

The Edith M Ellis 1985 Charitable Trust

Wessex Social Ventures C.I.C.

#6GC12TXPDJ submitted on 14 January 2022

1.1 Please summarise what you are seeking from us

We are seeking £3900 in funding to set up 15 DOT Glasses entrepreneurs, in Kenya, who will provide 25,000 people with glasses. The entrepreneurs will use the innovative DOT Glasses system to test eyesight without needing a specialist. The one-size-fits-all glasses are assembled within 2 minutes and sold for 5x cheaper than myopic glasses (for seeing far). As an introduction to DOT Glasses, please watch this Video https://www.youtube.com/watch?v=aZ8LVJZ-UgM&ab_channel=DOTGlasses.

1.2 Tell us more about your project, the impact it will have on those it aims to help, and why you consider the proposed approach to be innovative

Of the 7.5m Kenyans who need eyecare, only 1.6m are able to visit an eyecare provider. As a result, more than 75% of cases of vision impairment in the country are preventable (Ministry of Health).

The lack of awareness of eye health, combined with the cost of travel and consultation fees, deters people from getting tested. On top of this, it takes 2-3 visits to receive even basic myopic glasses which cost over \$30. This is more than one month's income for the majority of people. This makes basic vision care unaffordable for most, which is disastrous to a child's education - a student without glasses is 3x more likely to fall behind!

For Grace, living without glasses means that she has fallen behind 2 years at school. Even while sitting at the front of the class, she struggles to see the board or recognise who is sitting two seats away from her.

DOT Glasses is an evidence-based solutions which has created livelihoods and deep impact for people in 14 countries.

DOT Glasses is the world's first one-size-fits-all eyeglasses designed by eye-specialists and a Mercedes Benz design team to provide good enough vision to communities without needing a specialist. This innovative approach achieves an end user price of just \$5. This is 30% cheaper than the cheapest reading glasses and 5x cheaper than myopic glasses, while being both durable and fashionable.

The DOT Glasses laptop bag size kit includes everything you need to make and sell glasses, enabling any community member to be trained to provide basic eyecare.

The entrepreneurs will be set up with a DOT Glasses kit, which is the size of a laptop bag, and:

- Test eyesight in different locations around the community for free.
- Assemble and sell eyeglasses.
- Refer more serious eye conditions (e.g. cataracts) to the closest affordable specialist.

The project is designed to be financially sustainable through the local businesses that will continue to provide the vital products and services to the community.

To grow the project's impact, the entrepreneurs repay the cost of the items in their initial kit from their profits. The repayments will form a revolving fund to set up more community members with DOT Glasses businesses.

Outcomes during the timeline of the project:

- 15 self-sustaining DOT Glasses community businesses; providing the gift of good sight to 25,000

people, increasing working people's incomes by 18% (Vision Spring).

- Each entrepreneur is expected to make £45 in additional income; on top of a community average of £30.

Better eyesight has direct, measurable benefits:

- Tea-pickers, a common industry in Western Kenya, can increase their productivity by 22% on average (32% for workers over 50 years old) when provided with eyeglasses (PROSPER, 2018).

- Glasses have a 3-10x greater impact on education performance than de-worming or nutrition support, while requiring lower costs to implement (Seeing is Learning, 2017).

For Samuel, a DOT Glasses beneficiary, in Angola, getting glasses enabled him to get his job back.

As the credit is repaid, we will set up more entrepreneurs in other communities and continually grow the impact. After 2 years, the Sight for Education project will have set up 60 entrepreneurs and provided good sight to 45,000 people.

1.3 Which grant-giving categories does your project fulfil?

F - Sustainable development

1.4 Which country is the project based in?

Kenya (KE)

1.5 Will the project continue after initial funding has ended?

Yes

1.5b Please give details of how you plan to continue after initial funding has ended

The project is designed to be financially sustainable through the local businesses that will continue to provide the vital products and services. The ongoing activities of WSV are funded through the revenue generated from re-supplying the DOT Glasses entrepreneurs.

To grow the project's impact, the entrepreneurs repay the cost of the items in their initial kit from their profits. The repayments will form a revolving fund to set up more DOT Glasses businesses.

1.6 How will the project be monitored and evaluated?

The key metrics for this project will be (tracking method in brackets):

Outputs:

- No. eyes tested (entrepreneur records)
- No. of people using glasses (restocks, entrepreneur records)
- No. of people referred to eye specialists (entrepreneur records)
- No. of entrepreneurs successfully trained (training records)

Outcomes:

- Increased educational attainment (school assessments)
- Increased income of earners with glasses (household assessments)
- Improved income of the entrepreneurs (entrepreneur surveys, restocks and app data)

2.1 Expenditure

| EXPENDITURE ITEM | AMOUNT | NOTES |
|------------------------|--------|-------|
| DOT Glasses Kits | £2,804 | |
| Staff salaries | £3,109 | |
| M&E | £510 | |
| Travel and subsistence | £479 | |
| TOTALS | £6,902 | |

2.2 Income

| INCOME SOURCE | TARGET AMOUNT | AMOUNT RAISED | NOTES |
|----------------|---------------|---------------|---|
| DOT Glasses HQ | £1,500 | £1,500 | |
| QCT grant | £1,500 | £1,500 | This is a portion of the grant that is going towards this project. The grant is larger and covers wider programmes. |
| TOTALS | £3,000 | £3,000 | |

2.3 What is the total amount (in £ sterling) your organisation is requesting from The Edith M Ellis Trust?

£3,903

2.4 Has your organisation made an application to The Edith M Ellis Trust before?

No

2.5 Please state your organisation's annual turnover (in £ sterling)

£65,167

2.6 Do you wish to upload your audited accounts or financial statement?

Yes

2.6b Upload File

<https://theedithmellischaritabletrust.org/assets/uploads/2022/01/WSV-2021-Accounts.pdf>

2.7 Please tell us where payment should be made if your application is successful

Wessex Social Ventures

34664645

602003

3.1 Your name

Adam Boxer

3.2 Your contact telephone number

+254780834072

3.3 Your position within the organisation

Director

3.4 Your email address

adam.boxer@wsv.global

3.5 Organisation name

Wessex Social Ventures C.I.C.

3.6 Please state the status of your organisation

Social Enterprise (Community Interest Company)

3.7 Please summarise what your organisation does

WSV brings people & ideas together in radical ways to create and scale businesses that remove barriers to community development, in East and Southern Africa.

We do this through a portfolio of community social enterprises. We support partners to set up local entrepreneurs and train them on how to run these community based social enterprises. These enterprises impact on health, education and the local economy.

3.8 UK correspondence address for organisation

66 Wood Lane End
Hemel Hempstead
HP2 7DU

3.9 UK telephone number

07904261573

3.10 UK charity number (if applicable)

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3.11 Year established

2016

3.12 Website (if applicable)

<http://www.wsv.global>

3.13 Social media accounts (if applicable)

https://twitter.com/wsv_global

<https://www.facebook.com/WSV.Global/>

4.1 How did you hear about The Edith M Ellis Trust?

Internet

theedithmellischaritabletrust.org