



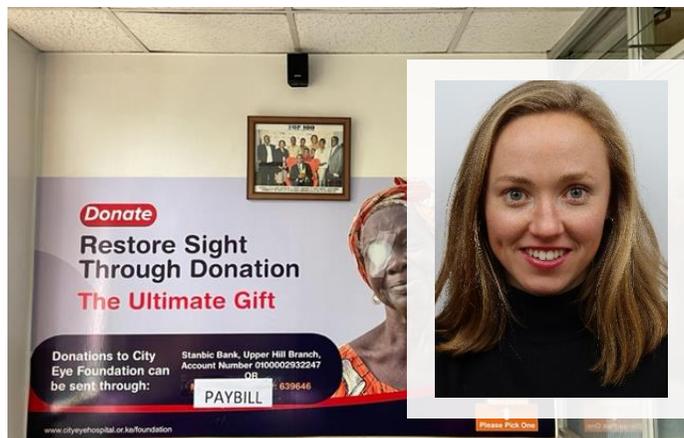
LGT Impact Fellowship 2021/2022

Impact Report

By Charlotte Dryander

August 2022





Charlotte Dryander (German)

Host organization: City Eye Hospital

Fellow position: Head of Strategic Initiatives

Fellowship duration: November 2021 – July 2022

Degree: Masters in Business and Economics

Professional experience: 5 years



Summary

With a background in consulting and project management, Charlotte joined CEH to support with projects to expand the business to other regions or expand capacity in existing facilities. She was also responsible for strategy development and identifying funding opportunities for the Foundation.

The problem CEH aims to tackle

- >80 % of blindness in Kenya is preventable
- 70 % of Kenyans live in rural areas with limited access to high-quality service
- Lack of financial resources: Only 19.1 % of Kenyans have health insurance

The solution CEH provides...

- CEH runs a network of high-quality eye care facilities in urban and rural areas that operate on a self-sustaining and social model and at a lower price point compared to the competition.
- CEH conducts community outreach programs to reach people in rural areas and provide free eye screenings and cataract surgery to them.

... contributing to the SDGs:



Opportunity for a Fellow

- Heading and driving the hospital expansion and support on the strategic concept of new facilities and digitalization
- Build up a strong network of partners and funders and professionalize the activities of the foundation
- Very friendly and open team, which gives a lot of freedom to bring in your ideas and contribute

“My experience as a Fellow...

Working with CEH, was an amazing and formative experience for me. The team welcomed me in the friendliest way and was so eager and curious to learn from my external perspective.

I am very grateful for the responsibility I have been given and for the openness toward new ideas and the contributions, I have received. I can't wait to see the CEH family growing and see more facilities opening.”

- Charlotte



Charlotte's achievements...

- Setup of the team and organizational structures for the project management office for all expansion projects
- Development of the blueprint for the Vision Centre including a business case, processes, SOPs, HR, equipment lists etc.
- Development of a foundation strategy including competitor and funders analysis and establishing of processes incl. donor management, grant applications, reporting tools
- Setup of an institutional funders database and a private funders database
- Development of marketing material for the hospital and the foundation: company presentation, testimonials, impact report, 1 pager
- Run a crowdfunding campaign that raised USD 10,000 from individual donors, which translates into 3 free Community Outreach Camps (up to 900 people) and 70 free cataract surgeries



... contributing to City Eye Hospital

2

Budget & business case developed

5

Proposals developed for > 36 M KES

2

Databases developed (institutional and private funders database)

Charlotte's next challenge

Charlotte will go back to Germany and found her own company in the EdTech space.