

VSP Vision 2022 Impact Report

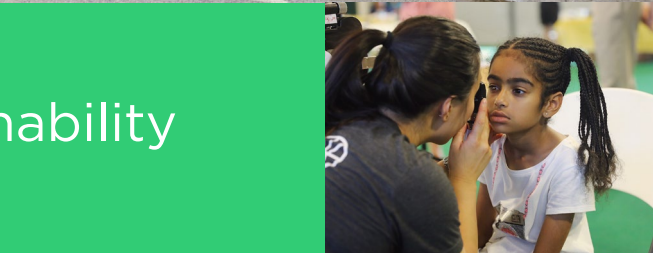
vsp social
responsibility



Health Equity



Culture of
Belonging



Sustainability

Five years ago, I was honored to be given the opportunity to help lead VSP Vision™.

There were a number of reasons why I was drawn to the company, but one that was most visible was our organization's longstanding legacy of care. In fact, "We Care" is one of our core values as a company to this day. Care guides every decision and every interaction we have with each other, our stakeholders, and the world around us.

Care is also what helps drive our purpose to empower human potential through sight.

In 2022, we built upon that purpose to broaden our commitment to healthy people and a healthy planet and honed our social responsibility framework into three key areas:

Health Equity to continue building on our history of increasing equitable access to vision care, aiding communities affected by disaster, and investing in the future of optometry;

Sustainability to reduce our impact on the planet through more sustainable products and operations; and a

Culture of Belonging to further advance diversity, equity, and inclusion within our workplace and to help our employees thrive and contribute to their communities.

Doing this allowed us to take a major step forward in how we articulate our social responsibility efforts by better organizing all the great work we're doing so we can have the greatest impact for our employees, our clients, our communities, and the profession of optometry. To us, this isn't a trend or a new focus. These efforts stretch back to our founders, like [Dr. Marvin R. Poston](#), whose commitment to community and

affordable access to vision care is built into our DNA. They're the reason why VSP® was established.

We also recognize that corporate social responsibility is an ongoing journey with no fixed destination in sight. Our intention with this inaugural Impact Report is as much about holding ourselves accountable to making continued progress on that journey as it is about celebrating the positive outcomes our stakeholders have experienced along the way.

Whether you're a member, a client, or a doctor participating on our network, your partnership with VSP Vision means you're also contributing to the many impacts outlined in this report. Together with your support and your needs helping to drive our strategy every day, we will continue to lean into our commitment to care now and into the future.

With gratitude,



Michael Guyette
President & CEO, VSP Vision





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In 2022, VSP Vision invested nearly \$14 million in direct and in-kind funding to positively impact our communities.



Health Equity

Access for those who need it most

Quality eye care is an essential component of health equity, yet 1.1 billion people around the world live with vision impairment and can't get the care they need. In partnership with eye doctors and charitable organizations, VSP Vision is removing barriers of income, distance, and disaster to provide equitable access to vision care and helping to advance the next generation of optometrists.



Health Equity Impact to Date*



**3.8+ million
people**

in need gained
vision care



**2.2+ million
pairs**

of eyewear
donated



**\$20 million
invested**

in disaster
relief



**\$3+ million
funded**

in scholarships
and grants

*Impact to date is since inception of each initiative with our first program dating to 1997.





2022 Health Equity Impact

229,179

people in need gained access to vision care

179,263

pairs of eyewear donated

\$500,000

invested in disaster relief

\$383,930

in scholarships and grants



VSP Vision Eyes of Hope

VSP Vision Eyes of Hope seeks to increase access to no-cost eye care and eyewear where and when it's needed most. In 2022, Eyes of Hope celebrated 25 years of providing no-cost eyecare and eyewear to people in need with a [\\$1 million investment in two key initiatives](#): making the most significant enhancements to the gift certificate program in a decade and relaunching the mobile clinics after a temporary pause during the pandemic. Both programs, along with eyewear donations, in partnership with local eye doctors and charitable organizations, ensure people in need can access critical vision care.

VSP has invested nearly \$250 million into Eyes of Hope over the last 25 years with support from our industry-leading portfolio of eye health services, eyewear solutions, and practice solutions.

Learn more about [Eyes of Hope](#).



Helping Kids See Hope

VSP Eyes of Hope teamed up with Real Options for City Kids (R.O.C.K.) at Visitacion Valley Middle School in San Francisco to provide access to free eye exams and glasses for students in need. As kids returned to school after remote learning during the pandemic, administrators noticed that students were struggling with their vision, which can become a barrier to learning. With the help of two VSP network eye doctors who volunteered their time with the VSP mobile clinic, 60 students were fitted with new glasses. [Hear from the school and eye doctors about their experience.](#)

“Nearly 60 students are getting glasses, which is about 20% of our student body. I feel like this will likely be the biggest academic intervention we’ll have all year.”

