



**“GLOBAL CAMPAIGN AND PLATFORM FOR THE ALLIANCE TO FIGHT AVOIDABLE
BLINDNESS” PROJECT**

Progress Report April 16th 2021



Alliance to Fight Avoidable Blindness



EXECUTIVE SUMMARY

This report describes the deliverables done so far in terms of the creation and design of an AFAB Platform and Campaign. This is to support ISFD, IsDB and AFAB Partners in their actions to achieve the objective of fighting avoidable blindness in OIC member countries with following actions, responding to key challenges:

- I. Using the AFAB momentum created through partnerships and pledges made by 32 partners in March 2018 - as basis for creating a platform-based tool with a goal to mobilize resource, using alternative finance tools – such as crowdfunding and crowd investment, to be able to eradicate avoidable blindness by 2030 in OIC member countries.
- II. Developing a campaign and platform for supporting AFAB visibility and connecting to new partners, including to connect with crowdfunding platforms for diversifying resource mobilization. AFAB visibility is limited to mostly having Arab States and Turkey, which hinders its opportunities to diversify resource mobilization. It could benefit from being connected digitally and to a more diverse group of partners. So, one of the main goals of this campaign is to “get it out of the box” and have it recognized in other places as well.
- III. Building synergy between AFAB Platform, Tadamon Platform, the IsDB & ISFD supported platform to support NGOs in OIC countries to diversify sources of funding and develop capacities on crowdfunding, and the Islamic Solidarity Fund For Development (ISFD) platform.
- IV. Conducting a study for identifying new and innovative finance models in order to create sustainable solutions that fight avoidable blindness; and to identify new partners to get engaged in creating solutions;
- V. Creating engaged impact and evaluation reports to represent the accomplishments of AFAB, including describing success and contributing factors against the problem.

Deliverables:

- Website platform developed and connected to partners
- AFAB campaign designed and communicated with partners
- AFAB campaign and platform launched and presented to AFAB partners at the meeting
- Visual materials for the AFAB campaign have been developed
- Crowdsourcing campaign has been carried out to collect photo and video coverage from the region
- Setting up agreements and partnerships through the Platform with at least 13-20 partners-platforms to support raising funds for AFAB campaigns in the 13 beneficiary MCs
- Identifying potential partners and donors to provide seed funding or in-kind contributions for AFAB
- Mapping donors and inviting participation of approved donors to attend the steering committee of AFAB as observers on the 18-19th of March 2020 in Vienna.

Commented [1]: Do you mean KPIs ?

Commented [2R1]: No. These are the deliverables in the agreement

Deliverables:

- **Website platform developed (100%) and connected to partners (0%)**

A new logo and branding were designed. Based on the new branding, the team designed the website on Figma (check Annex1). The website provides a clear description about the program including achievements, goals and activities for the 2nd generation. There is a dedicated page and profiles for partners in the alliance. The website includes a call to action to join or donate. The current status of the website is adding content as the design has been agreed and confirmed. It is expected that this process takes until mid April. The agreement foresees to have the website done in English; but design was done in a way that it also allows to have it in French and Arabic language. Once the website is completely done in English, there will be discussion on translating it also to French and Arabic.

Commented [3]: the content already added regarding the first generation to be reviewed

Commented [4R3]: We need the content from your end especially for the activities and media

RESULT 1: AFAB PLATFORM

Setting up the crowdfunding aggregator platform and created partnerships with external crowdfunding platforms to publish their campaigns for fighting blindness on AFAB platform which includes IT experts, designers and platform maintenance first 12 months of the project

1. Creating an online lending page to serve as a platform to showcase partners, stories, crowdfunding campaigns and other relevant resources.
2. Website design and development of the custom "scraper" script which automatically and regularly syncs the data from the partners pages and crowdfunding websites.
3. Website maintenance, which would include applying security patches, clearing out log files, enlarging disk space before it runs out, sorting out security certificates and fixing bugs in the code.

Website: www.afaballiance.com

Website design mockup on Figma:

[https://www.figma.com/file/c810E6q1XTpu9C2bVhOkrP/AFAB-Website-\(Copy\)?node-id=42%3A23](https://www.figma.com/file/c810E6q1XTpu9C2bVhOkrP/AFAB-Website-(Copy)?node-id=42%3A23)

Status: waiting for instructions on the engagement with partners.

- **AFAB campaign designed (100%) and communicated with partners (0%)**

The communication strategy and campaign options were submitted.
Communication strategy:

Commented [5]: it remains to finalize the communication strategy (Please review the new comments)

<https://docs.google.com/document/d/1nVoUjnSiO3aJ-dTdLS-1RIA03beb8kfw/edit>

The communication strategy ensures the dissipation of information internally and externally. It is the road map for engaging with partners and beneficiaries. A clear set of objectives were identified. It includes stakeholder's analysis, audiences segmentation, key messages, channels ...

Campaign slogan: "Beating Blindness"

Campaign tagline: "Restoring sight to give a clear path out of poverty"

The first generation campaign slogan was "A Bright Future". The second generation campaign slogan is "Beating Blindness" which is a strong statement by the alliance depicting the goal to eradicate avoidable blindness. The same tagline will be used.

RESULT 2.1: AFAB CAMPAIGN

In coordination with THIQA developed and implemented Communication strategy for the Global Campaign (social media strategy, communication goals, target groups, media coverage, offline events etc)

1. Designed Communication strategy for the Global Campaign (social media strategy, communication goals, target groups, media coverage, offline events etc).

Status: waiting for approval on the communication strategy.

