



ANNUAL REVIEW 2021

Front page: A boy has his eyes screened as part of an Operation Eyesight Universal Peek-powered programme in Kenya. © Peek Vision/Operation Eyesight

This page: Kiyasi Holeni returns to work on her farm with her husband after receiving vision correction from a Peek powered CBM Christian Blind Mission programme in Zimbabwe. © Cynthia Matonhodze



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ABOUT PEEK VISION

The Problem: 1.1 billion people worldwide have untreated vision loss; this number is set to grow to 1.8 billion by 2050. Simple, cost-effective treatments exist but specialists are in short supply and resources are limited. Many people who need access to eye health remain invisible to services.

Our solution: Peek's software, programme design and data intelligence platform help community and school eye health programmes become more efficient, more equitable and more effective. Users can follow the patient journey from screening to treatment and identify where patients are being left behind.

- **Unique Methodology:** We are outcome-focussed and enable our partners to measure and monitor the metrics that matter in eye health - coverage of service, adherence to appointment and effectiveness of treatment.
- **Peek Surveys:** Impactful programmes begin with understanding people's eye health needs. Peek powers the latest version of the globally-recognised Rapid Assessment of Avoidable Blindness (RAAB7) adult eye health survey and is developing a similar tool for school eye health (School Eye Health Rapid Assessment, SEHRA).
- **Programme Design:** Our team of experts help our partners to create programme targets and workflows that fit the needs of their population and use resources effectively.
- **Software:** Our unique software for community and school eye health programmes powers screening, data capture and analysis.
- **Expert Data Analysis and Insights:** Real-time data insights and frequent evaluation enable services to continuously improve and ensure nobody is left behind.
- **Training, Support and Data Processing:** We offer comprehensive training and support as well as industry-leading data security and processing standards.

WELCOME FROM OUR CEO

2021 had moments of great joy and great struggle. The COVID-19 pandemic continued to create uncertainty for us and our partners. But what remained constant was our mission to ensure that everyone, everywhere who needs access to eye care can one day get it.

We played our part in the collective effort of the eye health sector to raise the visibility of vision and eye health to the highest levels. The landmark United Nations Resolution on Vision brought overdue recognition that vision and eye health is a fundamental development issue.

This year, we expanded our strategic partnership with our anchor partner, CBM Christian Blind Mission. Together, we expanded and launched programmes in Ethiopia, Pakistan, Tanzania, Uganda and Zimbabwe. Other programme highlights included developing our work in Kenya with Operation Eyesight Universal, launching programmes in Ghana with Vision for a Nation, an exciting new collaboration with the African Eye Institute, CooperVision and EssilorLuxottica in South Africa and launching a new programme with Nepal Netra Jyoti Sangh.

We also laid the foundations for multiple new partnerships and programmes throughout the year, which makes 2022 look very exciting.



We were delighted to be part of the launch of RAAB7, the latest version of the Rapid Assessment of Avoidable Blindness (RAAB) survey. Working with our partners at the International Centre for Eye Health (ICEH), we've developed a digital version of RAAB7 which will be faster, easier and more cost-effective to use than previous versions (see page 15).

Over the last year, our team - now 38 strong and based in 9 countries worldwide - has continued to adapt, innovate and bring their incredible skills to everything that we do. I am so grateful to work with each and every one of them.

Nobody embodied Peek's values better than Karen Sparrow, our Head of Global Programme Training who tragically lost her battle with ovarian cancer at the start of 2022. Karen was one of the first Peek team members and her loss is felt acutely throughout our team and the whole eye health world. Her passion, kindness and above all her brilliance in improving the lives of others will long live on. Thanks to the commitment of our partners and our incredible team, we will work together in 2022 and beyond to continue Karen's legacy, and bring better vision and eye health to everyone.

Dr Andrew Bastawrous
Peek Vision CEO and co-founder

INTRODUCTION FROM OUR CHAIR

As a serial co-founder and advisor to numerous start-ups and scale-ups, I've been involved in founding, financing, listing and selling multiple businesses across the technology sector.

