




VSP Vision Impact Report


vsp social
responsibility



Table of Contents



4
About
VSP Vision




7
Purpose
and Culture



16
Accelerating
Health Equity



31
Empowering
DE&I



41
Advancing
Sustainability



Celebrating the Journey

Last year when we released our inaugural VSP Vision™ Impact Report, I shared that corporate social responsibility (CSR) is an ongoing journey with no fixed destination in sight and that these annual Impact Reports are as much about holding ourselves accountable to making continued progress on that journey as they are about celebrating the milestones we've crossed with our stakeholders along the way.

Among those stakeholders are the more than 14,000 VSP® employees around the world whose commitment to a common purpose and culture of care stretches back to our founding, nearly 70 years ago. And so, on behalf of everyone at VSP, I'm proud to share updates on the many achievements we celebrated in 2023.

Foundationally, we define our CSR framework across three focus areas:

- **Accelerating Health Equity** through programs that increase equitable access to vision care, aid communities affected by disaster, and invest in the profession of optometry. To date, we've helped more than 4 million people in need gain access to care.
- **Empowering Diversity, Equity, and Inclusion** within our workforce and in partnership with our network doctors and suppliers. In 2023, we measured progress in part through the introduction of a robust new DE&I learning path that reinforces our corporate value of *We Empower Diversity*.
- **Advancing Sustainability** to reduce our impact on the planet through more eco-friendly products and operations, including the debut of three new sustainable frame materials.

This report offers a number of examples of how we're demonstrating great progress within these areas of focus, both through new programs as well as decades-long initiatives that have helped define VSP's commitment to care for generations.

But what I believe is most important—beyond the dollars donated, hours volunteered, or millions helped—are the ways in which we achieve these milestones through meaningful collaboration with our stakeholders and other partners. These include our clients and members, dedicated community organizations, innovative eyewear licensors, diverse suppliers, schools of optometry, and of course the thousands of VSP network doctors who deliver no-cost eye care and eyewear to so many people in need.

Empowering human potential through sight. That is our purpose. It's what drives our strategy and unites every VSP employee beyond titles, departments or businesses.

It's also a purpose we proudly share with all who engage with VSP and, ultimately, contribute to a world where everyone can bring their best vision to life.

Regards,

Michael Guyette
President & CEO, VSP Vision





85M
Members



More than
60K
Clients



More than
42K
Doctors



More than
14K
Employees



More than
26K
Provider
Locations



More than
121K
Access Points

About VSP Vision

We Help People See Every Possibility

VSP Vision was founded in 1955 as the first not-for-profit eye health company. For nearly 70 years, care and compassion have guided our business and growth.

Whether helping people access quality care or supporting eye care providers in managing their practice, our comprehensive portfolio of brands keeps health at the center of everything we do.

We believe in taking action as an organization to benefit society beyond dollars and cents. In alignment with our purpose and values, we do this by accelerating health equity through programs that increase equitable access to vision care, aid communities affected by disaster, and invest in the optometrists of the future; empowering diversity, equity, and inclusion within our workplace and in partnership with our network of doctors and suppliers; and advancing sustainability to reduce our impact on the planet through more sustainable products and operations.



VSP Vision Portfolio of Brands

Our integrated portfolio of eye care services, eyewear solutions, and practice solutions work together to give members the best vision health options, where, how, and when they need them.



Eye Care Services

Insurance and eye care services that optimize vision and health

- VSP Vision Care
- Visionworks®
- iCare Health Solutions
- Optical Outlets

Eyewear Solutions

Ophthalmic and frame solutions that help consumers see clearly while looking good

- Marchon
- VSP Optics
- Eyeconic®

Practice Solutions

Practice management and growth solutions for eyecare providers

- Eyefinity®
- Plexus Optix®
- Professional Eye Care Associates of America (PECAA)
- VSP Ventures

Corporate Imperatives

Initiatives and programs designed to profoundly impact our stakeholders

- VSP Premier Edge™
- Social Responsibility
- Global Innovation Center

2023 Awards and Recognitions

We are thrilled to have been honored with multiple Diversity, Equity, and Inclusion (DE&I) awards in 2023, a testament to our commitment to creating a diverse and inclusive workplace. These accolades reflect each individual's hard work and unique contributions that help shape a culture where differences are celebrated, and every voice is valued. We remain dedicated to our ongoing journey toward greater inclusivity and understanding.



For the second year in a row, VSP was included in the Leading Inclusion Index and named one of the 2023 Best Companies for Multicultural Women by Seramount, an international leader in championing diversity, equity, and inclusion in the workplace. VSP was also named one of the Best Companies for Executive Women for the first time in 2023. The honors recognize companies that create and use best practices in hiring, retaining, and promoting multicultural and executive women in the U.S. These recognitions are the outcome of work done across VSP, resulting in strong representation and advancement of women from different ethnicities within our workforce. Specific highlights include the work of our Business Resource Groups (BRGs), our DE&I programming, professional development opportunities, career flexibility, and flexible work options for women.



Diversity Office staff and Business Resource Group leaders at their annual celebration



In 2023, our increase from a 3 Star ranking to a 4 Star Employer on the VETS Indexes reflects our commitment to hire, retain, promote, and support military veterans and their families.



VSP was included in the NDC Index, bestowed by the National Diversity Council, for the second year in a row. The Index measures organizational commitment to diversity and inclusion among companies in the U.S. and recognizes VSP Vision as one of the Best U.S. Companies for Diversity.



For the third consecutive year in a row, VSP was selected as a US Best Managed Company. The Best Managed Companies program is a mark of excellence for U.S. private companies. Our robust diversity, equity, and inclusion (DE&I) efforts, specifically our strong focus internally and externally with our vendors and suppliers, helped us stand out.



DiversityInc's annual survey gauges how U.S. companies with more than 1,000 staff members manage diversity. VSP Vision earned a top spot on the list, which is considered the leading assessment of corporate diversity efforts.



The National Organization on Disability (NOD) Leading Disability Employer Seal spotlights the transformative contributions made by business leaders in promoting employment opportunities for individuals with disabilities and honors those organizations that prioritize DE&I and accessibility, setting a high standard for others to follow.



Our Purpose and Culture

At the heart of our organization lies a profound commitment to purpose, values, and culture, recognizing them as the driving forces that shape our identity and guide our every endeavor. Our purpose isn't just a statement—it's a call to action that permeates every level of the organization. By fostering a culture of collaboration, innovation, and shared values, we create a dynamic environment where individuals thrive and are empowered to do good both inside and outside our walls.

Our purpose serves as our North Star, inspiring and aligning our efforts to create meaningful impact in the communities we serve. Our employees live our purpose through their work as well as through volunteerism and charitable giving activities.

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.



Our Purpose in Action

In 2023, VSP Vision invested nearly \$13.5 million in direct and in-kind funding to positively impact our communities and increase equitable access to vision care.

