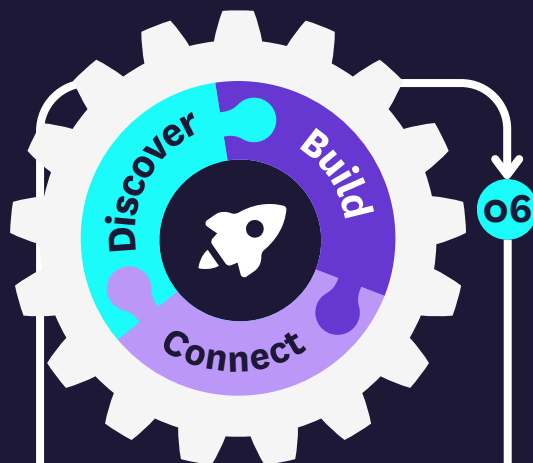


# Theory of change



## 01 INFORM

We proactively engage with blind and vision impaired people, sector organisations, and researchers to find out what matters most to them. The insights we gather inform the design of our programmes.

## 02 INVEST

- Income generation supports the long-term funding of scientific research and social change.
- The grants we award accelerate our vision to: Save Sight. Change Lives.

## 03 DISCOVER

### OUR FUNDING

- Enables researchers and organisations to develop new and innovative solutions based on the latest data and evidence.
- Delivers proof of concept and unlocks future funding.

## 05 CONNECT

### OUR FUNDING:

- Convenes the people and resources needed to accelerate scaling up and widespread adoption of best practice.
- Contributes to strengthening infrastructure that accelerates change.

## 04 BUILD

### OUR FUNDING

- Attracts, retains and develops research talent.
- Supports service design that is insights-driven and promotes equitable access for anyone impacted by vision loss, wherever they live and whatever their circumstances.

## INFLUENCE

- We disseminate insights and evidence widely in the service of new partnerships and collaborations, adoption of ideas that are proven to work and the policy and systems change needed to go further faster.
- By disseminating insights, convening experts and attracting onward investment and widespread adoption of impactful work, we multiply the impact of our funding.

## 07 INFORM

- Making information and opportunities easily accessible to people impacted by vision loss, means that knowledge is shared widely so that people can make informed choices.
- We make information widely available to encourage Patient and Public Involvement and Engagement (PPIE) and participation in clinical and other research projects.

**A world where everyone has the best possible eye health and the same opportunities regardless of vision loss.**

