



# ANNUAL REPORT

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# 2020

We continued to contribute to the global effort to provide clear vision through affordable eye care to those in need, despite the COVID-19 pandemic.

Good Vision   
United States of America



## DEAR SUPPORTERS

2020 was a challenging year, but through it all, OneDollarGlasses USA, now referred to as GoodVision USA, survived and thrived. The need for good vision persists and has become even more evident during the COVID-19 pandemic. As the coronavirus surged throughout the world, disparities in access to healthcare (including eye care) were further exposed. We became more resolute than ever in our dedication to bringing affordable eye care to people around the world, especially to the citizens of Liberia.

Our partnership with Refuge Place International (RPI) in Monrovia, Liberia, progressed well throughout the year, despite many challenges. To protect the health and safety of the staff and patients, eye care outreach clinics were placed on hiatus at the beginning of the pandemic. Over time, we were able to slowly resume, taking strict COVID-19 precautions into consideration. As Dr. Mosoka Fallah, the founder of RPI noted, "Africa is faced with so many challenges similar to the magnitude of COVID, that Liberia must keep moving forward in a cautious way."

The year ended with a name change for our organization, from OneDollarGlasses USA to GoodVision USA. This change brings us in line with our international organization, which is transitioning to GoodVision International.



The new name reflects our expanding mission and purpose, which is to establish basic eye care globally for those who need it. We go beyond just providing essential glasses by also delivering basic vision care for all. As it is our founding core concept, we will still reference the OneDollarGlasses brand with respect to the eye glasses that we produce.

GoodVision International also had a very strong year, despite the global challenges. Currently, the organization employs more than 200 people around the world and provides reliable incomes that support individuals and their extended families. This includes GoodVision Technicians who produced and distributed more than 300,000 glasses in developing countries around the world.

#### **GoodVision USA Successes:**

- 20 GoodVision technicians recruited for training in Liberia
- 6400 vision screenings
- Almost \$20K raised by Donor Challenge matching program
- Volunteer team expanded

Thank you for your continued support in 2020 and beyond. We are incredibly proud of the positive impact that we have had to date, and we look forward to an even more fruitful 2021. Your support remains critical in achieving our mission and goals.

#### **Board of Directors**



**Katherine Smith**  
Member of the Board



**Jack Peacock**  
Treasurer,  
Member of the Board



**Blair Wong**  
President of the Board



**Karsten Wolf**  
Appointed Director

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# Legal Notice

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Facebook: [@GoodVisionUSA](https://www.facebook.com/GoodVisionUSA)  
Instagram: [goodvisionusa](https://www.instagram.com/goodvisionusa)

## Members of the Board:

Blair Wong, Karsten Wolf, Katherine Smith,  
Jack Peacock

GoodVision USA  
US 501 (c)(3) public charity  
EIN 83-1871284.

Photographs: Michael Schubert,  
Evelyn Van Kempen, Lucy Tantum, Thomas  
Rémont, Martin Aufmuth, Isabella Bilger







**950 million** people need glasses they **cannot afford.**



## Our Mission

GoodVision USA is committed to helping the **950 million people globally** who are in need of eye glasses but cannot afford them or do not have access to proper eye care. The organization seeks to assist those with poor vision who are unable to work or study, which can perpetuate poverty for families and individuals. It also addresses the lack of trained optical specialists and high market prices for eyewear in many developing countries that leaves people without any feasible options for vision correction.

GoodVision USA is working to address this global health inequity with our sustainable business model that focuses at the local level and includes: production of eye-glass frames; training of vision technicians; free vision testing; and immediate assembly and fitting of eye glasses. Our objective is to provide people living in poverty access to inexpensive and vision correcting eye glasses while simultaneously creating meaningful employment.

**Everyone deserves the dignity and opportunity that comes with GoodVision.**

# The Principle

## The Glasses

Our glasses consist of a lightweight yet extremely durable steel frame and lenses made of shatterproof plastic. The lenses can be clicked into the frame easily with one simple action. The range of products consists of spherical lenses with powers from -10.0 to +8.0 diopters in 0.5 diopter steps. Colored beads give the OneDollarGlasses a unique, individual design. The cost of materials for one pair of glasses is US \$1 and the selling price is approximately two to three times the local daily wage.

