



ANNUAL REPORT 2021

Good Vision 
United States of America



Jennifer Hyde, in the middle

DEAR SUPPORTERS:

While this has been another trying year, our ability to weather tough times is a measure of our strength. We are pleased to report that despite COVID and an economic downturn, [GoodVision USA](#) and our core program in Liberia have thrived.

In fact, 2021 was an exciting year, with our project in Liberia making enormous strides. Our accomplishments include:

- Completion of our first training cycle of [GoodVision Technicians](#)
- Official status as [GoodVision International's](#) 10th global project
- Successful project operations under restrictive COVID conditions
- Almost 8,000 people screened at community, school, and government facilities
- Over 3,100 refractions performed
- Approximately 1,000 pairs of eyeglasses dispensed
- Infrastructure capacity expanded within [GoodVision USA](#) to support critical programming

With the first full year of the Liberia project squarely behind us, we began 2022 in a strong position to overcome challenges and continue to capitalize on our achievements. The people of Liberia are undaunted by significant daily challenges and we are unwavering in our support.

Our goal is to help the project grow until every Liberian citizen can access the benefits and dignity that improved vision affords.

Jennifer Hyde
[GoodVision USA](#) Executive Director



THANK YOU SUPPORTERS!

The global need for good vision persists. Over the past year, 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 the capital city of Monrovia progressed well throughout the year despite many challenges. Our successes included training the first group of Liberian [GoodVision](#) Technicians, nearly 8000 vision screenings performed, and over \$68,000 in donations raised.

[GoodVision](#) International, also referred to as OneDollarGlasses, had a very strong year as well, even as COVID remained prevalent in many countries and impacted operations. More than 280 people are employed in 10 project countries around the world, and they provide reliable incomes that support individuals and families. Globally, [GoodVision](#) Technicians have produced and distributed more than 370,000 pairs of

glasses to people who would not otherwise have the means or the access to obtain them.

We thank you for your continued support in 2021. You make this progress possible and remain critical to our ability to achieve our mission and goals in the future.