A Milestone to Celebrate

To date, we've connected more than **4 million** people with no-cost eye care and eyewear through VSP Vision Eyes of Hope® programs.

Stephanie Kirschbaum, OD, and the VSP Eyes of Hope Mobile Clinics team, l-r, Andrea Goodwin, Nita Sidhu, Torreyana Tripette, Gilbert Melgoza, Larry Gutierrez, and Clark Jorgensen



Our Impact to Date

4M
people in need
gained access
to eye care
and eyewear

2.5M
pairs of
eyewear
donated

\$3.3M
funded in
scholarships
and grants

\$21M
invested in
disaster relief



Sharing Our VSP Hearts at Work

We Care is one of the VSP Vision core values and charitable giving is one of the ways our employees join us in caring for the community.

Employees are empowered to give through opportunities that include paid volunteer hours, volunteer rewards, and donation matches.

Launched in 2022, VSP Hearts at Work is our platform for employees to participate in corporate giving opportunities and find causes they want to support through donations and volunteering.

In 2023, employee giving increased by \$130,000 and employees logged over 2,000 more hours, supporting 260 more causes than the previous year.



VSP Vision employees volunteering along the American River Parkway in Sacramento, California, during VSP Volunteer Month as part of the Keep America Beautiful Great American Cleanup

2023 Giving

\$441K
raised through
employee giving

\$485.5K
in direct corporate
giving

700
causes
supported

9K
volunteer
hours



A Heart for Service

Leaning into our corporate value of *We Care*, we launched the inaugural VSP Volunteer Month in April 2023, which provided hands-on opportunities to connect more deeply with our communities and each other as one team. Employees volunteered alongside members of our executive team and Board of Directors to support VSP Eyes of Hope and other charities close to their hearts.

Leveraging our employee giving and volunteering platform, VSP Hearts at Work Ambassadors—employees who help promote volunteerism across all levels of the organization—worked together to create and promote in-person and virtual volunteer opportunities nationwide. Employees who participated in Volunteer Month by sharing their volunteer experience on Viva Engage were entered into a drawing to win rewards that could be donated to the charity of their choice.

“ I had such an amazing experience volunteering at the Folsom Zoo Sanctuary with fellow VSP colleagues. It makes me feel proud to work for a company that encourages a heart for service and giving our time to help others. I can’t wait to participate in more volunteer opportunities in 2024. ”

—Kiley Anderson,
Content Specialist, VSP Vision



VSP Vision employee Kiley Anderson and PECAA employee Ashley Torres-Avila





Helping Keep America Beautiful

For the second year in a row, Altair® Eyewear, a division of Marchon and a subsidiary of VSP Vision, partnered nationally with Keep America Beautiful through the Great American Cleanup. Taking place each spring, the Great American Cleanup unifies and beautifies communities across the United States in a grassroots spring-cleaning movement. Altair held two events—one near VSP Vision headquarters in Sacramento, California, and one in Long Island, New York, near Marchon’s campus, marking our eyewear division’s largest volunteer event to date.



“VSP Hearts at Work is a great resource for finding ways to volunteer and create opportunities for others. I appreciate VSP and Marchon for encouraging us to get involved in our community, giving us paid volunteer days, and offering volunteer rewards to donate back to nonprofit organizations.”

—Marchon employee *Kelly Belanger* on volunteering at the Great American Cleanup





Addressing Food Insecurity During Giving Season

Continuing a decades-long annual tradition, employees were inspired to donate, volunteer, or do an act of kindness for their community or favorite causes during Giving Season, which VSP celebrates from World Sight Day in October to December 31 each year. The 2023 campaign, *One Good Thing*, focused on those affected by food insecurity by investing in vision-related global nutrition programs and engaging locally with food banks in communities nationwide.

According to [Helen Keller Intl](#), vitamin A deficiency is one of the leading causes of poor vision and blindness in children. Without this essential nutrient, a lifetime of challenges can be set into motion—obstacles to learning, building social connections, and securing gainful employment.

VSP donated \$150,000 to Helen Keller Intl, an Eyes of Hope partner, to support its Global Eye Health and Nutrition programs and give people the opportunity to see, thrive, and discover their true potential.



“ We are grateful for our continued partnership with VSP Vision and their commitment to making the world a better place. Inequities in health systems around the world rob children and families of their potential. VSP Vision’s investment will help us continue to deliver the building blocks of good health, sound nutrition, and clear vision for people in greatest need. ”

—Nick Kourgialis
Vice President, Eye Health, Helen Keller Intl

Visionworks employee Mary Forrester volunteering at a food bank in Knoxville, Tennessee



Additionally, VSP donated \$10,000 plus free vision care and invited employees in the area to volunteer at food banks across the U.S., including:

- **Feeding Tampa Bay – Tampa Bay, Florida**
- **Island Harvest, Ltd. – Melville, New York**
- **Mid-Ohio Food Collective/Mid-Ohio Market at Heart – Columbus, Ohio**
- **River City Food Bank – Sacramento, California**
- **San Antonio Food Bank – San Antonio, Texas**

VSP also doubled its usual match of employee donations to Helen Keller Intl and five regional food banks on Giving Tuesday and to any eligible cause during an internal December 2023 All Staff meeting, prompting a record number of employees to give to their favorite charitable organizations. In total, Giving Season 2023 nearly doubled our employee fundraising over the previous year.



VSP Vision employee Alyssa Worley and River City Food Bank employee Shannon Watkins on Giving Tuesday



“ At River City Food Bank, we believe food is a basic human right, and no one should have to choose between groceries and housing. We welcome anyone experiencing food insecurity without judgment or barriers. The kindness of VSP Vision and your employees ensures that we can offer a choice of healthy, culturally meaningful food to our neighbors in need. Your generous support during the Giving Season campaign has made a profound, transformative impact in our community! Thank you for being a true community partner. ”

—Amanda McCarthy, Executive Director at River City Food Bank



2023 Giving Season

2,203

Volunteer
hours logged

\$13K

Rewards earned to
donate to causes

100

Employee
volunteers at
food banks on
Giving Tuesday

More than
\$206K

Raised through
employee giving

\$200K

Direct corporate
donations

375

Causes
supported

8+

Tons of food
donated

28

Food banks
supported
nationwide



High Potential Program Takes Employees to the Next Level

Executing on our business strategy requires continuous development of our employees, ensuring our competitive edge in an ever-changing climate. From formal Growth and Development Plans to ad hoc business acumen sessions as part of our *Know Our Business* series to on-demand learning opportunities, VSP Vision employees can chart their own development path.

Through a rigorous talent calibration process, high potential employees are identified to engage in development programs that immerse and accelerate readiness for next-level roles. From individual contributors to senior level leaders, three High Potential (HiPo) Programs increase in complexity, depending on the learner group. Participants build readiness competencies from foundational leadership skills to what's required for leading strategies and organizations.