- **AFAB campaign and platform launched and presented to AFAB partners at the meeting (0%)**

The campaign slogan and tagline were approved. Platform is ready for launch

Status: waiting for the time to launch

- **Visual materials for the AFAB campaign have been developed (98%)**

Branding and Logo: Approved (Annex 2)

<https://drive.google.com/drive/u/0/folders/1gnqKYHvS0e7oy-B-bVnF3R4bSTQeSzs>

Logo designed in English, French and Arabic and approved
Logo displacement for ISDB/AFAB/ISFD

Brochure: Approved . (Annex3)

<https://drive.google.com/drive/u/0/folders/1RSCgeo4aWIFZXwr-Ox42kRARdnsZCzQT>

A new brochure was designed but ISDB/ISFD decided to uplift the old design.

Leaflet: Approved. (Annex 3)

<https://drive.google.com/drive/u/0/folders/1RSCgeo4aWIFZXwr-Ox42kRARdnsZCzQT>

A new leaflet was designed but ISDB/ISFD decided to uplift the old design.

Video: Comments are being applied (Annex 4)

<https://app.wipster.io/Review/CcJdMABwc029WWF4IqRiD37pORvTFsdugf6ip0yFPNr-LCSdCw>

Master Powerpoint: Awaiting comments (Annex 7)

<https://www.canva.com/design/DAEZqEPkQvc/zbwSquPTFpOhzwdDQb1f5g/edit#15>

RESULT 2.2: Improving the visual identity and materials

Visual identity by building on already developed visual materials from the first AFAB generation (2008-2015) to be improved with micro narratives and storytelling elements, video coverage, infographics, sharing materials for social networks, recognizable visual identity)

Visual identity of the Global Campaign created with included storytelling elements, video coverage, infographics, sharing materials for social networks, recognizable visual identity

1. Updated visual identity
2. Video Coverage
3. Materials (infographics, social media, sharing materials)

- **Crowdsourcing campaign has been carried out to collect photo and video coverage from the region (25%)**

A crowdsourcing proposal was submitted. The proposal is based on a competition (photo, videos, ...) with rewards. (Annex 5)

<https://docs.google.com/document/d/1nVoUjnSiO3aJ-dTdLS-1RIA03beb8kfw/edit>

Status: Awaiting approval to initiate crowdsourcing campaign.

- **Setting up agreements and partnerships through the Platform with at least 13-20 partners-platforms to support raising funds for AFAB campaigns in the 13 beneficiary MCs (50%)**

31 partners from AFAB are all visible on the platform with profiles for each partner. The team is waiting for instructions on the engagement with partners.

CF platforms and new partners: A research for potential new partners was conducted and the list is in (Annex 6). The team is waiting for clearance on who will approach them and how

- **Identifying potential partners and donors to provide seed funding or in-kind contributions for AFAB (100%)**

List of potential partners. Annex 6

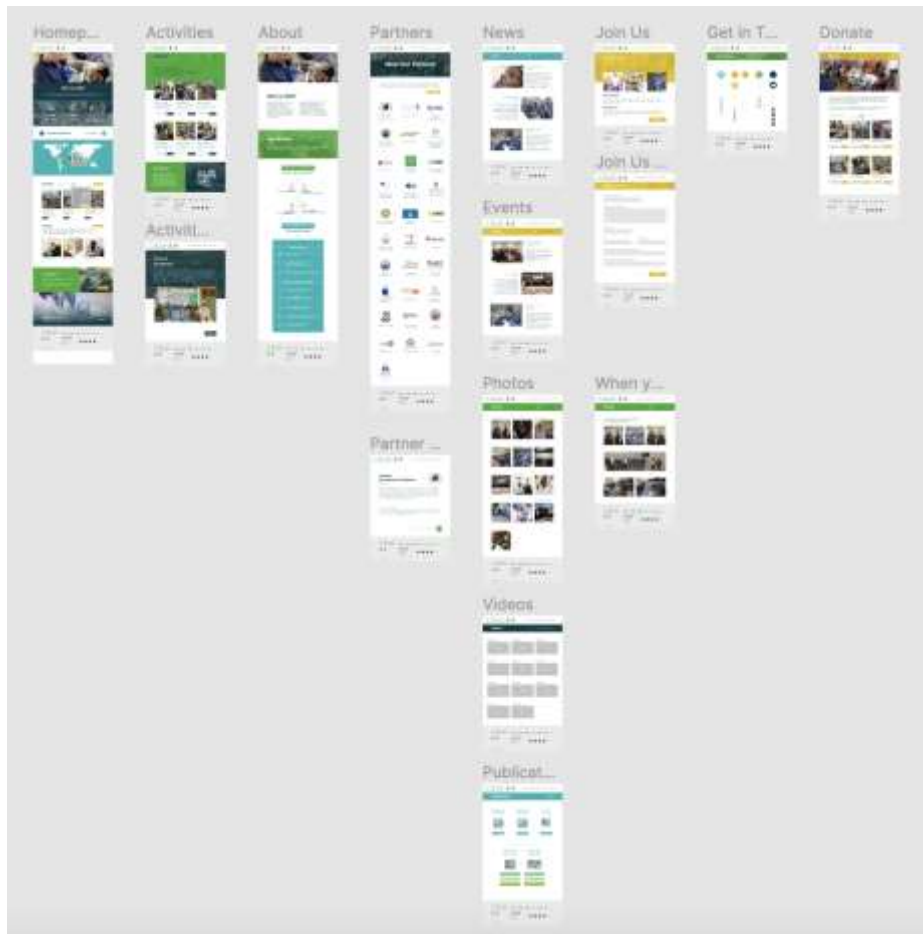
Research

- **Mapping donors and inviting participation of approved donors to attend the steering committee of AFAB as observers on the 18-19th of March 2020 in Vienna.**

The meeting was canceled.