—*Chuck Waters*
School Social Worker,
Visitacion Valley Middle School



Students from Visitacion Valley Middle School proudly show off their new glasses.



Eyes of Hope patient Sergio received a free eye exam and prescription glasses.

“I’m an electrician by trade, and my sight is very important. If I can’t see—if I make a mistake—I might hurt myself or others. If it wasn’t for this program at the food bank, who knows when I might be able to get new glasses.”

—Sergio

San Antonio Community Member

300 Receive Life-Changing Eye Care in San Antonio

In October, nearly 300 adults and children received free eye exams and glasses at an Eyes of Hope outreach event in partnership with Visionworks® and the San Antonio Food Bank.

The San Antonio Food Bank serves 29 counties in Texas where a quarter of the 2 million people in the region may be food insecure throughout the year. “San Antonio has been a city with one of the highest poverty rates in the U.S.; people don’t often know that,” said Michael Guerra, Chief Resource Officer for the San Antonio Food Bank. “What you all have been doing with us and for our individuals and families, for the seniors here—it stopped me in my tracks. We so often say we fight hunger and feed hope. And I saw a lot of feeding hope happening at this event.”

[Hear more from Sergio](#) and other community members like him.



On the Road to Historically Black Colleges and Universities

VSP partners with Black EyeCare Perspective, a nonprofit organization dedicated to redefining the color of the eye care industry to reflect the country's diversity, 1% at a time. This relationship perfectly aligns with our commitment to supporting the optometric field and to increasing health equity through increased diversity. Through the partnership, leveraging the VSP Diversity, Equity, and Inclusion (DE&I), Eyes of Hope, and Black EyeCare Perspective resources, students learned about careers in optometry and received free eye care and eyewear at three Historically Black Colleges and Universities (HBCUs): Florida A&M University (FAMU), Tennessee State University, and Paul Quinn College. Watch the [recap video](#).

- Partnered with Black doctors of optometry to provide free services and engage the student population.
- More than 200 students received free eye care and eyewear.
- More than 300 students gained insight and awareness about careers in the optometric industry.
- Committed to \$45,000 in student scholarships over three years.

**Meara and Mandy,
students at Paul
Quinn College in
Dallas, Texas,
show off their
new eyewear.**

“It is because of our partnerships with companies like VSP that we’re able to truly impact those communities, recruit future doctors of optometry, and let people in all communities know how important it is to see clearly, and have their eyes checked from a health perspective.”

*—Essence Johnson, OD, FAAO,
Dipl ABO, Executive Director, Black
EyeCare Perspective*



2022 Disaster Relief Impact



18,000

Individuals provided with access to free vision care



\$5,000

Grant given to VSP network doctor whose practice was damaged by Hurricane Ian



\$35,832

Donated through an employee match campaign



Disaster Relief

VSP Vision partners with network doctors and charitable organizations to help restore sight and aid in recovery efforts in communities affected by disasters. For more than 20 years, VSP has partnered with the American Red Cross to provide access to free vision care through Eyes of Hope Disaster Relief gift certificates. To date, this partnership has resulted in access to free vision care and glasses for more than 400,000 individuals. Plus, we have restored benefits for thousands more VSP Vision Care members affected by disasters. We also give grants to network doctors whose practices have been damaged or destroyed, and we donate funds through annual contributions and employee donation matching campaigns to aid in community recovery.

In 2022, Eyes of Hope supported the American Red Cross in providing disaster relief following the devastation of Hurricanes Fiona and Ian. We also supported communities affected by 25 other disasters, including those in Kentucky, Missouri, Nevada, and California that faced damages caused by severe flooding, wildfires, and tornados. Learn more about [Disaster Relief at VSP Vision](#).

“Our partnership with VSP Vision, spanning more than two decades, supports the mission of the American Red Cross to prevent and alleviate human suffering in the face of emergencies. As an Annual Disaster Giving Program member, direct and in-kind donations from VSP help us prepare communities for disasters big and small, respond whenever and wherever disasters occur, and provide access to vision care to help families during the recovery process.”

—*Kimberly Coley,*
Chief Development Officer,
American Red Cross Gold
Country Region



2022 Charitable Giving Impact

\$580,000 in Corporate Donations

Our investment in helping individuals see every possibility goes beyond our members to the broader communities we serve. We invest in partnerships and initiatives that improve health equity by addressing access to healthcare and other social risk factors such as education, nutrition, economic stability, and overall well-being.