“ The HiPo Program course content has already proven valuable in day-to-day relationships, managing my team members and peers, and effectively communicating with stakeholders on corporate initiatives. I’m walking away from this experience very appreciative of VSP’s continued follow through investing in its employees and leadership team. ”

— Vincent Bowen

HiPo participant, Manager, Global Sales Organization, VSP Vision



Viraj Shah, OD

Accelerating Health Equity

Unaddressed vision impairment is preventing 1.1 billion people worldwide* from achieving their potential. Access to care is the number one barrier. As the first not-for-profit eye health company and a purpose-driven business led by care and compassion, we have a responsibility to contribute to solving and removing that barrier.

We are working to accelerate health equity through our charitable endeavors, continuing to build on our history of increasing access to vision care, aiding communities affected by disaster, and investing in the future of optometry.

*International Agency for the Prevention of Blindness Vision Atlas, 2020, iapb.org



2023 Health Equity Impact



264K

People in need
gained access to
vision care



200K

Pairs of eyewear
donated



\$416K

Invested in
scholarships
and grants



\$775K

Invested in
disaster relief





Eyes of Hope Mobile Clinics
Site Leader Torreyana Tripette

VSP Vision Eyes of Hope

Our first **VSP Eyes of Hope** program was inspired by a call to action during The Presidents' Summit for America's Future more than 25 years ago, encouraging companies and communities to work together to tackle the most important issues facing the next generation. In response, we've designed Eyes of Hope to increase equitable access to vision care where it's needed most.

Today, Eyes of Hope partners with eye care practices and charitable organizations across the U.S. to address barriers of income, distance, and disaster to bring eye care and eyewear to those in need.



National Spotlight on Eye Health

In celebration of World Sight Day, October 12, 2023, Eyes of Hope teamed up with SHERRI—the daytime talk show hosted by comedian, actor, and bestselling author Sherri Shepherd—on a **segment to raise awareness about the power of eye care** to help people live healthier, happier lives. Sherri and entertainment correspondent Makho Ndlovu shared three uplifting stories related to sight, including a heartwarming story from a stop that one of the Eyes of Hope mobile clinics made at the San Antonio Food Bank. Sherri also announced that Move-In Day Mafia, a charity that assists first-year students at historically Black colleges and universities (HBCUs), would receive a donation of vision care from Eyes of Hope valued at \$50,000.

Extending the celebration to her social media platforms, Sherri invited her followers to share their favorite sights. From the faces of loved ones to the wonders of nature, the answers were both universal and an inspiration.





Certificates for No-Cost Vision Care

Launched in 1997, Eyes of Hope gift certificates are our longest-running program. Originally created to address the needs of students, today these certificates—or vouchers—provide people of all ages with no-cost eye care and glasses from a local VSP network doctor.

The vouchers are distributed through a national network of charitable partners that includes [Prevent Blindness](#), the [National Association of School Nurses](#) and [California School Nurses Organization](#), [Communities In Schools](#), the [National Association of Community Health Centers](#), and thousands of community-level non-profits throughout the U.S.

These partners work directly with adults and children in need to qualify them for a voucher and refer them to a local VSP network doctor's office for care. VSP Vision Care then reimburses doctors for the care they provide.

In 2023, Eye of Hope received a nearly 30 percent increase in demand from charitable organizations and school nurses. **In total, VSP Vision Care funded the cost of eye care and glasses for 57,000 adults and children in need in 2023 through gift certificates.**



Tasha Lockridge, Prevent Blindness Associate Director of Health Services, and Jeff Todd at Howard Brown Health at La Casa Norte during a VSP Eyes of Hope mobile clinic event

“ When something as simple as a pair of glasses can correct our vision, many of us take our sight for granted. But for some, glasses aren't as readily accessible. Thanks to our partnership with VSP Eyes of Hope, Prevent Blindness and our network of affiliates and partners across the country are able to connect thousands of people who are challenged with healthcare access receive the same care we all deserve. ”

—Jeff Todd, President and CEO of Prevent Blindness



Mobile Eye Care Clinics

Leveraging our fleet of three fully equipped **mobile clinics** and one van to transport portable eye exam equipment, VSP Eyes of Hope partnered with charitable organizations and local VSP network doctors to bring care to patients in need across the United States at nearly 75 events in 2023.





Homeless World Cup

The **Homeless World Cup** is an annual global soccer tournament created to support and inspire people who are homeless to change their own lives while changing public perceptions and attitudes toward people experiencing homelessness. The tournament annually brings together nearly 70 grassroots organizations that are using sport to tackle homelessness and social isolation. Participants not only learn new skills and gain confidence by engaging on an equal playing field, they transition from individuals to members of a team.

For the first time in the event's 20-year history, the Homeless World Cup was hosted by the U.S., drawing athletes from six continents. VSP Vision was the official vision care sponsor of this year's tournament.

Experiencing homelessness often limits accessibility to basic healthcare, including eye exams. In partnership with the Homeless World Cup and **Street Soccer USA**, the Eyes of Hope mobile clinic and volunteer eye doctors provided more than 225 athletes with free eye exams and prescription glasses. To help ensure the international athletes received their glasses, more than 100 pairs were made on-board the mobile clinic.

Because wearing sunglasses with 100 percent UV protection is one of the easiest ways to reduce eye risks, all athletes who participated received a gift bag with Nike sunglasses to protect their eyes from sun damage. Throughout the tournament, VSP Vision connected with participants on the importance of eye and vision health through fun activations and the opportunity to try on innovative Nike frames and sunwear.



Visionworks doctors and employees volunteering during the Homeless World Cup

VSP Vision employee Elizabeth Stowes pre-tests a Ukrainian player for his eye exam



Visionworks employee Amy Santin with a young patient during the Eyes of Hope event at the Tampa YMCA

Visionworks Tour

Visionworks, a VSP Vision company, is a leading provider of eye care services in the U.S., sitting at the intersection of healthcare and retail, proudly serving customers through more than 750 locations.

In 2023, Eyes of Hope and Visionworks hosted three-day outreach events in five cities across the U.S., including Chicago, Illinois; Houston, Texas; Knoxville and Nashville, Tennessee; and Tampa Bay, Florida. Together, we provided free vision care on-board the mobile clinics for more than 1,500 people and nearly another 250 people received Eyes of Hope gift certificates for free vision care from a local VSP network doctor, including nearby Visionworks locations.

Our Nashville event was especially impactful, building on a 2019 visit to the YWCA Nashville and Girls Inc. The team provided free vision care for nearly 450 people in need. Other charitable partners included Howard Brown Health at La Casa Norte and Prevent Blindness in Chicago, Consulado General de México in Houston, and Feeding Tampa Bay.