Annex 1

Website Design on Figma: [https://www.figma.com/file/c81OE6q1XTpu9C2bVhOkR/AFAB-Website-\(Copy\)?node-id=42%3A23](https://www.figma.com/file/c81OE6q1XTpu9C2bVhOkR/AFAB-Website-(Copy)?node-id=42%3A23)



Landing Page:



What is AFAB?

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100,000

Cabinet Operations



1,000,000

Examinations



4

National Programs for the Correction of Refraction



Countries We Worked In

Our Partners



Activities

SEARCH BY COUNTRY **TYPE** FILTER

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Name of the Activity

2022-2023 Annual Report
AFAB is proud to have completed
its 10th anniversary in 2023.

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Name of the Activity

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Name of the Activity

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Partners

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Learn about our partners, community supporters, and the organizations involved in our mission to improve the lives of children with sickle cell disease. Our partners include government agencies, private industry, and academic institutions. We are grateful for the support and expertise of our partners, which helps us achieve our mission.



Name of the Partner



Name of the Partner



Name of the Partner

Latest News

Learn about our latest news, including updates on our mission, our partners, and our impact. We are proud to have completed our 10th anniversary in 2023 and are looking forward to the future.



Title of the Article
July 1, 2023

[Learn More](#)

Happening Now

Learn about our latest news, including updates on our mission, our partners, and our impact. We are proud to have completed our 10th anniversary in 2023 and are looking forward to the future.

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Activities Page

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AFAB Alliance to Fight Avoidable Blindness

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Cataract Operations & Care

What is a Cataract Operation?

To do so, a cataract is removed from the eye of the patient. The patient is then fitted with a new lens. The patient is then able to see clearly again.

Name of the Activity

Name of the Activity

Name of the Activity

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Why donate?

Learn how your donation can help...

Page for a specific activity

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ABOUT ACTIVITIES PARTNERS MEDIA JOIN US DONATE

Name of the Activity

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Alliance to Fight Avoidable Blindness

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What is AFAB?

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Our Mission

The mission of AFAB: With our network of partners, we can eliminate the main causes of all preventable and treatable blindness.

First Generation: 2008 - 2015

Results of the First Generation



Second Generation: 2020 - 2024

This Generation's Targets



Partners

Partners

AFAB Alliance to Fight Anticorruption Business




100B

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Meet Our Partners

Learn about our partners, our extensive advisory work, and its essential strategic importance at African and global regional levels. To learn about our partners, our advisory work, and its essential strategic importance at African and global regional levels, visit our partners page.

[Meet Our Partners](#)

 <p>Al-Baqer International Foundation المؤسسة الدولية للبحر</p>	 <p>Al-Dhah Foundation مؤسسة الداه</p>	 <p>AIDA Azerbaijani International Development Agency</p>
 <p>BADEA - Arab Bank for Economic Development in Africa</p>	 <p>Brazil Africa Institute</p>	 <p>Foundation Cheikh Zaid Cheikh Zaid Foundation and The Moroccan Medical Association for Solidarity</p>

Partner Profile

Partner Profile




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Al-Basar International Foundation

Saudi Arabia



Established in 1999, Al-Basar International Foundation (IBF) headquartered in Al-Riyadh, Saudi Arabia is a leading non-government, non-profit organization, working in the field of blindness. IBF was launched with the vision of a world free from avoidable causes of blindness. They provide therapeutic, preventative and educational programs to manage blindness and visual impairment in developing countries on a regional and international scale. IBF operates comprehensive blindness control program in three major Al-Basar centers, eye hospitals and human resource development facilities.

Their work with AFAB

Established in 1999, Al-Basar International Foundation (IBF) headquartered in Al-Riyadh, Saudi Arabia is a leading non-government, non-profit organization, working in the field of blindness. IBF was launched with the vision of a world free from avoidable causes of blindness.

[Head to the partner's website](#) 


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Title of the Project
July 1, 2020

Learn about the role of the community in addressing the needs of the underserved population of the city and the impact of the project on the community.

Learn about the role of the community in addressing the needs of the underserved population of the city and the impact of the project on the community.

Learn about the role of the community in addressing the needs of the underserved population of the city and the impact of the project on the community.

Title of the Project
July 1, 2020

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Title of the Project
July 1, 2020

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Title of the Event

July 1, 2020 - July 14, 2020

Place, Name etc.

Learn about the latest in stem cell research, including the use of induced pluripotent stem cells (iPSCs) to generate organoids.

By using our unique technology, you can model your own cells in a dish. This allows you to study your own cells in a controlled environment. This is a great way to study your own cells and to develop new treatments for your own disease.

Learn more about our technology and how it can help you.

Title of the Event

2020 - 2021

Learn about the latest in stem cell research, including the use of induced pluripotent stem cells (iPSCs) to generate organoids.

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Title of the Event

July 1, 2020

Location for the Event

Learn about the latest in stem cell research, including the use of induced pluripotent stem cells (iPSCs) to generate organoids.