When I first got involved with Peek Vision around five years ago, I recognised something that I'd seen many times before in my career; a promising innovation with the potential to make a difference to many lives. But I also saw something that is more rare: a multidisciplinary, global team, led by a visionary CEO, who are absolutely united to achieve one goal: to help everyone on the planet with avoidable vision loss.

Since then, Peek has made huge progress. In the last few years, Peek has established that there is a big demand for their products and services, and that they can meet it with a quality product which offers real results; the growing number of programmes across the world adopting Peek are testament to that.

That's not to say that the last few years haven't been challenging. Data security is an emerging area for many governments and health services. While Peek has world-class data security credentials, regulatory and administrative requirements vary from country to country, which can present significant delays and other challenges to an organisation like



Peek. Despite this, the focus on quality and transparency has established Peek as a leader in this area.

Moreover, although Peek is entering 2022 in sound financial health, the uncertainties of the COVID-19 pandemic leave little room for complacency. Like most not-for-profit organisations, Peek has been trying to minimise risk by diversifying its income. Peek will aim to increase fundraising in the coming years to ensure its continued growth and sustainability.

I truly believe that the millions of people across the world who need vital eye health treatment will be better served if Peek can continue its work with eye health providers and expand to new locations. The successes outlined in this report are testament to the confidence Peek's partners have in its technology and the impact it is already having. I share that confidence and look forward to the next stage of Peek's journey.

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

2021 AT A GLANCE

Live programmes powered by Peek reached more than double the number of people in 2021 than they did in the three years previous. Our data-led approach is enabling our partners to connect more people to the care they need.

GHANA

5 Peek-powered programmes
14,230 people reached
1,170 people connected to care
89 users trained

UGANDA

1 Peek-powered programme
15,562 people reached
11,003 people connected to care
16 users trained

TANZANIA

1 Peek-powered programme
13,073 people reached
2,782 people connected to care
92 users trained

ETHIOPIA

1 Peek-powered programme
6,260 people reached
210 people connected to care
57 users trained

KENYA

1 Peek-powered programme
72,109 people reached
2,470 people connected to care

SOUTH AFRICA

1 Peek-powered programme
2,060 people reached
674 people connected to care
5 users trained

ZIMBABWE

5 Peek-powered programmes
19,426 people reached
7,028 people connected to care
127 users trained

NEPAL

1 Peek-powered programme
115 people reached
34 people connected to care
23 users trained

PAKISTAN

5 Peek-powered programmes
273,342 people reached
51,690 people connected to care
157 users trained

21  12 New
 9 Continued
live programmes

416,000

patients reached and over 77,000
connected to care



566

people trained to use
Peek technology

The Peek Vision Foundation also provided **two grants** for eye health research to partners in India and Nepal and sponsored **20 students** to study the short course in Global Eye Health at the London School of Hygiene & Tropical Medicine as part of the Peter Ackland scholarship.

PARTNERSHIPS

Peek works in partnership with eye health providers, governments and NGOs. We power our partners with the tools they need to optimise eye health screening and referral pathways so that no one is left behind. Together, we aim to make large-scale, sustainable improvements to health systems.

CBM CHRISTIAN BLIND MISSION

New programmes launched in Tanzania and Ethiopia as part of the CBM-Peek partnership.

Thanks to the support of CBM and our implementing partners in Pakistan, we participated in key government eye health planning meetings this year. There is high-level support for Peek and its adoption in new districts in Pakistan. As part of a scale up in the Punjab province CBM launched a new community eye health programme in Layyah.

VISION FOR A NATION

Three programmes in partnership with Vision for a Nation were launched in Ghana.

NEPAL NETRA JYOTI SANGH AND DR SHROFF'S CHARITY EYE HOSPITAL

We began two research programmes with Nepal Netra Jyoti Sangh in Nepal and Dr Shroff's Charity Eye Hospital in India (see page 14).