2023 Impact

VSP Eyes of Hope + Visionworks

1,750
Eye exams

1,500
Pairs of glasses

2,000
People gained
access to
vision care

7,500
Volunteer hours

35
Doctor
volunteers

150
Visionworks
associate
volunteers



Disaster Relief

When you're evacuating at a moment's notice, it's easy to forget your eyewear, but seeing clearly is essential when you're filling out the seemingly endless paperwork to recover or navigating unfamiliar roads. It's a story we've heard from [an employee affected by a house fire](#) and from community members who survived large-scale disasters like the [Camp Fire](#) and [Hurricane Harvey](#). Those stories are why, in times of disaster, VSP Vision responds.

In 2023, our Disaster Response Team monitored 39 disasters across the U.S. including floods, tornadoes, hurricanes, and wildfires. Employees also donated in response to global disasters, including the earthquakes in Turkey, Syria, and Morocco, and Typhoon Mawar.

“Immediately after the Maui wildfires, our office manager visited the temporary shelters set up for fire victims to see what we could do to help. The funding that VSP Vision and PECAA provided allowed optometrists from neighboring islands to meet the surge in demand for eyecare, and we are very grateful for the much-needed support in a time of great need.”

—*Michael Leong, OD, FAAO* | Maui Optix (Pukalani) and Lāna`i Community Health Center (Lanai City)



2023 Disaster Relief Impact



2023 Hawaii Wildfires Impact

When the Hawaiian wildfires devastated Lahaina in August 2023, we formed a team with representatives from across the company to offer aid.

- **\$55,000+** VSP Vision grant for optometric recovery efforts
- **\$43,000** raised by employees for the American Red Cross and other causes aiding in the response
- **1,550** Eyes of Hope gift certificates distributed and an expedited member benefits reinstatement process
- **200+** community members received free vision care through partnership with the Hawaii Optometric Association and VSP network doctors



Eyewear Donations

Eyes of Hope partners with Marchon and Altair Eyewear to donate optical frames and sunglasses to charitable organizations around the globe.

In 2023, VSP Vision employee volunteers participated in a new opportunity to create readers for our Eyewear Donations Program because we've found that ready-made solutions, like readers, are invaluable during disasters or crises. It's a win-win addition since our employees love learning this new skill and the readers they're making will help those affected by disaster or other crises see their way to recovery.



Bre Myres



Jacqueline Guzman

“ Making readers with my teammates was an absolute joy! We laughed, learned, and bonded over a great cause, making it an awesome team-building experience. ”

—*Jacqueline Guzman*, Senior Content Specialist, VSP Vision

“ I had a great time this week making readers for the Eyes of Hope eyewear donation program. It was an easy process to learn and I had a lot of fun doing it! ”

—*Bre Myres*, Senior Project Manager, VSP Vision



Increasing Diversity in Optometry

In 2022, VSP Vision launched a partnership with Black EyeCare Perspective, a nonprofit organization dedicated to redefining the color of the eye care industry to reflect the country's diversity, one percent at a time.

As part of the **13% Promise**, which aims to ensure a future where the percentage of Black eye doctors matches their representation in the current U.S. population, VSP Vision and Black EyeCare Perspective are touring historically Black colleges and universities (HBCUs) to increase awareness about career opportunities in the optometric industry and provide students with access to vision care through the Impact HBCU Project.

This year, we made stops at Florida A&M University and North Carolina Central University, providing free vision care to more than 125 students.

Visiting HBCU campuses with the Eyes of Hope mobile clinic staffed with local Black optometrists enables the students to see themselves reflected in the eyecare industry. VSP Vision and Black EyeCare Perspective team members also engage the students with a presentation about career opportunities and network more informally with students at on-campus events.



Hear an update on the partnership from VSP Vision Chief Diversity Officer Marvin Davenport.



“ We’re honored to continue our partnership with Black EyeCare Perspective and engage with students at HBCUs because eye care is healthcare, and it’s important for students to see themselves reflected in the profession and see all the possibilities and impact they can make as a doctor of optometry. ”

—Michelle Skinner, Chief Provider and Industry Solutions Officer



Black EyeCare Perspective team member assists a North Carolina Central University student trying on glasses (left); Co-founder Darryl Glover, OD, and Operations Manager Pratheeba Suthaharan show their hearts (right)



Investing in Students for the Future of the Optometric Industry

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 \$3.3 million in these programs and provides more than 70 scholarships annually.

In addition to providing scholarships, VSP sponsors free multi-day educational events at HBCUs and colleges across the U.S. for high schoolers and undergraduates, especially those who are first-generation students or those underrepresented in the profession. More information on these programs is available on our website: [VSP scholarships and grants](#).



Marlene Poston Bell, daughter of VSP co-founder Dr. Marvin R. Poston, joins VSP Vision Chief Diversity Officer Marvin Davenport at the 2023 National Optometric Association convention to celebrate recipients of the Empowering Equity Scholarship and Dr. Marvin R. Poston Leadership Award

2023 Scholarships and Grants

\$416K

Scholarships and grants provided to

112
Students

241

Participants in programs creating professional pathways to the field of optometry



Empowering Equity Scholarship

In partnership with Black EyeCare Perspective, VSP Vision created the Empowering Equity Scholarship. The \$15,000 award was announced and awarded at the 2023 National Optometric Association (NOA) annual conference to two students who've shown a passion for advancing diversity in the optometric profession. The program is part of our commitment to the 13% Promise—a mission to improve and increase representation of Black and African American doctors in the optometric industry.



“As a member of the Black community, I appreciate the opportunities that VSP provides to support equity in the profession of optometry. As I begin my career, I want to shine a light on the connection between systemic and visual health, especially for people in communities of color. This scholarship showed me that there is a community of people who will support me as I continue my optometric journey.”

- **Azalia Roach**, NOVA Southeastern University College of Optometry student, National Optometric School Association member, and Empowering Equity Scholarship recipient



Hear from Azalia about why representation matters.



Dr. Marvin R. Poston Leadership Award

The Dr. Marvin R. Poston Leadership Award was created in partnership with the National Optometric Association (NOA) in honor of Dr. Poston, the first Black optometrist on the West Coast and co-founder of VSP Vision. In 2023, five students received a \$4,000 scholarship to invest in their education and create pathways to improve equity in optometry and eye care.

In 2019, the Dr. Marvin R. Poston Foundation, NOA, and VSP Vision established the Visioning the Future mentorship program, a strategy designed to identify Black and African American students at HBCUs and foster their professional and career advancement in the field of optometry. To-date, a total of 110 students have benefitted from the program.



“As someone who is passionate about working with underserved communities, I am humbled to be chosen for my commitment to practicing the same values as Dr. Poston. I am optimistic about the future of optometry and hope to make my own impact as I carry on Dr. Poston’s legacy of providing vision care to those who need it most.”

—**Isa Prude**, NOVA Southeastern University student, National Optometric School Association member, and Dr. Marvin R. Poston Leadership Award winner



Hear from Isa about how Dr. Marvin R. Poston continues to inspire her today.