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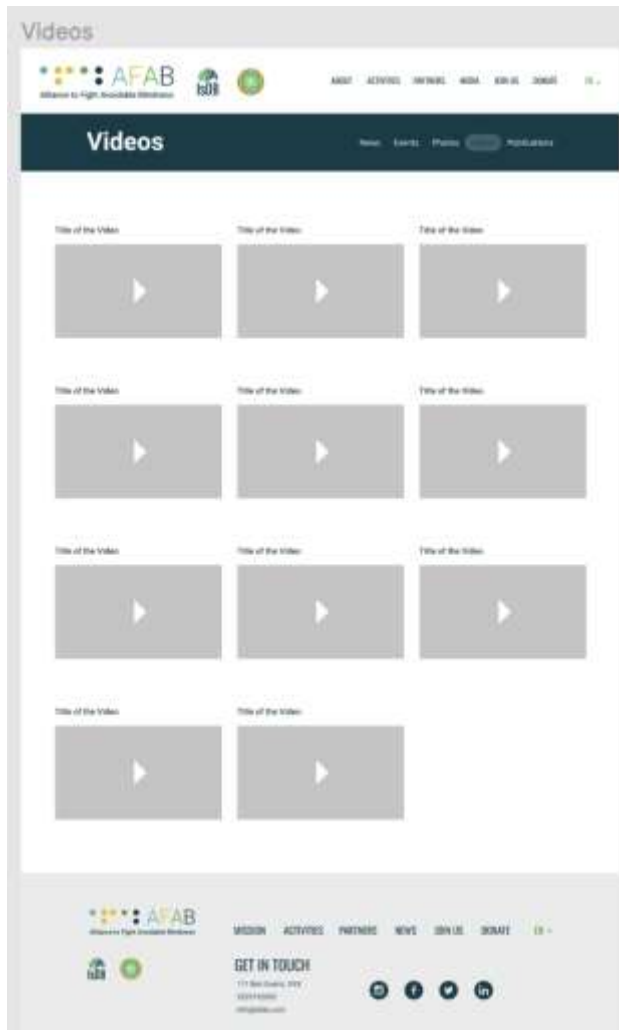




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Report 2018



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Application Form

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Application Form

Name of the Organization

Short Description of the Organization

Contact Person

Email

Phone Number

Why is your organization interested in joining the alliance?

Are you interested in a specific activity or country?

Submit

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AFAB Alliance to Fight Acute Bacterial Meningitis

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Learn about other ways to contribute to AFAB, and discover more about our mission and vision. We are a 501(c)(3) nonprofit organization and all donations are tax-deductible. Your gifts help us fight meningitis and support our research and education efforts. Thank you for your support.

Learn more about our mission and vision. We are a 501(c)(3) nonprofit organization and all donations are tax-deductible. Your gifts help us fight meningitis and support our research and education efforts. Thank you for your support.

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Website: www.afballiance.com



What is AFAB?

The Alliance to Fight Available Blindness (AFAB) is a partnership program launched by the Islamic Development Bank (IsDB) in 2008, with the aim of using South-South partnership to prevent and cure vision problems, giving people not just the gift of sight, but a path out of poverty.

The Alliance brought together eye care non-governmental organizations, ministries of health, training centers and doctors, all with the shared goal of helping as many people as possible "see the light".





Countries we worked in

Our partners



Activities

SEARCH BY: COUNTRY TYPE PARTNERS

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Glaucoma Services

Glaucoma is a group of eye diseases which result in damage to the optic nerve and cause vision loss if left untreated. Glaucoma can be an irreversible vision loss in over 50% of cases within a few years. Glaucoma is treated by lowering your eye pressure. Depending on the diagnosis, treatment may include prescription eye drops, oral medications, []

[Learn more](#)

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Uncorrective Refraction Errors (URE) Treatment

Uncorrected refractive errors (URE) are the major cause of visual impairment and the second major cause of blindness worldwide. Correction of refractive errors can be done with simple and cost-effective means, such as spectacles, contact lenses, or different kinds of surgery. Refractive surgery of which there are many types, can be applied to correct URE. []

[Learn more](#)

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Cataract Operations & Care

Cataract surgery involves replacing the cloudy lens inside your eye with an artificial one. When the natural lens has developed an opacification it is referred to as a cataract. In many countries this is often the most common operation which a very high rate of blindness amongst

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Partners

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The Alliance to Fight Avoidable Blindness is composed of a number of key partners, each with a unique role to play in bringing sight to communities where people are affected by visual impairment. Join the Alliance Help bring a Brighter Future to people, and nations, who are looking for a clear path out of poverty. To find out more about how you can help, contact: afab@isdb.org



Al Bassar International Foundation



Al Ekhlās Foundation



Al Nouri Foundation

Latest news

Explore the latest news and find out more about our activities across our member countries.

HAPPENING NOW

Turkey activity

Learn more about our latest activities in Turkey, including our partnership with the Ministry of Health and the Ministry of National Education. We are currently working on a project to provide vision care to children in Turkey. This project will help to improve the quality of life for children with visual impairment and their families. For more information, please contact us at afab@isdb.org.

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41340 2010
info@afab.org

What is AFAB?

AFAB was set up to eradicate avoidable blindness in 57 OIC Member countries, through raising awareness on avoidable blindness, building human and organizational capacities, mobilizing resources to support treatment campaigns and activities, and conducting treatment and sight restoring operations in vulnerable communities. AFAB offers a comprehensive, easily searchable list of campaigns and activities on avoidable blindness taking place in 13 countries in Africa: Somalia, Burkina Faso, Chad, Côte d'Ivoire, Djibouti, Guinea, Guinea-Bissau, Mauritania, Mali, Mozambique, Niger and Togo.