\$200,000
Direct Relief Fund
for Health Equity

\$125,000
Prevent Blindness

\$20,000
Society for the Blind

\$20,000
Local Community
Organizations

\$215,000
Employee-Driven Causes



“When people are able to see clearly, they have the best opportunity to thrive, whether it be in the classroom, in their careers, or simply living their lives to the fullest. Thanks to our continued partnership with VSP Eyes of Hope, Prevent Blindness and our network of affiliates and partners across the country are able to connect tens of thousands of adults and children with access to the quality eyecare they need and deserve.”

—Jeff Todd, President and
CEO, Prevent Blindness

Partnering with Prevent Blindness

The nonprofit patient advocacy organization Prevent Blindness has been a VSP Eyes of Hope partner since 1999, providing more than 138,000 people in need with free vision care, valued at up to \$53 million. Through the [partnership](#), VSP provides Eyes of Hope gift certificates for Prevent Blindness to distribute to people in need and funds public eye care awareness efforts and educational resources for school nurses, healthcare professionals, and educators.

Michelle Skinner, Chief Growth Officer, currently serves on the Prevent Blindness Board of Directors.

Learn more about [VSP charitable giving programs and partnerships](#).



Increasing Access in Communities Across the Country

On Giving Tuesday, VSP Vision donated \$200,000 to the Direct Relief Fund for Health Equity to increase diversity, equity, and inclusion among healthcare workers and increase access to healthcare across the U.S. The funds were distributed in the form of \$50,000 grants to:

- Self-Help for the Elderly (San Francisco, California)
- OneWorld Community Health Centers (Omaha, Nebraska)
- Acacia Medical Mission (Bulverde, Texas)
- The Institute for Family Health (New York, New York)

Anni Chung, President and CEO of Self-Help for the Elderly, shared that the grant will allow them to “train two classes of 30 health workers to care for frail seniors and help elevate the economic floor of the health workers who are primarily older, female immigrants.”

“VSP Vision’s generosity has transformed the lives of so many people and has improved health equity across the country. This charitable investment exemplifies its corporate commitment to providing access to high-quality care for those who are most vulnerable. Direct Relief is deeply appreciative of VSP’s partnership.”

—Heather Bennett, Vice President of Partnerships and Philanthropy, Direct Relief



Scholarships and Grants

VSP Vision is helping to advance the next generation of optometrists by offering scholarships and grants, and delivering programs designed to increase diversity in the optometric field and help optometry students and new graduates reach their career goals. To date, VSP has invested more than \$3+ million in these programs and provides more than 60 scholarships annually.

VSP efforts include sponsoring free multi-day educational events at HBCUs and colleges across the U.S. for high school participants, undergraduates, and first-generation, high school participants, and first-generation college students, especially those underrepresented in the profession. Our goal is to introduce students to the field of optometry and increase diversity within the optometric industry.

Learn more about [VSP scholarships and grants](#).

2022 Educational Impact

\$383,930

in scholarships and grants provided to 195 students

216

participants in programs creating professional pathways to the field of optometry



Lauren Price, University of Houston, College of Optometry.



Celebrating the Legacy of Dr. Marvin R. Poston

Helping people see has been at the heart of VSP Vision since day one. VSP Vision cofounder Dr. Marvin R. Poston (1914 – 2002) dedicated his life to the preservation of sight and was a catalyst for greater health equity and diversity in optometry. In 1939, Dr. Poston was the first Black optometrist to graduate from the University of California, Berkeley, School of Optometry. He was a visionary for optometry and an inspiration to many.

Dr. Poston recognized the importance of keeping the door open for future Black optometrists. He took it upon himself to visit high schools to encourage other Black students and to spread awareness about the profession. Additionally, he mentored optometry students and hired interns to get hands-on experience in his optometry office, and established a consulting service to provide resources to optometry students opening their first private practice.

Today, the Dr. Marvin R. Poston Leadership Award is one of many scholarships that continue Dr. Poston's mission to champion young optometrists and increase the diversity of the optometric profession.

Learn more about [Dr. Poston](#).

2022 Award recipient Ade Owolewa (New England College of Optometry student) and Marlene Poston Bell, daughter of Dr. Poston and president of the Dr. Marvin R. Poston, OD Education and Development Foundation.

“Dr. Poston was a trailblazer in our field and one of the few early voices who paved the way for folks like me.”

—Ade Owolewa



Marlene Poston Bell is joined by her family members, Dr. Vicki Hughes, a mentee of Dr. Poston, and sculpture artist Zoe Dufor at the unveiling of a bronze bust of Dr. Poston at VSP Vision headquarters in Rancho Cordova, CA.