AFRICAN EYE INSTITUTE (AEI), COOPERVISION AND ESSILORLUXOTTICA

We joined a new partner consortium in South Africa, comprising the African Eye Institute (AEI), CooperVision and Essilor, to conduct a pilot programme in two schools in KwaZulu-Natal.

GOVERNMENT OF BOTSWANA

Peek continued to work with the Government of Botswana to lay the foundations for its Pono Yame national school eye health programme.

OPERATION EYESIGHT UNIVERSAL

Operation Eyesight Universal launched a school eye health programme in Kenya to provide quality eye health care to children and their teachers, using Peek's visual acuity app for screening. The programme is funded through support from the United States Agency for International Development (USAID) Child Blindness Program.



Dr Hillary Rono and the Peek team in Kenya demonstrate Peek to the Cabinet Secretary for Health, Hon. Mutahi Kagwe, as part of a meeting with Peek's partners discussing ways to improve access to eye health. © Peek Vision

What our partners say

"Peek has been incredibly valuable in improving the effectiveness of the 'One School at a Time' project. Using Peek software has sped up visual acuity testing, enabled us to easily and accurately capture patient data, and provided insights to address gaps in services. We're grateful to the Peek team for the high-quality training and unwavering support to help us deliver effective child eye health care."

Linda Govender, Interim Director, African Eye Institute

"As the programme started it was a joyful moment to see the children have their vision screened and be referred for further treatment at health facilities when a problem was identified. Using Peek will help us get eye care to many children in areas where it is difficult to access."

Teamer Misganaw, Eye Health Programme Coordinator for CBM Ethiopia

"In Ghana, especially in rural communities, access to quality primary eye care services is a key challenge. Integrating primary eye care into the existing primary health care system is one way to bridge the gap and through our partnership with Peek, we have been able to reach thousands of people in rural communities in the Upper East Region with much needed eye care services."

Reina Der, Monitoring and Reporting Lead at Vision for a Nation

SPOTLIGHT ON CBM



CBM Christian Blind Mission is a Christian international development organisation, committed to improving the quality of life of people with disabilities in the poorest communities of the world irrespective of race, gender or religious belief. They have worked in eye health for over 50 years and are currently working on over 300 projects in 50 countries to create inclusive, sustainable and locally owned eye health services.

Peek has been working with CBM since 2018 and we owe much of our growth in recent years to their support. Our partnership draws on the in-depth technical expertise of CBM in programme delivery and intervention and Peek's unique technology and data insights.

By end of December 2021, **CBM programmes powered by Peek have reached over 506,000 people, and connected over 108,100 patients to the care they need.** At the time of writing, CBM-Peek programmes were in operation across Ethiopia, Pakistan, Tanzania, Uganda and Zimbabwe.

Next steps

Peek is grateful to the CBM colleagues who have been incredible champions of our approach and powerful advocates of our joint mission. In 2022 we plan to expand into new locations and countries with CBM and we look forward to the new insights, experiences and stories of lives transformed which our partnership will bring.

We are particularly excited about CBM-Peek programmes planned for Kenya as part of the Vision Impact Project (VIP). This project brings together multiple implementing partners and NGOs to collaborate with the Ministry of Health in Kenya across ten counties.

"Our partnership with Peek has enabled us to bring eye care to thousands more people across many countries. Vitally, it helps us understand where people are getting lost in the health system and means we reach those who would otherwise miss out on the treatment they need."

Dr Babar Qureshi, Director of Inclusive Eye Health and Neglected Tropical Diseases (NTDs) at CBM and Vice President, International Agency for the Prevention of Blindness (IAPB)



/PEEK VISION

A man has his vision screened in Punjab as part of a CBM Programme powered by Peek in October 2021.
© CBM

Examples of CBM-Peek impact

50%

In Zimbabwe, specialists' time in hospitals and other clinics

is often spent dealing with simple eye health concerns that could be handled at the primary level. In a CBM programme in Mashonaland West, programme partners implemented changes in their referral practices in response to data from Peek. As a result, **cataract cases have increased from 30% to 50%** of the hospital case mix, a positive shift reflecting more appropriate use of specialists' time.