Empowering Diversity, Equity, and Inclusion

Diversity, Equity, and Inclusion (DE&I) is woven into our values, essential to how we do business, and critical to our growth. People are the heart of our business—both within our workforce and the communities we serve.

At VSP Vision, we define...

- **diversity** as a spectrum of identities, experiences, abilities, skills, and perspectives that are respected, valued, and leveraged to drive innovative business solutions.
- **equity** as a workplace free of favoritism in which all employees have equal access to opportunities and are empowered to achieve their full potential.
- **inclusion** as a workplace where all employees are respected, able to contribute their unique perspectives, and comfortable being authentic.





The execution of our diversity, equity, and inclusion strategy is powered by executives from across the enterprise, working together to empower DE&I at VSP Vision. Each area of the business is responsible for helping us achieve our objectives to:

- **Create a collaborative, supportive environment** in which all employees are engaged and empowered to reach their full potential.
- **Identify 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 populations underserved by healthcare, and support diverse suppliers.



“ Throughout 2023, our dedicated efforts in DE&I have significantly moved the dial, both internally and externally. By actively listening to and understanding the unique needs of our stakeholders, we’ve enriched our engagements and deepened our relationships across various communities. This approach has not only fostered a more inclusive environment within our organization but also amplified our impact in the wider community, marking a year of meaningful progress and stronger connections. ”

—Marvin Davenport, Chief Diversity Officer, VSP Vision



Business Resource Groups

Business Resource Groups (BRGs)—the heart and soul of DE&I at VSP Vision—are groups of employees who come together around common interests, perspectives, and experiences related to topics such as accessibility, age, ethnicity, gender identity, special interests, and other dimensions of diversity. We leverage their wealth of knowledge to develop products and services that meet the diverse needs of our stakeholders and attract and retain top talent.

Each BRG aligns its activities to three key focus areas: Business Alignment, Education and Awareness, and Community Outreach. Employees are encouraged to join any BRG that interests them. This simple act of allyship demonstrates a commitment to learning and advocating for a more inclusive culture.

Nearly 2,000 employees are members of our eight BRGs.

Abilities Beyond Limited Expectations

Asian & Pacific Islander

Black Heritage

Empowered Professionals

Latino

Military, Veterans, and Families

Pride

Women's Inclusion Network



Executives, Diversity Office staff, and BRG leaders at the annual BRG celebration



Business Resource Groups Bring Value to the Company

All of our BRGs have an executive sponsor who helps ensure they have the resources to successfully execute on strategies that strengthen our business.

In 2023, the Black Heritage BRG established the Professional Development Circle of Support to help fuel its members' growth and development through connection, networking, and feedback. This innovative program gives BRG members an opportunity to connect with another member who acts as an advocate to assist them with their growth and development for resume review, interview support, and feedback on their career path. The participating advocates are highly skilled, successful, and tenured employees with a passion for knowledge-sharing and helping others thrive. This program works in conjunction with existing development resources, including a mentorship program available through Employee Experience resources. In the first three months of the program, 27 connections were made between BRG advocates and members.



“As an active BRG member, I’ve been able to meet with two advocates—one to learn more about opportunities for networking and growth throughout the company and one where I worked on building my resume. Both have been amazingly helpful to me and my career goals.”

—Clarence Kennedy, Customer Support Representative, Black Heritage BRG member



“I’m passionate about mentoring young professionals because I’ve been fortunate to have had mentors and sponsors who have supported me along my career journey. Clarence has the growth mindset that our leadership wants to foster: open to learning, curious, receptive to feedback, and ready to take the next step. I’m looking forward to seeing Clarence grow in his career and continue contributing to the company’s success.”

—Gail Jones, Chief of Staff/Senior Business Advisor to the Chief Human Resources Officer and Black Heritage BRG member



Our Vision is Better Together

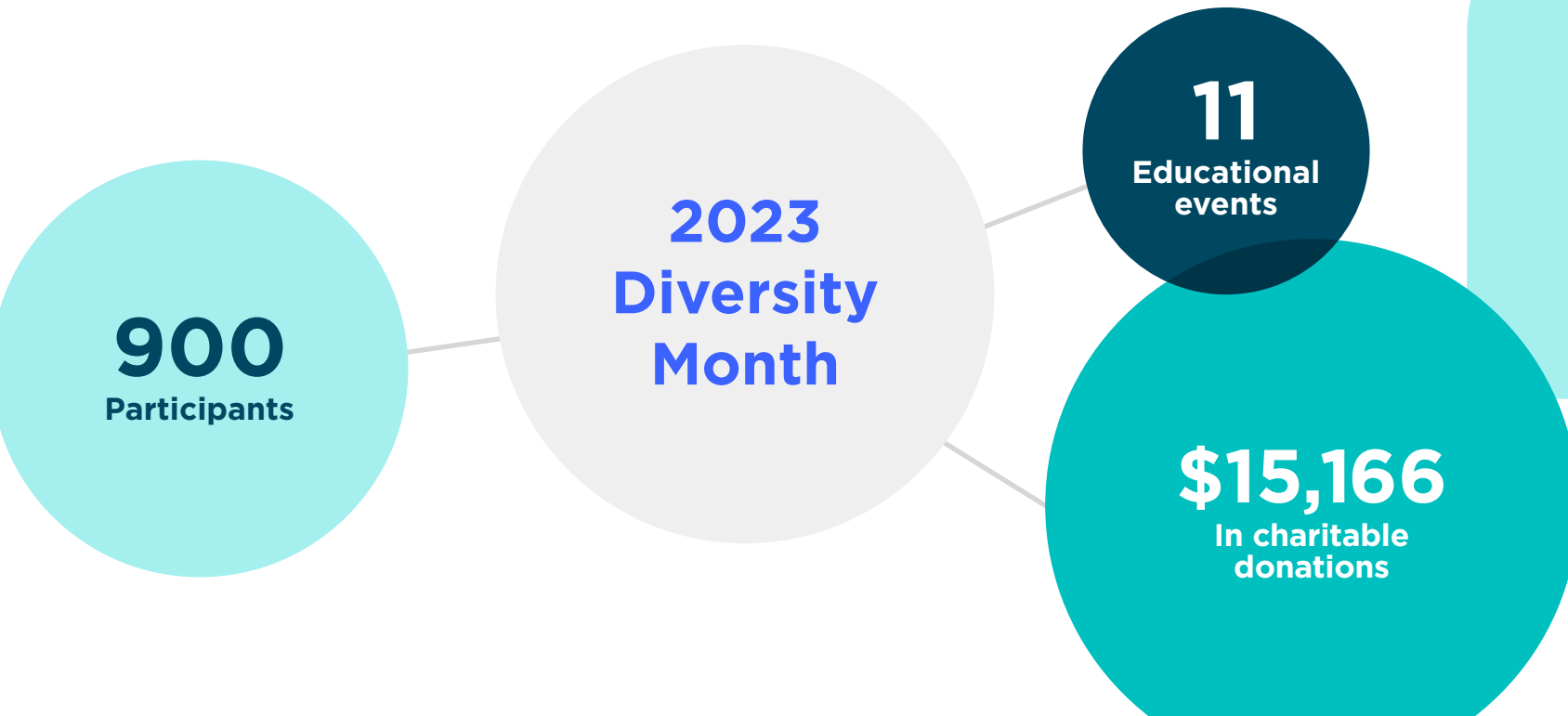
Throughout the month of August, VSP employees across the company listen, learn, and give back. Led by our Diversity Office and eight BRGs, we showcase what DE&I means to VSP employees and most importantly, to the business. In 2023, Diversity Month participants contributed to four charitable organizations that aligned with session topics: **Black Girls Code, Inc.**, **Hawaii Community Foundation**, **National Association of the Deaf**, and **Veterans of Foreign Wars Foundation**.