“VSP Vision’s most recent and extraordinary acknowledgement of Dr. Poston’s legacy honors the diversity of its history in the most profound way.

As African Americans, our legacies of accomplishments are often lost, overlooked, or diminished by design. However, VSP’s culture honors the diversity of optometry, its employees, and its members.”

—Marlene Poston Bell, Dr. Poston’s daughter and president of the Dr. Marvin R. Poston, OD Education and Development Foundation



Global Innovation Center

In 2022, the VSP Global Innovation Center (GIC) joined the HLTH Foundation's Techquity coalition, an initiative designed to ensure that advancements in health tech do not inhibit the pursuit of health equity. The GIC is collaborating with Techquity on a benchmarking survey to help introduce a framework for measuring whether digital innovations in healthcare are advancing or hurting health equity.



Sustainability

A Healthy Planet



2022 Sustainability Highlights

100%

recyclable sustainable packaging resulted in 65% reduction in materials use

25%

of frames are made with sustainable materials

A healthy planet is directly tied to healthy people. VSP embraces the opportunity to create meaningful solutions to protect environmental and community well-being. We have programs to reduce pollutants and waste and increase energy efficiency, upcycling, and recycling. While many of our programs have existed for decades, we're focused on making our business even more sustainable across our value chain.

In 2022, we made progress lowering our energy use, waste production, and shipping impacts creating sustainable shipping packaging, and introducing new sustainable materials.



Sustainable Shipping Packaging

VSP developed sustainable shipping packages for online retailer Eyeconic® and the more than 700 Visionworks retail locations in 2022. The California-supplied packaging is made from 100% recycled materials, non-toxic ink, and zero plastic. Since it's curbside recyclable, the packaging is fully sustainable. The new boxes also reduce our materials usage by 65% and will save 748 mature trees each year, resulting in the annual removal of 35,904 pounds of carbon dioxide from the air.



Marchon Eyes on Tomorrow

VSP eyewear division, Marchon, celebrated its first full year of [Eyes on Tomorrow™](#), an integrated action plan for responsibly reducing the impact of eyewear on the planet. In 2022, Marchon and Altair (a division of Marchon) introduced new optical and sunglasses collections made with sustainable materials such as plant-based resin, upcycled plastic, and responsible acetate across 20 brands of the portfolio, making a significant impact versus the past. Today, about 25% of Marchon frames use sustainable materials. We aim to increase our production of sustainably manufactured eyewear to 50% by 2025.



“At Marchon, our sustainability goals are designed to meet the needs of today’s discerning customers without compromising the needs of future generations. We have successfully created programs and products that reduce environmental impact while meeting our high standards for quality and value.”

—Thomas Burkhardt, President, Marchon



Dragon Helps Keep Our Oceans Plastic Free

Dragon, a Marchon brand in performance eyewear, launched a global partnership in September 2022 with the social enterprise Plastic Bank to address the critical issue of ocean plastics. Dragon has implemented a plastic offset impact program in collaboration with Plastic Bank, where each pair of Dragon optical frames, sunglasses, and snow goggles sold will prevent the equivalent of 10 plastic bottles from entering the ocean. The two companies are not only making a global environmental, social, and economic impact but also improving the lives of local community members in vulnerable coastal areas.

When customers choose Dragon eyewear, they are contributing to Dragon's annual commitment of stopping more than

189,000 pounds

of ocean-bound plastic from entering the ocean—that's the equivalent of

more than 4.28 million

single-use plastic bottles.

“Around 11 million tons of plastic waste is flowing each year into the ocean. We keep talking about climate change when what we need to focus on is business change like the one brought about by Marchon for Dragon. Thank you for empowering your consumers with the choice to be part of the solution.”

—David Katz, Founder, Plastic Bank



Altair Eyewear Helps Keep America Beautiful

In 2022, Altair Eyewear, a division of Marchon and a subsidiary of VSP, launched a national partnership with Keep America Beautiful to support the Great American Cleanup®. Taking place each Spring, the Great American Cleanup unifies and beautifies communities across the country in a grassroots spring-cleaning movement. By joining forces, Altair and Keep America Beautiful heightened their recycling and sustainability efforts by educating and engaging consumers to raise awareness and support the campaign's impact.

11,191
events

904,069
volunteer hours

14,056,280
pounds of litter
and debris collected

702,451
plants, shrubs, flowers,
and bulbs planted

8,465
trees planted

\$39,796,901
in benefit to
communities



Culture of Belonging

We Are One Team



Diversity, Equity, and Inclusion

Diversity, equity, and inclusion (DE&I) is woven into how we do business, part of our values, and critical to executing on our strategy. By making a commitment to integrate DE&I into our business strategy, our actions must match our words. This sharpens our focus on people, the true heart of our business—whether within our workforce or the communities we serve. Our partnerships with external organizations like the Sacramento LGBT Center and National Diversity Council help amplify our efforts internally and externally.