To live without vision is to live without education, employment and independence. As a result, millions remain trapped in a cycle of poverty. On a national scale, this puts a huge strain on a country's economy, and is a major obstacle to development. The program was launched in 2008 by the Islamic Development Bank (ISDB), with the aim of building a coalition of partners to address these challenges.

Our mission

80% of all visual impairment can be prevented or cured. The majority of visually impaired people (90%) live in low income countries; 9.2% (about 26.3 million) in Africa. It is against this background that in 1999, WHO, in partnership with more than 20 international non-governmental organizations that comprised the International Agency for the Prevention of Blindness (IAPB), launched an initiative known as "Vision 2020 - the Right to Sight". VISION 2020 is a partnership that provides guidance, technical support and resources to countries that have formally adopted its agenda. The mission of this initiative is to eliminate the main causes of all preventable and treatable blindness as a public health issue by the year 2020.

First Generation: 2008 - 2015

Results of the First Generation



177

eye care specialists trained



49.486

patients received cataract surgeries free of charge



244.197

patients received free eye care consultations



6

million \$ in grant resources raised from partners

Second Generation: 2020 - 2024

This Generation's Targets

Capacity Development Targets



Develop eye health teams by training at least eighty eye care specialists



Provide scholarships to twenty medical doctors to specialize in ophthalmology and twenty scholarships to ophthalmic nurses



Strengthen at least three regional centers through capacity development of faculty, scholarships and e-learning

Treatment Targets



Develop 6 glaucoma treatment centers in six selected member countries



Screen 1,000,000 children for URE and provide them with eyeglasses if required



Perform 100,00 cataract surgeries, 80% achieving good visual outcome



Establish national intervention programs on uncorrected refractive error in 4 selected member countries



Initiate diabetic retinopathy programs in selected member countries

Activities

SEARCH BY [COUNTRY](#) [TYPE](#) [PARTNERS](#)

Tackling the challenge of avoidable blindness

Together with our partners we are tackling the challenge of avoidable blindness on all fronts. Browse and find more about the various activities and methods used to restore and improve vision in our communities. From surgical operations to providing the right equipment, AFAB is committed to fighting avoidable blindness.



Glaucoma Services

Glaucoma is a group of eye diseases, which result in damage to the optic nerve and cause vision loss. If left untreated, glaucoma can cause permanent vision loss or even total blindness within a few years. Glaucoma is treated by lowering your eye pressure. Depending on the diagnosis, treatment may include prescription eye drops, oral medications, [...]

[Learn more](#)

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Uncorrective Refraction Errors (URE) Treatment

Uncorrected refractive errors (URE) are the major cause of visual impairment and the second major cause of blindness worldwide. Correction of refractive errors can be done with simple and cost-effective means such as eyeglasses, contact lenses, or different kinds of surgery. Refractive surgery, of which there are many types, can be used to correct the [...]

[Learn more](#)

[Donate](#)



Cataract Operations & Care

Cataract surgery involves replacing the cloudy lens inside your eye with an artificial one. When the natural lens has developed an opacification it is referred to as a cataract. In many countries this is often the most common operation and has a very high rate in improving eyesight.

[Learn more](#)

[Donate](#)

Why donate?

By donating to one of the activities featured on our site you are directly contributing to fighting avoidable blindness and giving people in need not only the gift of sight but also a path out of poverty. Don't turn a blind eye! Join the fight and help us ensure a brighter future for all.



[ABOUT](#) [ACTIVITIES](#) [PARTNERS](#) [MEDIA](#) [JOIN US](#) [DONATE](#)



GET IN TOUCH

423423252
info@email.com



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Meet Our Partners

The AFAB is a group of dedicated organizations, each bringing their expertise, skills and resources to end avoidable blindness. Click below to find more information on how you can become a partner.

[Become a Partner](#)



Al Bassar International Foundation

Saudi Arabia



Sight International Foundation (SIF) from Saudi Arabia (Khobar), is a non-governmental and non-profit organization, working in the field of blindness. It provides treatment, prevention and educational programs for the management of blindness and visual impairment in developing countries at the regional and international level.

Contact



News

[News](#) [Events](#) [Photos](#) [Videos](#) [Publications](#)



Example of news post

18.01.2021

Excerpt of news post, title of news post, and a short paragraph of text.

A new post about something

Vivamus lacinia sapien dapibus, vitae condimentum sapien
scelerisque. Quisque ac suscipit nisi, non tempus eros. Maecnis
lacinia, ligula et interdum purus. Donec ante viverra nisi, ac
amet vellobat velit risus. Aliquam non quam nulla
Culiacus sed efficitur nisi. Orci varius natoque penatibus et
magna eros parturient montes, nascetur ridicula mus. Sed
pharetra [...]



Publications

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Brochure



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Polar bears



Photos

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Wild photos



Public photos



Events

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Sample event

February 11, 2021 - 16/02/2021

Leren lebih lanjut AFAB. Adikan connectMunadipatiting with
Compendium nulli nuncupat dicitur nuncupatipatit nuncupat
similique inquit nuncupat dicitur

Join the Alliance Help give a Bright Future to people and Nations, who need to see a clear path out of poverty. To find out more about how you can help, contact: afab@isdb.org



Who can join?

We welcome organizations of all shapes, sizes and locations to join our fight against avoidable blindness. If you are a private institution, NGO, medical or research institution or even a government agency dedicated to our cause and willing to provide financial or in-kind support, we invite you to join us.

Why join us?

By joining AFAB you will become a part of our growing community of alliance of organizations sharing knowledge, expertise and resources to fight avoidable blindness. The program brings benefit from a great deal of visibility and exposure.