28,000

Starting with just three sites in Chakwal, CBM's programmes in Pakistan have grown to a network of **111 health facilities** and **1567 primary and secondary schools**, covering a region of **2.5 million people**. At the end of 2021, programmes across Pakistan were **screening around 28,000 people per month**.



James (right) and Tembani (left) outside their home near Chirezdi, Zimbabwe. © Cynthia Matonhodze

WHY IT MATTERS: JAMES AND TEMBANI'S STORY

Tembani and her husband James live in rural south-east Zimbabwe. They raised five children together whilst tending to their land and working in agriculture businesses across the region, with James eventually retiring in 2015.

Four years ago, James started to notice his eyesight deteriorating and by late 2019 he had lost much of his vision. It was a difficult time for the whole family, as Tembani recalls:

*"With his vision gone, **James lost much of his independence**, and was unable to help at all around the house and farm. I spent much of my time looking after him, and was scared to leave him alone for too long - as I'd come back and he would be in the same spot I'd left him in, even if it was no longer in the shade, and he hadn't been able to find his lunch. **We lost a lot of our crops to the birds as I couldn't work the farm and look after him at the same time.** It was really tough."*



Vision loss does not just impact an individual's wellbeing and productivity, it also impacts their wider family and community. But in many cases, people like James are invisible to health services and are at risk of being left behind.

Fortunately James benefited from the CBM-Peek programme which was launched near his village in 2020, in partnership with Zimbabwe Council for the Blind. He attended an outreach clinic where he was screened using Peek's smartphone-based tools and informed he had cataracts in both eyes - something which a simple operation could fix. He was referred on and received a successful cataract operation in late 2021.

Throughout his journey to care, local eye health workers were able to monitor his progress using Peek software, minimising the chance of him falling out of the system and being left behind. Following treatment, James is helping around the homestead and Tembani has returned to working on the farm. As James told us:

*"When they removed the bandage I could see immediately - it felt like a whole new world. All the mopani trees I'd planted had grown as if by magic, **I could read again - I could even thread a needle!** And all the chores I had suspended I was able to return to. My chicken coop, which was falling apart, is now as good as new. **I feel very lucky to have my sight restored. Every day since it has happened has felt like Christmas Day.**"*

Thanks to our partners and donors, thousands of people like James are being screened and connected to care each year in eye health programmes powered by Peek.

Our ambition is to expand our reach so our partners can connect millions more people like James to care. With the support of our partners and funders, we won't stop until we bring better vision and eye health to everyone.

'BETTER NEVER STOPS' RESEARCH AND DEVELOPMENT

Bettering the baseline

A major challenge in eye health is obtaining a reliable understanding of people's eye health needs prior to designing a programme. The December 2021 launch of the Peek-powered RAAB7 eye health survey in collaboration with the International Centre for Eye Health (ICEH), is a major step forward (see page 15). In 2021 we started work to develop a similar tool for school eye health, called School Eye Health Rapid Assessment (SEHRA).