VSP employees Alyssa Rodriguez
and Randy Hedlund.

“VSP remains committed to fostering a collaborative, supportive environment in which all of our employees are engaged and empowered to reach their full potential.”

—Marvin Davenport, VSP Vision
Chief Diversity Officer

DE&I Objectives

Continue to foster a collaborative, supportive environment in which all employees are engaged and empowered to reach their full potential.

Identify and act on opportunities to diversify the doctor network.

Ensure that our members’ needs are met with culturally competent products and services, and support sales growth in multicultural markets.

Serve our communities through outreach with under-served populations and support of diverse suppliers.

VSP Business Resource Groups

Business Resource Groups (BRGs) are the heart and soul of DE&I at VSP. They provide employees opportunities to build relationships, learn about different perspectives, and sustain a culture of authenticity and belonging. We leverage their wealth of knowledge to develop products and services that meet the diverse needs of our stakeholders and attract and retain the best talent. Employees are encouraged to join any BRG that interests them. This simple act of allyship demonstrates a commitment to learn and advocate for a more inclusive culture.

Abilities Beyond Limited Expectations (ABLE)

Black Heritage

Asian and Pacific Islander

Latino

Military, Veterans, and Families

Pride

Women's Inclusion Network

Young Professionals

VSP Vision Chief Diversity Officer Marvin Davenport and VSP employees celebrate being recognized as a Top Company for Multicultural Women at the Seramount Multicultural Women's National Conference.



Membership increased **76%** from 2021 to 2022.

Hosted **40+** educational and awareness events.

Nearly **1,000** employees attended a session during Diversity Month.



Source and Grow Talent

Our goal to be a diverse, equitable, and inclusive company isn't a fixed destination; rather a constant endeavor to learn, grow, and direct positive change. Our workforce reflects a spectrum of identities, experiences, abilities, skills, and perspectives, and we're committed to fostering an environment that embraces diversity, equity, and inclusion. VSP Talent Acquisition partners with a variety of respected organizations like DiversityWorking and the National African American Insurance Association, to make sure we're intentional about finding the best talent.



VSP employees Sterling Venkataya and Jane Fortes.



VSP Vision Employees (U.S.)

		Women	People of Color
Total Workforce	2021	63.4%	45.0%
	2022	63.9%	53.5%
Management*	2021	49.8%	26.7%
	2022	51.5%	39.7%
Leadership*	2021	36.7%	22.8%
	2022	41.6%	29.9%

*Management includes managers, supervisors, and directors. Leadership includes vice presidents and above.

Employees Realize Their Full Potential with iLEAP

The Inclusive Leader Acceleration Program (iLEAP) supports employees with the critical leadership skills to develop their self-awareness and business acumen through a DE&I lens, speeding up realization of their career goals. With curriculum that spans business strategy, case studies, and executive engagement, the program drives equity in opportunities for diverse talent to advance and realize their full potential.

“I am beyond grateful to participate in VSP’s iLEAP leadership program. I not only have the chance to increase my business acumen, but I’m also networking and working closely with amazing leaders in our organization to support and build DE&I initiatives into our different lines of business. I’m very passionate about DE&I and having the opportunity to help grow our diverse and inclusive culture is truly invaluable to me.”

—Alia Bawazer, VSP employee and iLEAP participant



2022 Recognition



Recognizing private company success



Employee Giving and Volunteering



Our employees are empowered to invest in their communities to create positive social change through fundraising, volunteering, and more. On September 28, we launched VSP Hearts at Work, our employee giving and volunteering platform, and are already seeing incredible engagement and the impact our employees are making in their local communities.





“It’s heartwarming to see VSP encourage employees to contribute both service and funds to local charities, and a testimony to our corporate value of #WeCare. The Giving Season promotion plus corporate match allowed me to quadruple my \$500 donation into \$2,000 for Triumph Cancer Foundation. VSP Vision’s generosity is exemplary!”

—Laura Spengeman,
VSP Vision employee

During Giving Season, many VSP employees were surprised and delighted to win Giving Vouchers to donate either \$100 or \$1,000 to the charities of their choice.



Purpose

To empower human potential through sight.

Mission

We help people see every possibility.

Vision

A world where everyone can bring their best vision to life.

Our Values

We care. We trust. We empower diversity. We are one team.



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