## The Bending Machine

The OneDollarGlasses are manufactured by trained, local specialists on a simple bending machine. It works without electricity so it can be used in resource-poor and rural regions.



## Training for Ophthalmic Professionals

Since there are very few eye doctors and opticians in many developing countries, GoodVision International has developed its own one-year training course in Best Spherical Correction (BSC) in close cooperation with ophthalmologists and opticians. This enables graduate technicians to reliably dispense the best possible spherical lens during the eye test and to expertly adjust the glasses.

## Creation of Permanent Jobs

In partnership with Refuge Place International, GoodVision USA trains local skilled workers in the production and distribution of OneDollarGlasses. Their salaries and the running costs of the project are financed, in part, by the sale of the glasses. The co-benefits of financial sustainability and job creation are unique and fundamental aspects of our work.



GoodVision International

# GLOBAL PROJECTS



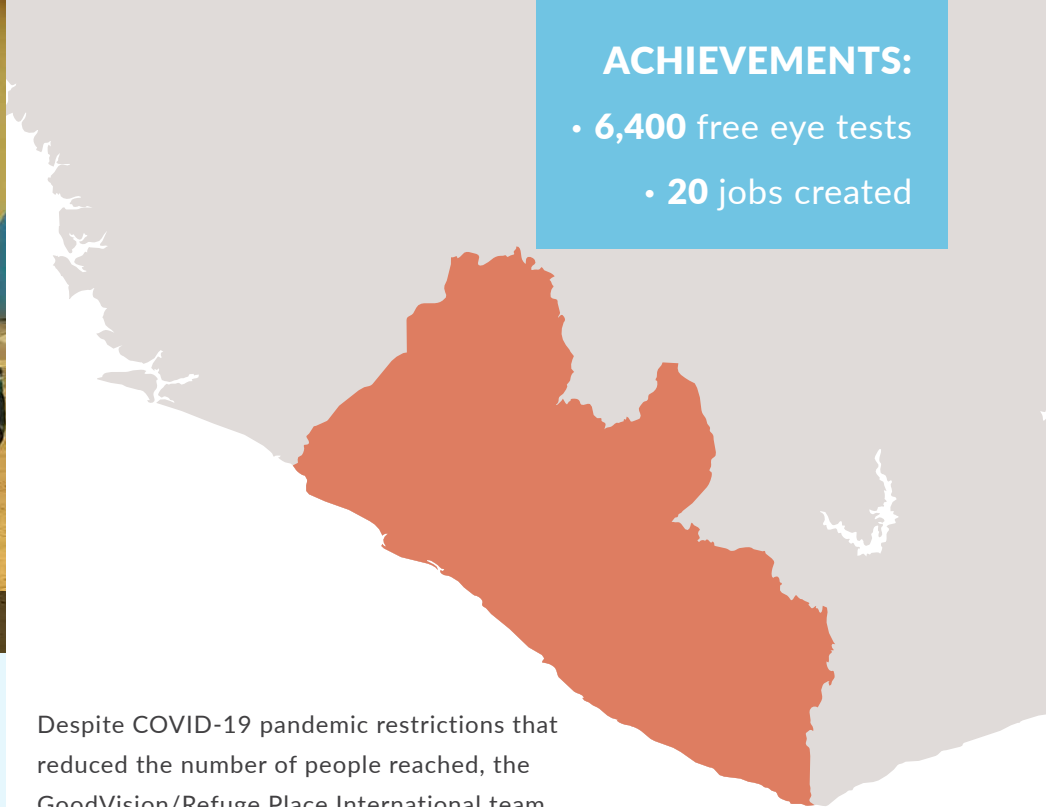




GoodVision trainees with their certificates

## ACHIEVEMENTS:

- 6,400 free eye tests
- 20 jobs created



# OUR WORK IN LIBERIA

Despite the coronavirus pandemic, GoodVision USA experienced significant growth throughout 2020. We were able to expand our reach of optical services in Liberia, dispense more glasses, hire more GoodVision Technicians (GVTs), and grow our team of dedicated volunteer professionals in the U.S.