[GoodVision](#) USA Board of Directors
Blair Wong, Karsten Wolf, Katherine Smith



Blair Wong
President of the Board



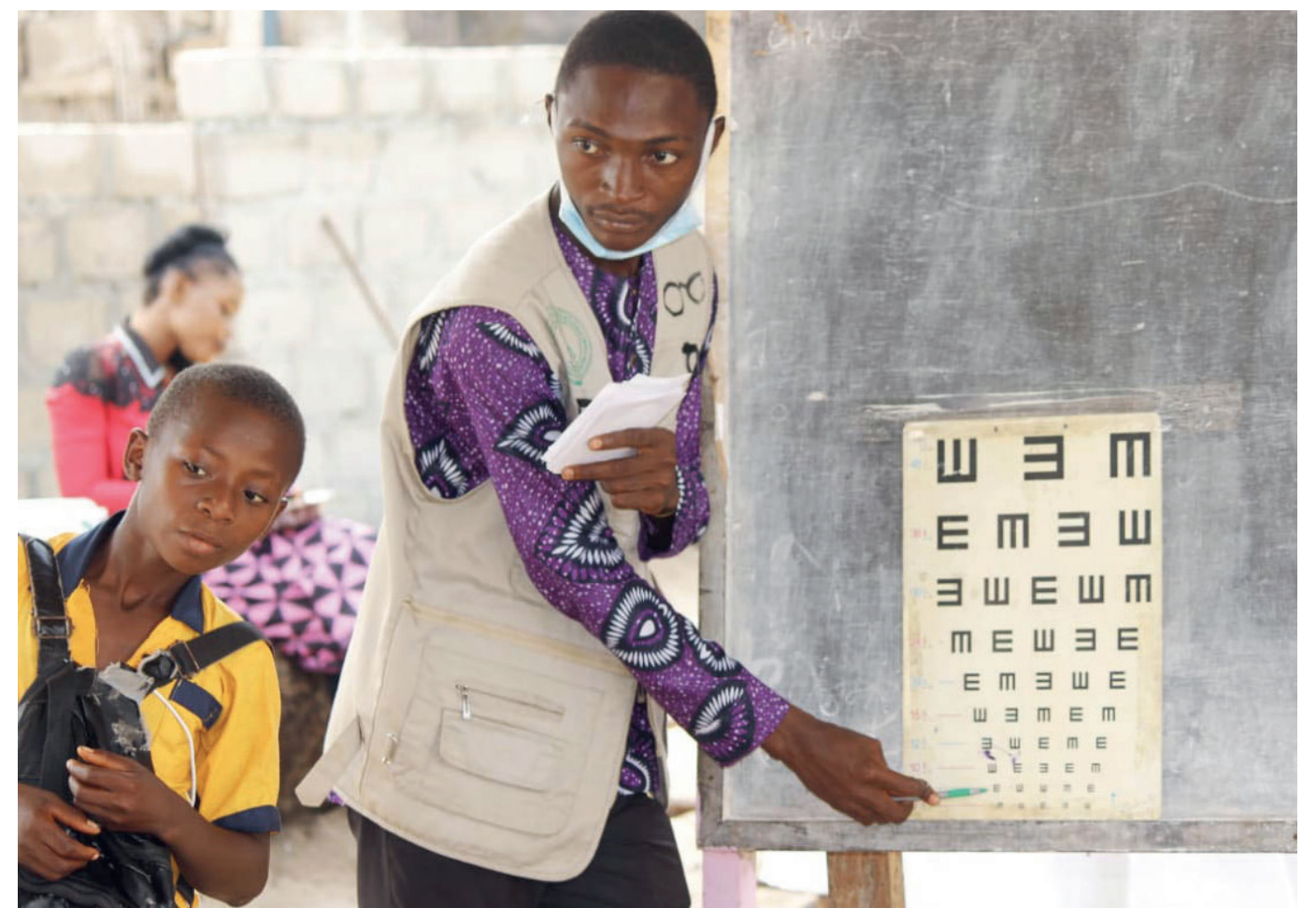
Karsten Wolf
Appointed Director

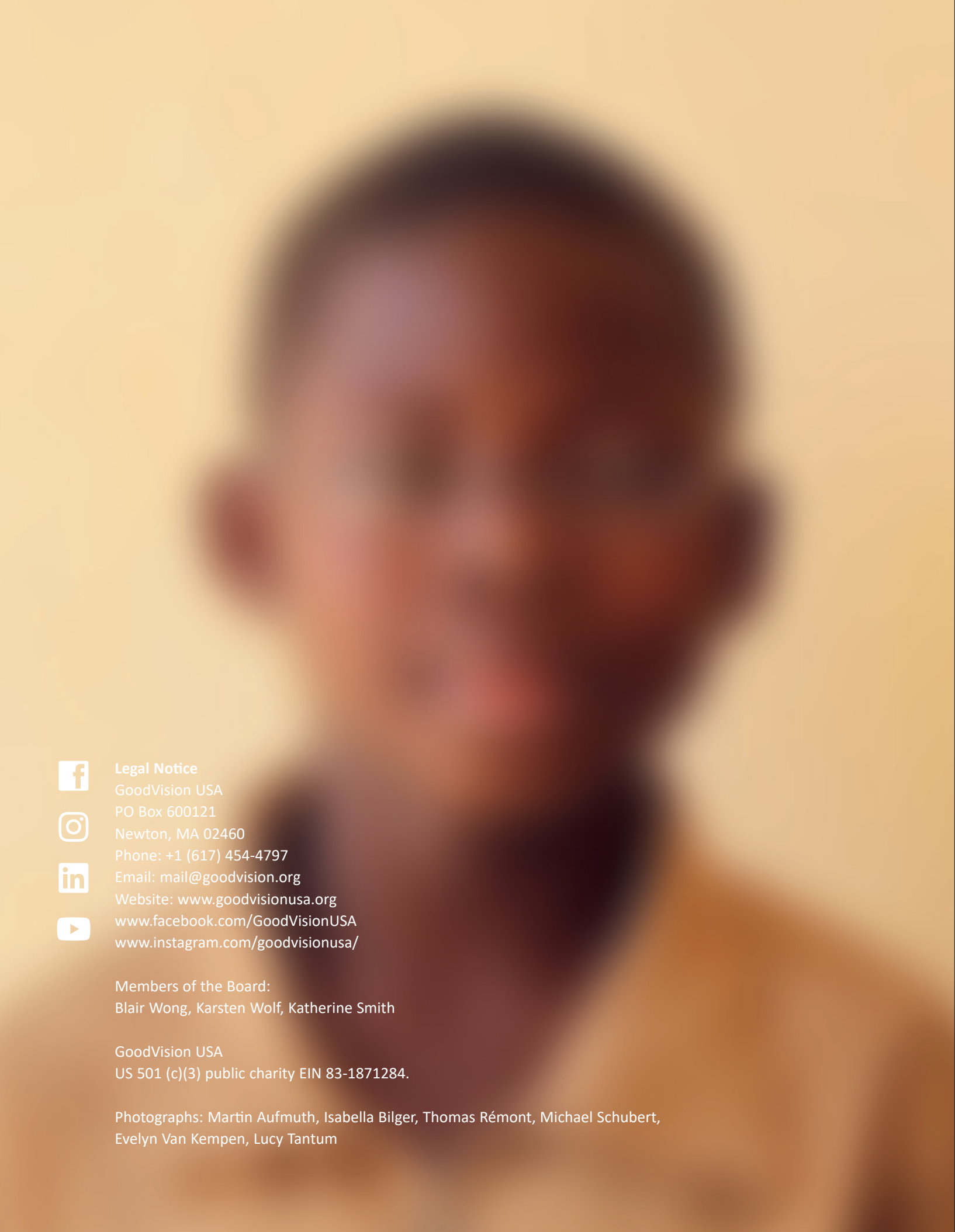


Katherine Smith
Member of the Board

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GoodVision THE IDEA

THE IDEA



Legal Notice

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Members of the Board:

Blair Wong, Karsten Wolf, Katherine Smith

GoodVision USA

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

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

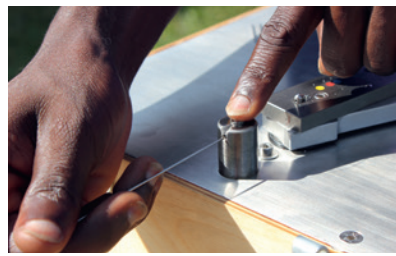


GoodVision THE IDEA

Good vision for all –
a global challenge

According to a recent study by the World Health Organization (WHO), around 950 million people need glasses but cannot afford them or don't have access to ophthalmic care. The consequences: children cannot follow lessons at school and adults cannot work or provide for their families. WHO estimates that annual losses for those affected are around 269 billion US dollars.

We want to change that.



GoodVision addresses the global problem of poor vision with affordable, locally produced eyeglasses

GoodVision International

THE PRINCIPLE

- **The glasses:**

GoodVision Glasses consist of a lightweight, extremely durable stainless steel frame and pre-cut lenses made of unbreakable plastic. The range includes spherical glasses with thicknesses from -10.0 to +8.0 diopters in steps of 0.5 diopters. Angular lenses and prescription sunglass lenses are also available. Colored beads give the glasses an individual design. The material cost for a pair of glasses is around 1 US dollar and the selling price is two to three times the local daily wage.

- **The bending machine:**

GoodVision Glasses are manufactured by skilled local specialists on a simple bending machine. This does not require electricity and can therefore be used easily in very poor and rural regions.

- **Training concept for ophthalmic specialists:**

Because there are few ophthalmic specialists in many developing countries, **GoodVision** developed its own one-year training concept for Best Spherical Correction (BSC) in close cooperation with ophthalmologists and opticians. This enables technicians to reliably find the best possible spherical lens during the eye test and to adapt the glasses expertly.

- **Job creation and economic development:**

Today, **GoodVision** trains local specialists in the production and distribution of glasses. Salaries and ongoing project costs are financed to a large extent from the sales proceeds of the glasses. This creates new jobs, even in countries with poorly developed labor markets.

- **Integration of disadvantaged group:**

GoodVision works to actively integrate people with physical disabilities in our programs. In Burkina Faso, for example, we adapted our bending machine for use by a blind employee who is now working successfully in eyewear production.

- **Supply structure:**

In order to reach as many people as possible, **GoodVision** creates sales channels together with local partners. These include eyewear shops and sales outlets in existing shops (e.g. pharmacies), and also eye camps and outreaches. People are tested on site, at schools, workplaces, and remote communities, and immediately afterwards they can receive the right glasses, reducing costs for everyone involved.

- **Awareness-raising campaigns:**

The importance of good vision for education as well as for social and economic development is not yet sufficiently

recognized in many countries. Through free eye tests, educational work in schools and village communities, and the establishment of relationships with health institutions and NGOs, **GoodVision** creates a growing awareness of the importance of vision correction and the effect of glasses.

- **Help with cataracts:**

People in developing countries who suffer from cataracts are at risk of blindness. They can be helped quickly with surgery. As we have done in India, we want to expand the associated support services into a strong pillar of ophthalmic basic care in other project countries.

- **Sustainable model:**

The **GoodVision** business model is sustainable. The establishment of permanent production and sales structures in the project countries is financed by donations. The proceeds from the sale of the glasses contribute to covering the costs on site. Our twin aims are a worldwide, local supply of high-quality affordable glasses for people in need and job creation and support for **GoodVision** Technicians.



Around 1 billion people
worldwide cannot afford
or access eyeglasses

GoodVision USA OUR MISSION

[GoodVision](#) USA was established to bring vision care and affordable glasses to people in the West African nation of Liberia who do not have access to proper eye care or cannot afford glasses. Those with uncorrected vision are often unable to work or study, perpetuating poverty for families and individuals. Vision correction empowers people to succeed in school and in the workplace.

[GoodVision](#) USA is part of [GoodVision](#) International, which now supports projects in 10 countries. [GoodVision](#) utilizes a unique eyeglass delivery model to produce and distribute durable eyeglasses at a low cost. The cost for materials is about \$1 US per pair. To get these glasses to those who need them most, we train and support [GoodVision](#) Technicians to conduct eye screenings and outreaches.