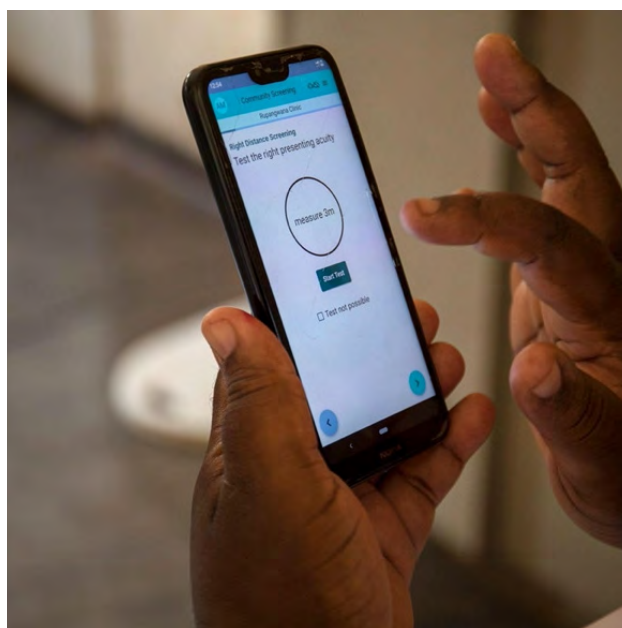
More effective product

We constantly improve our technology to help eye health services connect more people to the care they need. In 2020 we began a major research project investigating a new way for eye health services to rapidly test hypotheses and implement changes which work. Inspired by the A/B testing methods routinely used in software development and other industries, the tools developed will allow service providers to rapidly evaluate different ways to improve services. The work was unavoidably delayed by the COVID-19 pandemic but work resumed in 2021 and pilots are expected to begin in 2022. An adjacent research project, with the same goals, began in late 2021 in partnership with Nepal Netra Jyoti Sangh.

We are also working to develop our analysis methodology in partnership with Dr Shroff's Charity Eye Hospital.

More power to our partners

By building more of what our teams currently do manually into our technology we aim to onboard many more programmes than is currently possible with our small team. In 2021, we developed a new feature which put the initial software configuration of programmes into the hands of our partners for the first time - this will save both the Peek team and our partners a lot of time and resources. It is the first step of many improvements planned to put more power into the hands of Peek users.





RAAB7

The [Rapid Assessment of Avoidable Blindness](#) (RAAB) is a well-established population-based eye health survey which is used to assess the prevalence and causes of vision impairment and blindness among people aged 50 years and older. It is a vital tool which enables health services to prioritise the eye health needs of their population.

Released in December 2021, RAAB7 is the new generation of the RAAB survey. It was developed as a collaboration between Peek Vision and the [International Centre for Eye Health](#) (ICEH) at the London School of Hygiene & Tropical Medicine, in consultation with a steering group of leading sector experts. This new version, powered by Peek, fully digitises the survey workflow,

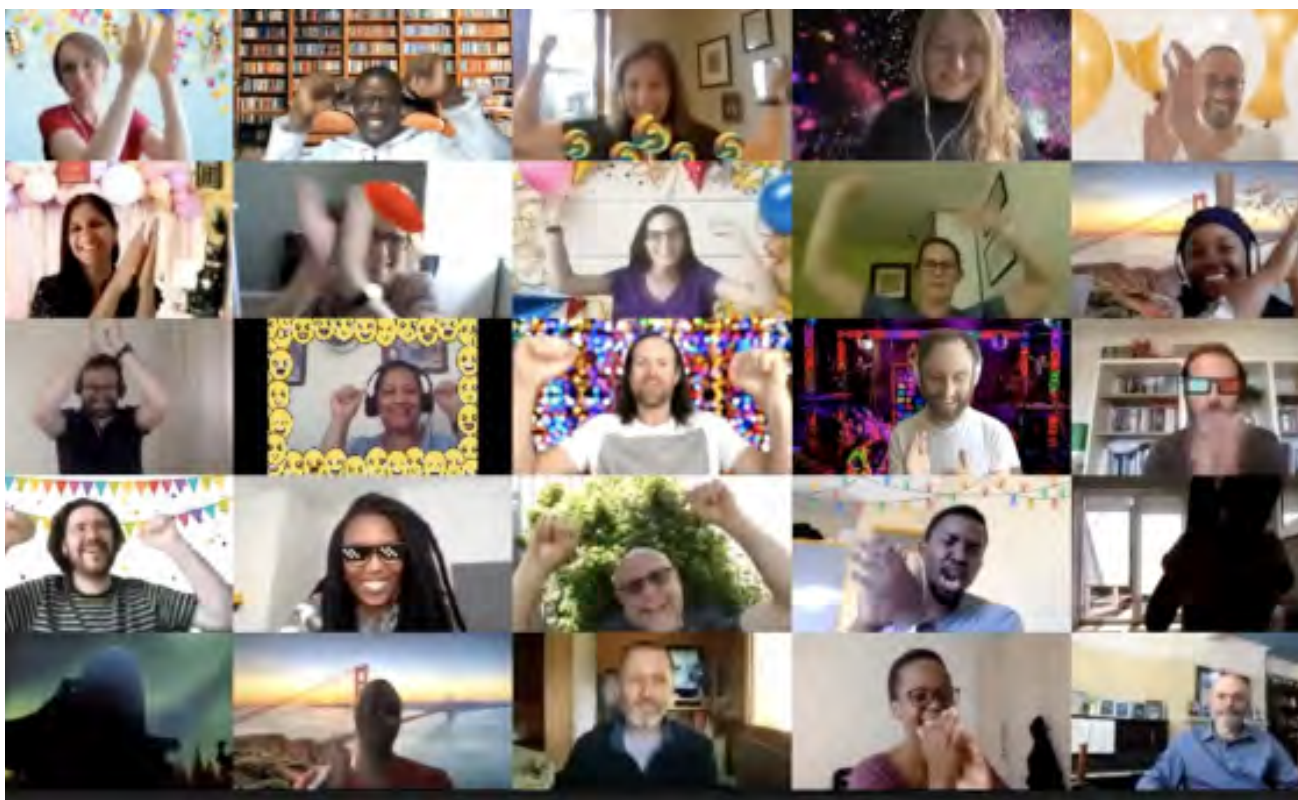
[provides enhanced functionality](#) and greater efficiency. The result is that users are supported to capture the most accurate eye health planning data possible.