At the heart of the Alliance is the co-operative spirit of South-South partnership that is critical to its success and goes far beyond ophthalmology. As countries share resources and knowledge,

collaborating to solve the problem of blindness, they are weaving a network of expertise and forming relationships that will continue to bear fruit for years to come.



Donate



Our donors provide the essential funding that makes the Alliance possible.

These kind individuals and organizations share our dedication to fostering development by providing sight, and their contributions enable us to carry out training, provide vital equipment to medical centers, and pay for the screening and treatment of hundreds of thousands of people.

Find one of our featured activities that you want to support and donate. All donations and designated contributions to our featured projects are used only for expenses related to supporting that program or response.

Activities

SEARCH BY [COUNTRY](#) [TYPE](#) [PARTNERS](#)



Annex 2

Logos: <https://drive.google.com/drive/u/0/folders/1gnqKYHvS0e7oy-B-bVnF3R4bSTQeSzs>

Logo English



Alliance to Fight Avoidable Blindness



Alliance to Fight Avoidable Blindness

Logo French



Alliance Pour Lutter Contre La Cécité Évitable



Alliance Pour Lutter Contre La Cécité Évitable

Logo Arabic



التحالف من أجل مكافحة العمى الممكن تفاديه



التحالف من أجل مكافحة العمى الممكن تفاديه

Logos placement



Alliance to Fight Avoidable Blindness

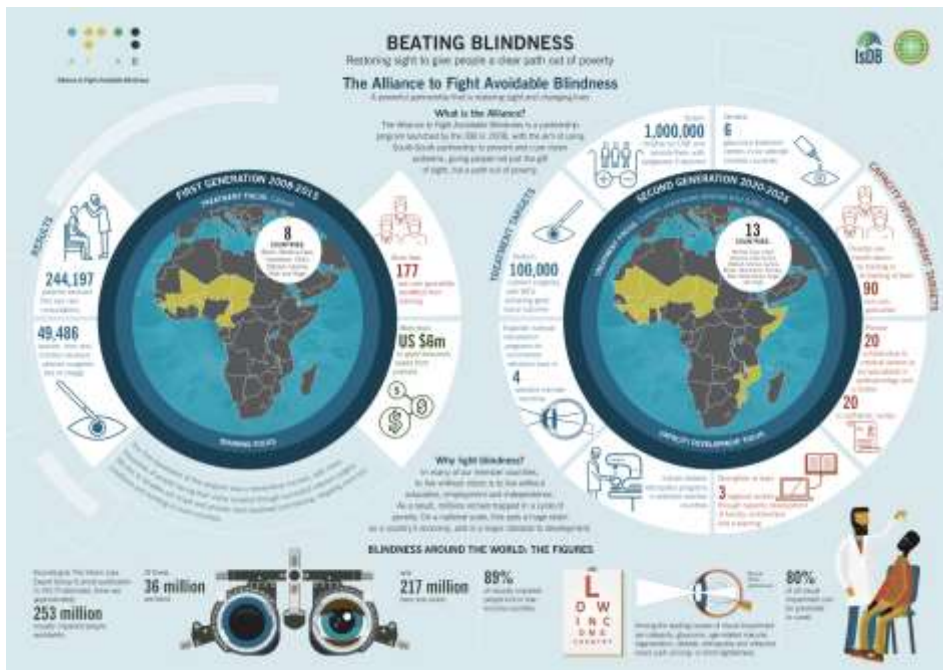


Annex 3:

Brochure: <https://drive.google.com/drive/u/0/folders/1RSCgeo4aWIFZXwr-Ox42kRARdmsZCzOT>



Leaflet: <https://drive.google.com/drive/u/0/folders/1RSCgeo4aWIFZXwr-Ox42kRARdnsZCzOT>





A POWERFUL PARTNERSHIP

The Alliance to Fight Avoidable Blindness is composed of a number of key partners, each with a unique role to play in bringing light to communities where people are living in darkness.



Donors

The generous donors provide the essential funding that makes the Alliance possible. These donors include well-regarded private foundations, government agencies, and individuals who are committed to helping vulnerable and low-income people gain their vision back, reduce the burden of blindness, and improve their quality of life.

National Blindness Control Program (NBIC)
Since 1982, NBIC has been a critical source of funding and technical assistance for the National Center for the Blind, which has been instrumental in the development of the Alliance. NBIC also provides financial and technical support for the Alliance, as well as facilitating the work and meeting held by the Alliance.

South-South Partnership

As the world's primary source of the comprehensive suite of South-South and South-South-to-South services, the Alliance will gain the required partnerships, knowledge, and resources to help the Alliance in its mission. This relationship is critical to the Alliance's success in providing high-quality, evidence-based, and sustainable vision care to people in need.

Non-Governmental Organizations

These are the organizations that carry out much of the work of the Alliance, including the provision of eye care services and community-based eye health programs. These organizations are working to ensure that people who are living in darkness have access to the care they need.

Training Centers

To strengthen the capacity of health care workers, the Alliance is providing training to eye care workers, including ophthalmologists and optometrists, in the field. This training is essential to ensure that people who are living in darkness have access to the care they need.

Join the Alliance

Help give a bright future to vision and health, who need to see a clear path out of poverty. To find out more about how you can help, contact info@alib.org





ANNEX 4

Video:

<https://app.wipster.io/Review/CcJdMABwc029WWF4IqRiD37pORyTFsdugf6ip0yFPNr-LCSdCw>



Annex 5

Crowdsourcing

Crowdsourcing strategy:

As part of our communication, we want to push crowdsourcing & engage all the AFAB partners. During the whole project, we're counting on the partners to send us any material that we can use on our social media channels & website.