In one of the sessions, the Military, Veterans, and Families and Pride BRGs joined together to host *Modern Military: On a Mission to Educate, Advocate, and Support LGBTQ+ Military Members*. It covered the journey of the U.S. Military Services to become a more diverse and inclusive organization and the work that remains to ensure that all U.S. Military Service members can serve our nation with pride, openness, and authenticity.



“It was an honor to share my experience as a member of both the U.S. Army and the LGBTQ+ community, but more importantly it was moving to hear the experiences of those who attended the session and shared. We live the VSP Vision Values, and that is a powerful experience.”

—Jen Steele, VSP Vision employee, MVF BRG member, and former U.S. Army sergeant





“ The majority of U.S. health care is purchased by employers. Therefore, employers must lean in and lead when it comes to improving access, quality, and equity in health care. Forums like ForeSight play a key role in helping us learn from each other, inspire one another, and raise a tide that will lift all boats. ”

—Jonathan Liu, MD FACP,
Health Strategy Principal, Amazon Benefits,
Experience & Technology

Collaborations to Increase DE&I

Connecting with Clients

VSP Vision Care, our insurance company, hosted a client engagement forum, called VSP Foresight™, to dive deeper into topics that included health equity, DE&I, and sustainability. The conference, attended by 65 large employers, provided opportunities to help our clients expand their DE&I acumen and share our DE&I progress and accomplishments. Many clients also used it as a benchmarking opportunity for their own DE&I journeys and, according to a post-event survey, 100 percent found the content valuable.

Emerging Technology for Accessibility Guide

An estimated 7 million people in the U.S. live with low vision that can't be corrected with glasses, contacts, or surgery, and might benefit from assistive technology.

After exploring the best tools, tech, and services for those with assistive device needs, the VSP Vision **Global Innovation Center** created the “**Emerging Technology for Accessibility**” guide, a resource to help innovators navigate the needs of users and the trends advancing assistive technologies. The guide includes useful recommendations to spark conversation, encourage the use of inclusive design principles, and ultimately advance understanding of accessibility, low vision, and the emerging assistive device space.



Sourcing and Growing Diverse Talent

Our goal to be a diverse, equitable, and inclusive company isn't a fixed destination, but 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 DE&I. Our Talent Acquisition team partners with a variety of respected organizations including Circa, Diversity Jobs, and National Black Masters of Business Administration Association to ensure we're intentional about finding the best talent.

iLEAP Drives Equitable Opportunities

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 the realization of their career goals. With a curriculum that spans business strategy, case studies, and executive engagement, the program drives equity in opportunities for high-potential diverse talent to advance and realize their full potential.



“Through the VSP iLEAP program, I deepened my self-awareness and incorporated what I learned into my team and the business I support. I feel fortunate to be a program participant and part of a company culture that recognizes DE&I as an area of growth through learning and development.”

—Nicole Dunn, Regional Vice President, VSP Vision Care



Connecting with Collegiate Talent Nationwide

At VSP Vision, we understand the importance of fostering relationships between academia and the business environment—in fact, we believe these relationships are integral to our overall business success. The Collegiate Talent and Hiring Program is designed to provide undergraduate and graduate students from diverse backgrounds with opportunities to gain valuable hands-on experience in various aspects of the vision care industry—optometry, eyewear, vision insurance, and related healthcare services. The program aims to offer meaningful learning opportunities and mentorship to individuals who bring unique perspectives and experiences to a workplace that fosters an atmosphere of respect and collaboration. Interns develop their skills and build professional connections within the industry through training sessions, workshops, and networking opportunities. By investing in this robust internship program and integrating internships into our enterprise strategy, we’re creating a diverse pipeline for long-term talent stability while enhancing our business solutions for the communities we serve.



“I am sincerely grateful to VSP Vision for allowing me to be part of the summer 2021 internship program, which evolved into the beginning of a rewarding career journey. This experience helped me discover my full potential as a Pacific Islander in the field of Internal Audit, and I am thrilled that VSP Vision values diversity, equity, and inclusion in the workplace. ”

—Arthur Tsai, Internal Auditor, VSP Vision

“The DE&I Learning Path is helping me become a better leader and listener. Utilizing the skills learned in these courses, I can engage with my co-workers and create conversations that lead to positive changes with our team. ”

—Justin Carter, Team Leader, Plexus Optix, Inc.



New DE&I Learning Path Designed for Everyone

In 2023, we built a new robust DE&I learning program that reinforces our value of *We Empower Diversity* and is rooted in the belief that DE&I is for everyone. The self-directed program allows all employees to learn at their own pace to become DE&I Beginners, Allies, and Advocates. In the two months that the program was available, 237 employees engaged with the new learning path.



Supplier Diversity


A strategic imperative at VSP Vision, our robust Supplier Diversity Program is focused on equity and inclusion, ensuring prospective suppliers have equal access to doing business with VSP. Not only does the program ensure a strong supply chain, but it allows us to make a profound impact nationally with communities that are often underrepresented. In 2023, our 18.9 percent indirect spend with diverse and small suppliers exceeded our goal of a five percent year-over-year increase and tracked as a best-in-class firm based on **Supplier IO**'s benchmarking figures.

Focusing on supplier diversity enables co-innovation with clients and providers, allowing us to bring new capabilities to the marketplace faster, and helping our members get the best service possible.

- **Diverse** - We're committed to identifying diverse suppliers.
- **Fair** - We conduct our bidding process fairly and professionally.
- **Open** - Qualified suppliers can register to become our supplier.
- **Ethical** - We operate under principled, legal business practices.
- **Selective** - We expect quality products and services from our suppliers.

Employee Diversity Data

In 2023, VSP Vision expanded our tracking to include new employee populations, which resulted in significant shifts in some areas.