GoodVision USA is focusing on the West African country of Liberia where the need for eye care for those who are unable to access it or cannot afford corrective vision is immense. Based on 2020 data, approximately 90% of the citizens live in poverty, compared to less than 12% in the USA. Fewer than 60 eye care professionals serve the entire population of 4.8 million, which translates to only one eye care professional for every 80,000 people. Many people also live in rural areas and are not able to travel to obtain the critical eye care required to allow them to continue with educational or work-related activities.

Despite COVID-19 pandemic restrictions that reduced the number of people reached, the GoodVision/Refuge Place International team conducted over 6400 eye tests and distributed almost 250 pairs of glasses throughout Liberia.





Jim Suah (top, left) and Matee Morris (lower)



In 2019, GoodVision USA received a competitive grant from the L'Occitane Foundation and L'Occitane North America to support our vision care work in Liberia. This grant has allowed us to continue to train a team of GVTs and purchase the optical equipment and transportation required to reach distant villages. Through a partnership with Liberian NGO Refuge Place International (RPI), GoodVision established the foundation for the training of locally based individuals to become GoodVision Technicians. Throughout 2020, these GVTs performed optical screenings and conducted rural optical outreaches for visual assessment and the dispensing of glasses.

The Liberian capital, Monrovia, served as the central point for the majority of projects, with eye testing being conducted on an ongoing basis in the RPI clinic. The partnership between GoodVision and RPI is especially productive. Both organizations support sustainable initiatives to improve the health and economic situation of the population, not only through eye assessments and the provision of glasses, but also by providing health education and jobs leading to empowered communities. RPI was founded in 2014 by Dr. Mosoka Fallah, an internationally renowned epidemiologist.

The mission of RPI in Liberia is to stimulate and foster an environment that leads to improved health outcomes for impoverished communities throughout the country. The organization aims to create a replicable health care model for urban slums and poor rural communities with the goal of reducing the high maternal, neonatal, and child mortality rates and make quality healthcare accessible to all people. GoodVision and RPI work in partnership with the Ministry of Health in Liberia. In 2020 Jim Saye Suah was welcomed as the RPI-GV USA Project Manager. Jim is supported by Matee Morris, assistant trainer and ophthalmic nurse, in the daily project work and planning for the 2021 comprehensive training program for new GoodVision Technicians and annual recertification of the current GVTs.

The goal for 2021 is to further enhance and expand the collaboration between GV and RPI to maximize the outreach and dispensing of eyeglasses to even greater populations of Liberians in need of better eyesight.





# OUR TEAM

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GoodVision USA has a working Board of Directors and a growing team of volunteers in the U.S. who support the GoodVision program at Refuge Place International in Liberia.



## Board of Directors

**Jack Peacock** / Treasurer, Board of Directors

**Katherine Smith** / Secretary, Board of Directors

**Karsten Wolf** / Appointed Director, Board of Directors

**Blair Wong** / President, Board of Directors

## Team Members and Volunteers / USA

**Jennifer Hyde** / Executive Director

**Barbara Arning, M.D** / Public Relations Manager

**Laura Fuller** / Communications Manager

**Mirja Hoffman** / Human Resources Manager

**Michael Schubert** / Administrative Manager

**Lucy Tantum** / Communications

**Christine Burke** / Communications

**Jamie Sloate** / Social Media Intern

**Glorious Njoroge** / Digital Marketing Intern

**Anna-Lena Baumann** / Advisor, Business Development

## Team Members / Liberia

**Mosoka P. Fallah** / Project Advisor, GoodVision USA/RPI Liberia

**Jim Saye Suah Jr.** / Project Director, GoodVision USA/RPI Liberia

**Matee Morris** / Ophthalmic Nurse, GoodVision USA/RPI Liberia



# VOLUNTEER SPOTLIGHT



**Mirja Hoffman**  
Human Resources Manager

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Mirja is driven by helping others and working with people from all over the world. What excites her most about GoodVision is the economic impact of manufacturing glasses locally and creating jobs.



**Glorious Njoroge**  
Digital Marketing

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Glorious is a marketing student at James Madison University and communications director for Zenerations Virginia. Having struggled with poor vision for years, she understands the importance of seeing clearly. She is passionate about the work GoodVision USA is doing in Liberia and uses her social media skills to increase awareness around the world.