Dr Hans Limburg, who first developed the RAAB methodology more than two decades ago and remains an active member of the RAAB7 steering group, said: *“RAAB provides vital data for eye health planning and evaluation, but the surveys traditionally require many hours of manual data entry from paper-based forms, and this also increases the risk of inaccuracies. RAAB7 digitises and streamlines this process to save users time and resources. It enables them to collect the highest-quality data possible.”*

OUR TEAM

Our co-founder and CEO Dr Andrew Bastawrous is an Ophthalmologist and Professor in Global Eye Health at the [London School of Hygiene & Tropical Medicine](#). Andrew has worked and undertaken research in over twenty countries including two years living in Kenya where he led a major eye disease study and the development and testing of Peek. He has published over 70 peer-reviewed articles.

Andrew leads a [multidisciplinary team](#) of outstanding individuals recruited from a diverse range of backgrounds, including technology development, public health, research, eye health, international development and the private sector. Our team includes ophthalmologists and optometrists, former leaders of eye health, humanitarian and United Nations organisations as well as people who led teams and / or programmes in banks, technology companies, media and publishing to name just a few. **We are united by the belief that through working together, we can bring better vision and eye health to everyone.**



In July, the Peek team celebrated virtually following Peek winning the Tech4Good for Africa Award, sponsored by Comic Relief. Announcing the winner, Olly Dawson, who oversees social tech and sport for change at the organisation, said: "Peek Vision demonstrated really clearly how relatively simple tech can address a far reaching health issue across Africa."

SPOTLIGHT ON OUR EYE HEALTH HEROES

Three of our Programme Management Leads were honoured with the International Agency for the Prevention of Blindness (IAPB) Eye Health Heroes award in November 2021. Cosmas Bunywera, Grace Mwangi and Keitumetse Thamane work with partners to implement Peek technology in eye health programmes in countries including Ghana, Kenya, Pakistan, Tanzania, Uganda and Zimbabwe.

IAPB is the overarching alliance for the global eye health sector, with more than 150 organisations in over 100 countries working together for a world where everyone has universal access to eye care. Its Eye Health Heroes programme recognises and celebrates outstanding individuals aged under 35 in the eye health sector who work with passion, purpose and determination to improve peoples' lives.



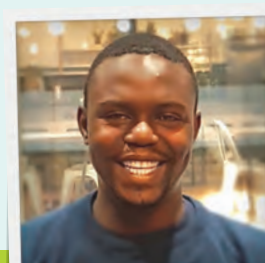
"I first fell in love with my work when, after weeks of planning, I could finally witness the true impact of the work I do, a child's shy face lighting up because they can see the world as clearly as they are meant to. And from then on, that has always remained at the centre of my 'why'."