Formats:

1. Photos
2. Videos
3. Stories

Topics & ideas:

1. People receiving help
2. Photos Doctors, Volunteers & medical professionals
3. A touching story of one of the patients
4. A touching story of one of the volunteers
5. Monthly impact report
6. Facts & insights
7. Videos/Photos of operation
8. Videos of patients saying thank you AFAB
9. Videos of volunteers, medical professionals explaining why they are doing this
10. Photos, Videos of the regions we are covering
11. Etc...
12. Etc...

How? Using one of the following methods:

1. By sending us an email
2. By sending the material directly on a whatsapp group that we will create & add all the partners to it
3. By tagging us on social media
4. By using the hashtag #AFAB #BeatingBlindness

Incentive options:

1. 5,000\$ to 10,000 cash rewards for the winning participants
2. A full video highlighting the partner that will be shared on multiple platforms & will give a huge outreach to the partner

With the help & engagement of the partners, we'll be able to generate amazing & interesting content on our platforms. Crowdsourcing is very essential in this campaign & will have an amazing outcome on our communication strategy

Annex 6

- Potential Partner Analysis

Taking elements of the checklist into account, we select 15 potential partners who probably will make great contributions to AFAB. Considering the diversity of partners and the consistency with AFAB strategy, the recommendations are:

- Standard Chartered Bank
- Sightsavers
- CBM (Christian Blind Mission)
- Orbis
- The Fred Hollows Foundation
- Combat Blindness International
- Helen Keller International
- Africa Eye Foundation
- Magrabi ICO Cameroon Eye Institute
- The Queen Elizabeth Diamond Jubilee Trust
- African Union of the Blind (AFUB) – Union Africaine des Aveugles (UAFA)
- Himalayan Cataract Project
- WaterAid America
- African Medical and Research Foundation
- Kilimanjaro Centre for Community Ophthalmology (KCCO)
- Seva Foundation

Example 1: Standard Chartered Bank

Type	Private company
5-year Strategy	The Bank will build on Seeing is Believing's legacy by mobilizing support for the Vision Catalyst Fund and by supporting people with visual impairment through Futuremakers by Standard Chartered, the Bank's new global initiative to tackle inequality and promote economic inclusion. The Bank set out to fundraise and donate USD 50 million for Futuremakers between 2019 and 2023 to empower the next generation to learn, earn and grow.
Focusing cause	Inequality, education, blindness
Beneficiary country (of 13 priority countries)	Chad, Cameroon, Cote d'Ivoire

Potential contribution	Donation
Link	https://www.sc.com/en/explore-our-world/leaving-the-legacy-of-sight-through-seeing-is-believing/

Example 2: Sightsavers

Type	International non-profit organization
5-year Strategy	Make sure that global development is inclusive of people with disabilities at every level of decision-making, and in every area of life. End trachoma in most of the countries where Sightsavers works by 2025.
Focusing cause	Avoidable blindness
Beneficiary country (of 13 priority countries)	Burkina Faso, Chad, Cameroon, Cote d'Ivoire, Guinea, Guinea-Bissau, Mauritania, Mali, Mozambique, Niger, Togo
Potential contribution	Project management, medical resources (doctors, surgeries), healthcare workers training
Link	https://www.sightsavers.org/where-we-work/

Example 3: CBM (Christian blind mission)

Type	Foundation
5-year Strategy	<p>CBM's Federation Strategy 2030 has 4 goals:</p> <ul style="list-style-type: none"> • Strengthen the voice and autonomy of people with disabilities • Build inclusive, resilient communities • Build inclusive and sustainable local and national systems and services • Ensure that populations affected by natural and manmade disasters have access to inclusive humanitarian assistance
Focusing cause	Blindness, community development
Beneficiary country (of 13 priority countries)	Burkina Faso, Cameroon, Chad, Cote d'Ivoire, Guinea, Niger, Togo
Potential contribution	Project management

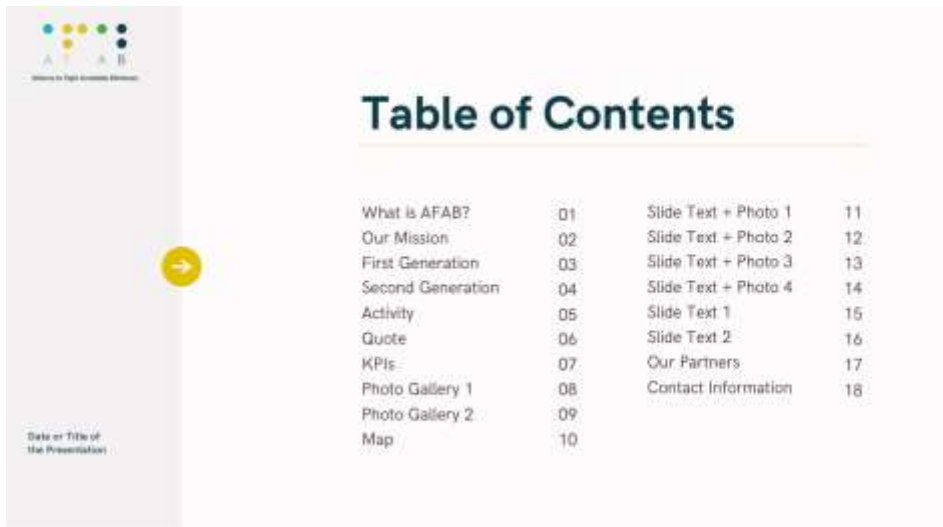
Link	https://www.cbm.org/worldwide/africa/
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Annex 7

Master Powerpoint Presentation



The title slide features a dark teal background with a faint image of a person wearing glasses. In the top left corner, there is a logo with colored dots and the text 'Alliance to Fight Avoidable Blindness' and 'IsDB'. Below the logo, the text reads: 'Restoring sight to give people a clear path out of poverty' and 'Date 2021'. The main title 'The Alliance to Fight Avoidable Blindness' is centered in large white font. At the top, there is a placeholder 'TITLE OF THE PRESENTATION'.