**Barbara Arning, M.D.**  
Public Relations Manager

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Barbara brings a wealth of experience to GoodVision USA – as a physician, a former director of regulatory affairs in the pharmaceutical industry, and an executive in marketing and advertising. Her passion now is to help change lives through sustainable optician support and providing affordable eye glasses.



**Lucy Tantum**  
Communications

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After graduating from Dartmouth in 2019, Lucy accepted a research fellowship in Monrovia, at the National Public Health Institute of Liberia. She attended a GoodVision USA outreach event and saw first-hand the valuable service the organization provides. Now at Stanford University, she volunteers with GoodVision USA to address public health needs in Liberia.

# LIBERIAN TEAM MEMBERS



**Togar Tarr**  
GoodVision Technician

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As a nurse's aide at Refuge Place International, Togar saw the work GoodVision USA was doing. He became a GoodVision Technician early in 2020 and has already led dozens of outreach events. Along with a team of GVTs, he organizes events across Liberia, sometimes traveling to destinations on foot or by motorbike when roads are not passable with a car.



**Mosoka Fallah**  
Founder, Refuge Place International

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When Mosoka got his first pair of glasses at age 16, he could finally stop squinting and start studying in earnest. He earned degrees in public health and microbiology in the US, then returned to Liberia and founded Refuge Place International (RPI), a nonprofit organization dedicated to lifting Liberian families out of poverty.



**Jim Saye Suah Jr.**  
Project Director,  
GoodVision / RPI Liberia

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Jim Saye Suah Jr is the Chief Operating Officer at Refuge Place International in Liberia and Project Director for GoodVision. He has worked in epidemiology, investigating the incidence, distribution, and control of diseases – a particular asset in 2020.



**Matee Yartu Morris**  
Ophthalmic Nurse

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Matee is the Chief Officer in Charge at RPI Liberia. An ophthalmic nurse, she brings needed expertise and experience to the GoodVision project including training the GoodVision Technicians and managing the optical and eye camps.

# PARTNERS AND SUPPORTERS

WE SINCERELY THANK ALL OF OUR GENEROUS PARTNERS AND SUPPORTERS  
AND COULD NOT DO THIS LIFE-CHANGING WORK WITHOUT YOU.

## Fondation L'Occitane

L'Occitane Foundation provides critical funds to expand our work in Liberia, helping to make eyewear and eye care accessible to people throughout the country. The Foundation's Caring for Sight program is one of the world's leading funders in the fight to prevent blindness and improve eyesight globally.



## Faegre Drinker Biddle & Reath, LLP.

Pro bono legal assistance has been generously provided by attorney, Carrie Garber Siegrist of Faegre Drinker Biddle & Reath, LLP, from the inception of GoodVision USA.



## L'Occitane en Provence

L'Occitane North America is teaming up with the L'Occitane Foundation to support GoodVision through internal fundraising efforts with its employees and to officially sponsor our work in Liberia.



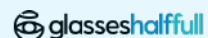
## James M. and Cathleen D. Stone Foundation

The James M. and Cathleen D. Stone Foundation funds GoodVision USA with vital support that contributes to its successful operation.



## GlassesHalfFull

Our optical retail partner from Edmonton, Alberta, Canada, participates in the Pair for Pair program, which makes a contribution to GoodVision for every pair of eye glasses sold.



## Thayer Family Trust

The Thayer Family Trust provides funding for the work of GoodVision USA that provides generalized support.



# Project Stories

## GoodVision Provides Glasses for Adults and Children



Philipmena, a high school student in Monrovia, Liberia, had been experiencing vision problems since the fifth grade and could not read the blackboard during class unless she sat in the front row. Her classroom was overcrowded, so if she didn't arrive early enough, the only available desks were those in the back of the room.

When Philipmena was in the ninth grade, her school received an eye camp visit from Refuge Place International (RPI), GoodVision USA's partner organization in Liberia. Philipmena was sitting in the back of the classroom and when the RPI team asked her to read the eye chart from her desk – she could not make out a single letter. She was finally able to read the chart when she moved to the very front of the room. **It was clear that she needed glasses and since they are free for students, she was able to secure a pair of glasses for the first time in her life.**

Today, Philipmena is in tenth grade and has been wearing GoodVision glasses for over a year. She plans to attend university and dreams of becoming a medical doctor.