Keitumetse Thamane



"I have learned the vital importance of involving stakeholders at every step of the process. Even with a very successful programme, if there is no buy-in from the people you want to own it, then it will not be sustainable. It gives me great satisfaction that partners, donors, stakeholders and everyone at Peek are contributing to this mission together."

Grace Mwangi



"Creating innovative tools and technology to help to bridge the information gap and increase eye health access is one of the greatest rewards I can imagine. Having been on the journey for nearly ten years now it is so exciting to see how far we have come."

Cosmas Bunywera

OUR BOARD OF TRUSTEES

The Peek Vision Foundation is governed by an engaged and supportive Board of Trustees.



Martin Frost CBE, Chair of the Board

Martin Frost CBE is a co-founder of CMR Surgical, one of the UK's leading medical devices startups. Martin was CEO and CFO of Sagentia plc. Under his leadership Sagentia, with Vodafone and Safaricom, conceived 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

Professor Matthew Burton serves as a Trustee and Scientific Advisor to the Board of Trustees. Matthew is an ophthalmologist who has lived and worked in the Gambia and Tanzania. He is a Professor of International Eye Health and Director of the International Centre for Eye Health (ICEH) at the London School of Hygiene & Tropical Medicine (LSHTM) and a Wellcome Trust Senior Fellow.



Rebecca Eastmond

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. She began her career as a charity lawyer at Allen & Overy, before moving sector to become the founder CEO of The Prince's Foundation for Arts & Kids.





Professor Allen Foster OBE

Professor Allen Foster OBE is a former co-Director of the International Centre for Eye Health (ICEH) and the International Centre for Evidence in Disability (ICED), both at the London School of Hygiene & Tropical Medicine. He worked as a doctor in Tanzania for ten years for CBM (an international NGO working in eye care and disability) and subsequently as the CEO of CBM International.

Elie Gasagara

Elie Gasagara is an Executive Leader working with civil society organisations in adults and children safeguarding. His last employment was with World Vision International, where he was Vice-President in charge of Accountability and Transparency until September 2020. He has over 25 years of experience in development and humanitarian work in Africa, Europe and Asia. Elie is passionate about promoting good practice of accountability and good governance in various Civil Society Organisations, including sitting on Boards of different local and global organisations.



Nicole Sykes

Nicole Sykes is Director of External Affairs at Pro Bono Economics. 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) where she led the UK's premier business organisation's work on Brexit and the negotiation of the future trading relationship between the UK and EU. She has also worked for Microsoft in crisis management and run a number of political campaigns. Nicole retired from the board in December 2021.





An optometrist checks vision as part of an Operation Eyesight Universal school screening programme in Kenya. © Peek Vision/Operation Eyesight

OUR GOVERNANCE AND STRUCTURE

Peek Vision is a social enterprise and consists of three entities: The Peek Vision Foundation (Foundation), Peek Vision Ltd and Peek Vision Pty Ltd (Botswana).

The Peek Vision Foundation is a UK registered charity and is the sole shareholder and 100% owner of **Peek Vision Ltd**, a legal manufacturer of medical devices and a registered company incorporated in the United Kingdom. Peek Vision Ltd has two registered offices, one in Botswana and

one in the UK. Peek Vision Limited is the sole shareholder and 100% owner of **Peek Vision Pty Ltd** incorporated in Botswana.

Both the Peek Vision Foundation and Peek Vision Ltd are mission-driven organisations whose missions are aligned and both share a Vision of **vision and eye health for all**. All of Peek Vision Ltd's activities are charitable and are for public good.

SUSTAINABILITY

Peek Vision Consolidated Accounts 2020/2021¹

	2021 (GBP)	2020 (GBP)
Sales Income	1.92M ²	2.58M
Programmes, Training and Support Expenditure	(0.71M)	(0.85M)
Gross Surplus	1.21M	1.73M
Grants and Donations	1.30M	1.55M
Development and Core Expenditure	(1.86M)	(2.12M)
Total Income	3.22M	4.13M
Total Expenditure	(2.57M)	(2.97M)
Net Surplus	0.65M	1.16M

In 2021, we powered double the amount of programmes (21 in 2021, 9 in 2020), and the screening of four times more people (416,000 in 2021 and 112,000 in 2020), with fewer resources expended.