	Year	Women	People of Color
Total Workforce	2023*	66.5%	45.2%
	2022	63.9%	53.5%
	2021	63.4%	45.0%
Management**	2023*	52.2%	28.1%
	2022	51.5%	39.7%
	2021	49.8%	26.7%
Leadership***	2023*	43.5%	22.4%
	2022	41.6%	29.9%
	2021	36.7%	22.8%

*2023 marks the integration of our Visionworks Shared Services population. Data does not include our VSP Ventures Practices, Visionworks Non-Shared Services, I-CARE, and Optical Outlets.

**Management includes managers, supervisors, and directors.

***Leadership includes vice presidents and above.




Expanding Cultural Competency Training for Inclusivity

Cultural competence and cultural humility set the stage for inclusive patient communication and treatment in healthcare settings and directly impact the health inequities marginalized communities face.

In 2023, the VSP Vision **Global Innovation Center** partnered with HUED, a digital health equity company creating equitable healthcare experiences, to offer HUED's customized training to a select optometrist audience. While VSP Vision requires all network doctors to complete annual training in accordance with state and federal guidelines, this pilot tapped into a new education platform to unlock additional certifications, helping participating optometrists deepen their understanding and capture credentials to share with interested members and patients. Optometrists that completed the training received a Continuing Education (CE) credit, Council on Optometric Practitioner Education (COPE) accreditation, and placement on the HUED *Directory for Increased Visibility as Culturally Competent and Humble Providers*.

Following a successful pilot, VSP Vision Care will make HUED's elevated training available to its entire provider network in 2024.



Cultural Competence & Humility for Optometry

RESUME MODULE

“ I greatly appreciated this course. It was in-depth and assisted me with assessing my own bias. ”

—Chris Boaldin, OD
Affordable Price Vision Center,
Oklahoma City, OK



Advancing Sustainability

VSP Vision is committed to fostering positive change for our business, communities, and the environment. While some areas of our business are farther along in our journey, the dedication of our entire portfolio of brands to sustainability is unwavering. We proactively explore and implement initiatives that will minimize our environmental impact over time. This commitment extends across all facets of our operations, from supply chain considerations to energy consumption, waste reduction, and beyond, as we lay the foundation for responsible and environmentally conscious business practices that will define our company's legacy in the future.

Highlights of sustainable practices at the VSP headquarters campus in Rancho Cordova, California:

- 27 percent of energy at our headquarters purchased from renewable resources in 2023
- All e-waste is zero-landfill and 100 percent recycled (1,250lbs in 2023)
- Battery, paper, and lightbulb recycling
- Coffee waste recycled via Terracycle

VSP has also embraced a distributed workforce, profoundly impacting our carbon footprint. With about 35 percent of our U.S. workforce working remotely, we greatly reduced the need for daily commuting to a centralized office, resulting in significant reductions in carbon emissions* compared to traditional office-based operations. This shift aligns with our corporate values of supporting the physical and mental health of our workforce and reflects our dedication to minimizing our ecological footprint. Beyond the immediate environmental benefits, our distributed workforce model fosters a culture of flexibility and work-life balance, enhancing employee satisfaction and productivity.

*Proceedings of the National Academy of Sciences USA, 9/18/23.



Dragon® plant-based resin frames



Small Changes, Big Impact: Eyewear and the Environment

Understanding that most packaging and shipping materials end up in landfills, we began a journey in 2022 to identify ways we can contribute to reducing waste. We started by creating sustainable shipping packaging made from Forest Stewardship Council-certified (FSC) 100 percent recycled materials and non-toxic ink. In addition to being curbside recyclable, the boxes reduced our materials usage by 65 percent. The impact of the 184,000 boxes shipped in 2023 will save the equivalent of 721 mature trees, resulting in the removal of 39 tons of carbon dioxide from the air.

Continuing our journey, in 2023, our eyewear division converted polybags, which are used to protect frames during shipping, to 100 percent Global Recycled Standard (GRS)-certified post-consumer polyethylene. Additionally, we converted the CE booklets—required by the European Union—from virgin paper to FSC-certified paper derived from a combination of FSC-certified forests, recycled materials, and controlled woods. Lastly, we completed the research and development needed to begin using GRS-certified 100 percent post-consumer recycled demo lenses in all Marchon and Altair produced frames beginning in 2024.

Eyes on Tomorrow

A long-term, global sustainability program, [Eyes on Tomorrow](#), guides VSP Vision eyewear companies Marchon and Altair in responsibly ensuring that its eyewear and processes have a lowered impact on the planet and commits the companies to being the best possible partners to its stakeholders, employees, and communities.

Going Green. Winning Green.

Marchon was awarded the [Stand Up For Green Award](#) in Milan at MIDO, the largest international show dedicated to the global eyewear sector. Launched in 2020, the award recognizes exhibitors' commitment to designing and assembling their booths in line with sustainability criteria.

2023 Sustainability Initiatives

- **Polybags** – diverting more than 35 tons of plastic from landfills
- **Recycled Booklets** – reducing paper usage by nearly 18 tons
- **Recycled Demo Lenses** – diverting nearly 63 tons of plastic from landfills
- **Recycled Shipping Boxes** - saving the equivalent of 721 mature trees



“ Within just a few years we’ve developed an entire tool kit of more than a dozen materials that are more sustainable, either recycled or bio-based, and fossil-fuel-free. ”

—Thomas Burkhardt,
President, Marchon, as
quoted in Fast Company





Keeping the World Beautiful One Frame at a Time

In 2021, we committed to produce 50 percent of eyewear frames from sustainable materials by 2025. We continue seeking new partnerships and exploring innovative sustainable materials that provide the quality and design consumers want while treading lighter on the earth. In 2023, we increased the percentage of frames made from sustainable recycled and biobased materials to 33 percent, an eight percent increase from the previous year, bringing us closer to our goal. Our sustainable frames are made from:



Plant-Based Resin

Plant-Based Resin is made from castor-bean oil, a cleaner alternative to standard petroleum-based plastics. It is lightweight and durable. The process begins when castor plants are harvested for their beans. Oil is pressed from the beans and turned into pellets which are melted down and injected into frames. Eyewear made from this material is one way we're providing customers and members with trend-forward, easy-to-wear, sustainable choices.

Brands available: Converse, Calvin Klein, Calvin Klein Jeans, Dragon, Lacoste, Liu Jo, Longchamp, McAllister, Pure, Skaga®, Zeiss



Upcycled Plastic

Frames are produced through a method where several recycled plastic water bottles are re-purposed or “upcycled” into a frame. The fabrication process begins with the plastic bottles being manually separated and selected. Next, the recycled waste is washed thoroughly and cut into chips. The chips are pressed into small pellets, then melted down and injected into a frame.