## GoodVision Provides Jobs for People of all Abilities

For people with physical disabilities, finding a job in Burkina Faso is almost impossible.

Constant Zoungrana, who lost his sight in 2015 as a result of glaucoma, was given a chance by the GoodVision organization. Our team showed Constant how to produce glasses on a specialized bending machine that included extra etchings for people who are blind. Today, Constant delivers approximately 200 frames each month.

As a valued producer since 2019, he has become even more resolute in his commitment to his craft. **“The fact that I can now earn money again and feed my wife and child has completely changed my life,”** he says with gratitude. In 2021, we are looking to employ even more people like Constant, so that people with disabilities can build a future for themselves and their loved ones.



# Financials

2020 was a challenging year but thanks to our many generous donors, GoodVision USA continued its positive growth.

In this, our second full year as a tax-exempt organization, we continued to experience solid growth in revenue. This was driven by the sustained support of many individuals, and in large part, from critical foundation grants that enabled us to commence operations in our project country, Liberia.

Our total revenues grew by just over 30%, to a solid \$55,601. We were fortunate to have significant funders, including the L'Occitane Foundation, the James M. and Cathleen D. Stone Foundation, and the Thayer Family Trust. Together these foundations donated over \$43,000 of our total revenue. Additionally, private funders supported a donor challenge that significantly contributed to our overall growth in revenue. Not reported in the financial statements are the numerous hours of in-kind volunteer time and effort that we have received since inception.

We are very fortunate to have dedicated volunteers from across the United States, as well as in Germany, Liberia, and other locations around the world. It is the combination of our funding support and the passion of our volunteers that continue to make the organization prosper.

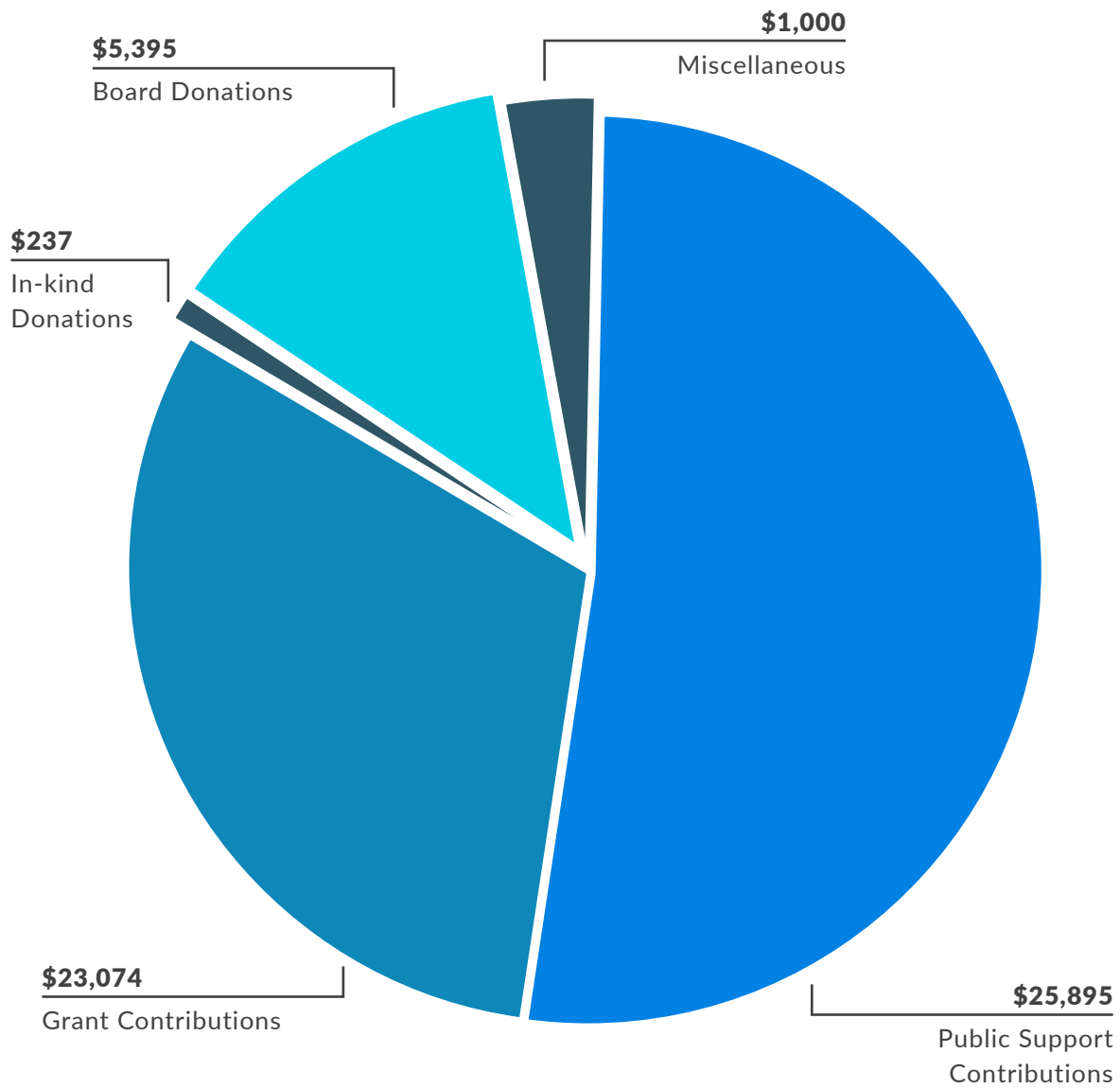
The result of these efforts can be seen in the progress we have made in Liberia to provide vision care, referrals to specialists, and the dispensing of GoodVision Glasses to underserved men, women, and children who would otherwise not have access to or be able to afford the eye care they so greatly need.