We received total income of £3.22M (2020 - £4.13M) of which £1.92M (2020 - £2.58M) was in the form of sales income and £1.30M (2020 - £1.55M) was income from grants and donations. Our interventions (surveys, programme design, software and data insights) are provided to our partners at cost or with a margin. This income contributes to

Peek's ongoing operational, delivery and Research & Development costs and to support ongoing scale-up, but does not cover our costs entirely. Funding from grants and donations covers our remaining costs and will continue to do so until the volume of sales from our programmes creates enough revenue to sustain us.

Our total expenditure was £2.57M (2020 - £2.97M). Costs associated with programmes, training and support amounted to £0.71M (2020 - £0.85M); Development and core expenditure amounted to £1.86M (2020 - £2.12M).

¹ These figures are indicative only based on our unaudited 2021 accounts. The Peek Vision Foundation will publish its consolidated audited accounts by Oct 2022 and they will be available via the Peek Vision website and Charity Commission.

² M = million

STRATEGY AND FORWARD LOOK 2022–2024

Peek exists to power governments, NGOs and other organisations to bring vision and eye health to all. Our software and data intelligence platform is helping eye health programme providers to increase their impact, connect fractured health systems and make limited resources go further.

In many eye health programmes, success is measured by the number of people who are screened or treated. Although this helps services to understand how an eye health service is performing, it does not tell the whole story. What happens to the people who weren't screened, didn't receive treatment or for whom the treatment wasn't effective?

We believe that whilst it may take longer in the short term, it is essential that we consider everyone when designing eye health programmes so that no one is left behind. What we have learned is that there are three 'metrics that matter' in eye health: unmet need, met need, and barriers to healthcare. These translate into measurable attributes of a service (coverage, adherence and effectiveness) which our partners can focus on when using our technology and data analytics.

Since Peek launched as a social enterprise in 2016, we have built a robust evidence base for our work. Thanks to the support of our partners, we have established that there is an appetite for our approach and that programmes powered by Peek can scale up quickly. We now need to ensure that the growing volume of programmes using our tools is matched with increasing quality and wider sector and government support.

By the end of 2024, we aim to:

Work with our partners to deliver 100+ programmes powered by Peek across 15+ countries, reaching over 100,000 people every week.

Ensure each programme is increasing the number of people connected to care.

Improve the quality and user experience of our products.

Ensure our sustainability by reducing expenditure per programme and diversifying our sources of income.

Reach a high level of regional or national scale in at least five countries.

To do this, we will:

Expand our training capacity.

Build priority services into the software.

Build local capacity to initiate, grow and support programmes.

Review Peek's market position so we can improve our reach.

Support our team to continuously improve their skills and wellbeing.

The number of people worldwide with vision loss is rising. We won't stop until we see this trend reverse and reach the billion people worldwide who need access to eye care.

Why Support Peek?

"Peek Vision is a learning organisation dedicated to building creativity and innovation into everything they do. They are committed to serving not just the easiest to reach but the most vulnerable and marginalised populations in their mission to solve curable and preventable vision loss. This drives them to use data in creative ways and build equity into all of their systems. Working with them is always a powerful learning experience - We only wish every sector had a Peek."

Jacqueline Baaske, Chief of Staff, Greenwood Place



Children have their eyes tested using Peek as part of an Operation Eyesight Universal programme in Kenya. © Peek Vision/Operation Eyesight

Thank you

To the organisations and individuals that provided resources - financial and in-kind - thank you for your steadfast support. Because of your generosity, people who would have been invisible to eye health workers are being made visible and connected to the care they need.

We also want to thank our government and NGO partners, particularly our anchor partner, CBM Christian Blind Mission. Your experience, expertise and dedication drives us to do more.



For further information, 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