The Table of Contents slide has a light gray background. In the top left corner, there is a logo with colored dots and the text 'Alliance to Fight Avoidable Blindness' and 'IsDB'. Below the logo, the text reads: 'Date or Title of the Presentation'. A yellow arrow points to the right. The main title 'Table of Contents' is centered in a large, bold, dark teal font. Below the title is a table listing the presentation's sections and their corresponding slide numbers.

What is AFAB?	01	Slide Text + Photo 1	11
Our Mission	02	Slide Text + Photo 2	12
First Generation	03	Slide Text + Photo 3	13
Second Generation	04	Slide Text + Photo 4	14
Activity	05	Slide Text 1	15
Quote	06	Slide Text 2	16
KPIs	07	Our Partners	17
Photo Gallery 1	08	Contact Information	18
Photo Gallery 2	09		
Map	10		



Alliance to Fight Available Blindness

What is AFAB?

Subtitle

AFAB was set up to eradicate avoidable blindness in 57 OIC Member countries, through raising awareness on avoidable blindness, building human and organizational capacities, mobilizing resources to support treatment campaigns and activities, and conducting treatment and sight restoring operations in vulnerable communities. AFAB offers a comprehensive, easily searchable list of campaigns and activities on avoidable blindness taking place in 13 countries in Africa: Somalia, Burkina Faso, Chad, Côte d'Ivoire, Djibouti, Guinea, Guinea-Bissau, Mauritania, Mali, Mozambique, Niger and Togo.

To live without vision is to live without education, employment and independence. As a result, millions remain trapped in a cycle of poverty. On a national scale, this puts a huge strain on a country's economy, and is a major obstacle to development.

The program was launched in 2008 by the Islamic Development Bank (IDB), with the aim of building a coalition of partners to address these challenges.



02

“ Our Mission

80% of all visual impairment can be prevented or cured. The majority of visually impaired people (90%) live in low income countries; 9.2% (about 26.3 million) in Africa. It is against this background that in 1999, WHO, in partnership with more than 20 international non-governmental organizations that comprised the International Agency for the Prevention of Blindness (IAPB), launched an initiative known as "Vision 2020 - the Right to Sight".

VISION 2020 is a partnership that provides guidance, technical support and resources to countries that have formally adopted its agenda. The mission of this initiative is to eliminate the main causes of all preventable and treatable blindness as a public health issue by the year 2020.

Date or Title of the Presentation



03

Date or Title of the Presentation



04

Date or Title of the Presentation





Activities: Cataracts

is eye disease caused by a build-up of protein that clouds the eye's lens, which can lead to blurred vision and eventual blindness.

05



Date or Title of the Presentation



Activities: Refractive errors

result in an unfocused image falling on the retina, causing blurred vision of different types. For Uncorrected Refractive Error (URE), the most common ways to deliver services will be through school eye health programs and Community Vision Center. Activities such as training of human resources including schoolteachers, provision of equipment and spectacles, and creation of national optical workshops will be undertaken.

05



Date or Title of the Presentation

Activities: Glaucoma

is eye disease caused when pressure builds up inside the eye, damaging the optic nerve that connects the eye to the brain. If it's not treated in time, it can cause irreversible blindness.

For glaucoma, the service delivery will include screening for glaucoma among high-risk patients, provision of equipment and instruments for diagnosis and surgery of glaucoma, strengthening/establishment of national glaucoma center in selected member countries and capacity development of eye health workers at the primary and secondary level.



Activities: Diabetic retinopathy

is eye disease caused by high blood sugar and high blood pressure. over time, this can damage the blood vessels in the back of the eye.

For diabetic retinopathy, the service delivery will include the development and conduction of screening programs and diagnostic services. It will also develop laser and vitrectomy services and capacity development of eye health workers at the primary and secondary level.



Activities: Equipment

The equipment delivery will cover treatment of cataract, uncorrected refractive error, glaucoma and diabetic retinopathy as shown below:

- equipment and consumables for cataract surgery campaigns
- provision of URE screening kits and spectacles and creation of

05

Date or Title of the Presentation



Second Generation KPIs: 2020-2024



100,000

Cataract Operations



6

Trainings for Glaucoma Centers



4

National Programs for refraction corrections



3

Trainings for Regional Centers



1,000,000

examinations, supplies and glasses for children



90

Eye care specialists trained

07

Date or Title of the Presentation

● Countries We Worked In ● Partners



10

Date or Title of the Presentation



17

Date or Title of the Presentation



18

Date or Title of the Presentation



Contact Information

How to reach out

Help Beat Blindness, help people who need to see a clear path out of poverty.
To find out more about how you can help you can contact:



Phone Number
xxxxxxx



Email Address
afab@afab.org



Website
www.afaballiance.com



TITLE OF THE PRESENTATION

**THANK YOU
FOR YOUR TIME!**

Restoring sight to
give people a clear
path out of poverty

Date 2021