Brands available: Converse, Dragon, Joe by Joseph Abboud, Karl Lagerfeld



Recycled Steel

This year we introduced a collection for Joseph Abboud made from steel, the most recycled material on the planet. By recycling steel, we are conserving a valuable resource and diverting it from going to landfills. Frames are derived from 91 percent recycled stainless steel, collected from consumer usage, and renewed into frame-fronts, bridges, or temples.

Brands available: Joe by Joseph Abboud, Skaga

1. Via its Advanced Circular Recycling technologies, Eastman produces circular products that are certified by the International Sustainability and Carbon.
2. Certified recycled content allocated using ISCC mass balance method allocation. Certification (ISCC) by mass balance allocation.



Responsible Acetate

Frames are made using parts of cellulose acetate, featuring more than 60 percent bio-based materials, a more natural alternative to traditional plastics. With bio-based describing the natural and organic origin of the materials, this acetate avoids petrol-based plasticizers by combining cellulose derived from wood with a plasticizer alternative made from plant-based raw materials.

Brands available: Skaga, Calvin Klein



Acetate Renew™ by Eastman

Marchon was the first eyewear company to produce and sell frames using Eastman’s Acetate Renew, a fully sustainable material produced via Eastman’s innovative carbon renewal technology. Acetate Renew is made from bio-based and certified recycled materials.¹

Brands available: Ferragamo, Nike



Tenite Renew™ by Eastman

Using more than 56 percent sustainable content combining bio-based and certified recycled content,² Tenite Renew is a sustainable material powered by Eastman carbon recycling technology. Introduced in 2023, our Tenite Renew frames have the same premium look and feel of acetate with the convenience of injection-molding and design adjustability for a comfortable, unmatched fit.

Brands available: Nautica



Tritan Renew™ by Eastman

In 2023, we introduced a new Ferragamo collection using Tritan Renew, a sustainable material used for frames and tinted lenses. Powered by Eastman’s polyester renewal technology that transforms single-use plastic waste and uses as much as 50 percent recycled content,* Tritan Renew provides all the performance and safety of virgin materials, assuring wearers get the same durable, high-quality frames and lenses our customers expect.

Brands available: Ferragamo

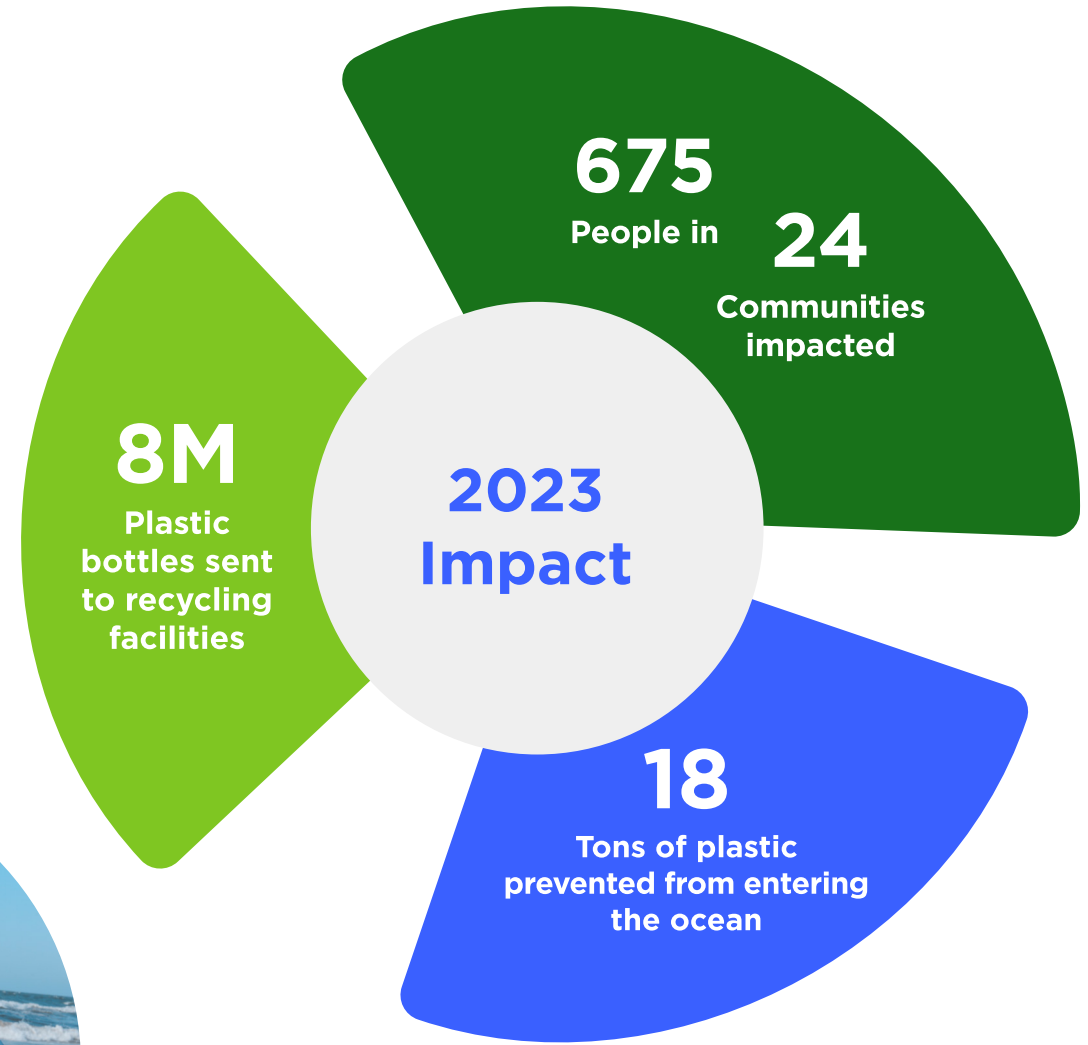
1. Via its Advanced Circular Recycling technologies, Eastman produces circular products that are certified by the International Sustainability and Carbon.
2. Certified recycled content allocated using ISCC mass balance method allocation. Certification (ISCC) by mass balance allocation.



Protecting Our Oceans and Supporting Our Communities

In 2022, Dragon® eyewear forged a partnership with Plastic Bank, an NGO that gathers Ocean Stewards together to be a part of a social recycling movement and stop plastic from entering the ocean as well as alleviate poverty by using plastic waste as currency. It identifies vulnerable coastlines worldwide that need plastic collection infrastructure and empowers local entrepreneurs to establish collection branches. These branches facilitate collection communities to exchange plastic for life-improving benefits and income that help them find a path out of poverty. The collected material is processed into Social Plastic® feedstock for reuse in products and packaging.

As part of the partnership, every Dragon eyewear purchase prevents the equivalent of 10 plastic bottles from entering the ocean in collaboration with Plastic Bank. Our two-year partnership, with concentrated efforts in Egypt, has prevented more than 8 million plastic bottles from reaching the ocean, impacting 675 people in 24 communities.





vsp VISION™

vspvision.com

socialresponsibility@vsp.com