation and took precautionary measures to prepare for worst case scenarios.

We had great support

Throughout 2019 we had established a solid pipeline of funding through Trusts & Foundations and individual donors. We are extremely grateful to the funders who have provided vital financial support, much of it unrestricted, which has been critical throughout 2020. This financial support, and the support of partners such as CBM Christian Blind Mission, has allowed us to keep our talented team together supporting programmes and partners and planning for the future, when services will fully reopen and be in high demand.





**For further information about how you can
support Peek, please contact us on:**

enquiries@peekvision.org

Charity Registration Number 1165960 (England
and Wales), Company Limited by Guarantee,
Registration Number 9919543 (England and Wales).

www.peekvision.org

Vision and Health for Everyone

With thanks to Zimbabwe Council for the Blind and Rolex / Joan Bardeletti for images.