# Financial Report 2020

<b>PUBLIC SUPPORT AND REVENUE</b>	<b>Without Donor Restrictions</b>	<b>With Donor Restrictions</b>	<b>Total</b>
Public Support Contributions and grants, excluding:	25,895	23,074	48,969
In-kind donations	237		237
Board donations	5,395		5,395
<b>TOTAL PUBLIC SUPPORT</b>	<b>31,527</b>	<b>23,074</b>	<b>54,601</b>
Other Revenue			
Miscellaneous	1,000		1,000
<b>TOTAL PUBLIC SUPPORT &amp; REVENUE</b>	<b>32,527</b>	<b>23,074</b>	<b>55,601</b>
<b>EXPENSES</b>			
Program Services	1,771	16,247	18,018
Management and General (incl. in-kind donations)	2,243		2,243
Fundraising	508		508
<b>TOTAL EXPENSES</b>	<b>4,522</b>	<b>16,247</b>	<b>20,769</b>







# Financials

## Allocation of Expenses and Revenues

**EXPENSES** \$20,769

PROGRAM SERVICES

MANAGEMENT & GENERAL

FUNDRAISING

\$18,018

\$2,243

\$508

# OUTLOOK



Road leading to the ocean in Robertsport, Liberia.

## The Road Ahead

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You are part of our plan for bringing vision to more people living with limited sight! GoodVision USA needs your support to expand our focus on eye care for underserved populations through our worldwide projects. Our current work in Liberia has created the foundation to provide vision screening for 30,000 people over the next year, through a system of self-sufficient optical shops. As our project progresses, we will be training GoodVision Technicians who will conduct visual assessments in urban and rural areas and dispense eyeglasses and/or deliver eye care referrals.

By 2025, our goal is to reach over 350,000 Liberians with visual health care; create new jobs for scores of locally trained GoodVision Technicians; and improve the quality of life for thousands of patients and their families. Your help is a critical part of this life-changing impact for so many and we look forward to partnering with you!

# ANNUAL REPORT

# 2020

2020 WAS A CHALLENGE.  
THANK YOU FOR **YOUR SUPPORT.**

We believe in the right of basic optical eye care for everyone. We will continue to work towards vision for all in 2021 and hopefully for many years to come.

**We can see a better world.**