Our work improves access to vision care by addressing the lack of trained optical specialists and the high market prices for eyewear. In doing so, we create good local jobs for [GoodVision](#) Technicians. Sustainably and effectively.

We believe that everyone deserves the dignity and opportunity that good vision provides.



OUR WORK IN LIBERIA

U.S. volunteers and donors help **GoodVision** Technicians bring the life-changing benefit of improved eyesight to the people of Liberia.



GoodVision USA's work is focused on the West African nation of Liberia, where many lack access to affordable eye care. Based on 2020 data, approximately 90% of Liberian citizens live in poverty, compared with 11.8% in the USA. Liberia's population of approximately 5 million is serviced by fewer than 60 eye care professionals — or just one for every 80,000 people. Access to vision care is nearly nonexistent in Liberia's rural regions. Without adequate eye care, individuals face barriers to success in school and the workplace.

In 2021, **GoodVision** USA's Liberia program continued to grow, reaching even more people in need of vision care. We strengthened our optical services by training the first full class of expert **GoodVision** Technicians (GVTs), dispensing more custom-made glasses, and expanding our team of dedicated volunteer professionals in the US.

Our vision care work in Liberia was largely funded by a generous grant from the L'Occitane Foundation. Through this grant, and with additional funds from other corporate and individual donors, we purchased the equipment and transportation necessary to bring vision screening outreach events to schools, communities, and government entities in Monrovia and outlying areas.

GVTs are central to our mission of improving access to vision care and creating meaningful employment. Each GVT completes a year-long training in vision screening and eyeglass distribution following **GoodVision**'s unique model. Technicians are trained in the fundamentals of optical screening, vision outreach programming, and eyeglass dispensing. Our first training program concluded with final testing and certification early in 2022, and the new national technicians are fully certified to lead vision screening outreaches and distribute eyeglasses to all who need them.

We have continued our valuable partnership with Refuge Place International (RPI), a Liberian non-governmental organization founded in 2014 by the renowned epidemiologist, Dr. Mosoka Fallah. The RPI mission is to stimulate and foster an environment that leads to improved health outcomes for impoverished communities throughout the country. RPI 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 to make quality healthcare accessible to all people.

In collaboration with RPI, GVTs perform eye tests on an ongoing basis at the health clinic in Monrovia and at outreach clinics in school and community settings in RPI catchment areas. Both organizations support ongoing long-term initiatives to improve the health and economic situation of the population, not only through eye assessment and the provision of glasses, but also by providing health education and jobs, which lead to empowered communities.

GoodVision and RPI also work in partnership with the Ministry of Health in Liberia.

In 2022, we will continue to develop the collaboration between **GoodVision** and RPI to pursue our twin objectives of improving access to vision care and creating meaningful livelihoods in Liberia. With a full team of trained and capable GVTs, we will be able to expand our outreach programs, traveling to rural communities throughout Liberia to provide eye screening and dispense eyeglasses. We look forward to continuing our work and reaching an even wider population of those in need of better eyesight.





ACTIVITIES IN LIBERIA

GoodVision Technician Training

- The first class of GVTs trained in Liberia completed coursework late in 2021, with final testing and graduation early in 2022

Outreach Events – Government Entities

- Liberia National Police. Free screening for all police officers and staff at LNP Headquarters and the Police Academy.
- Liberia Revenue Authority. Free screening at LRA headquarters.

Outreach Events – School and Community groups

- Montserrado County. Sixty free community screening events and seven at government and private schools. Children who need glasses receive them at no charge.
- Harbel City, Margibi County. Two hundred people screened in collaboration with Community Base Initiative, and 46 pairs of glasses produced for Ebola orphans and caregivers and others.
- Appreciation letter received from Boatswain Jr. High School (in Montserrado County) – the first of its kind for our project!

GoodVision USA

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 / Communications Manager
 Laura Fuller / Public Relations Manager
 Lisa Schinzel / Marketing & Social Media
 Lucy Tantum / Communications
 Christine Burke / Publications Manager
 Miracle Olatunji / Marketing Intern
 Juliana Owen / Marketing Intern
 Charles Beede / Fundraising
 Sally Hunt / Operations

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

LIBERIAN TEAM MEMBERS

Ade Wilson / GoodVision Technician

Ade completed high school in Maryland County and found work locally as a schoolteacher. But her mother’s illness brought her to Monrovia, 300 miles away. She began working as a Volunteer Community Health Worker at Refuge Place International and was invited to train as a GVT in 2019. Working at GoodVision, she hopes to grow in her career and to become an independent woman earning enough money to support herself and her family, while continuing to help less fortunate people in her community.



Thomas T. Dorbor Jr. / GoodVision Technician

Thomas graduated from the College of West Africa and received a diploma in computer science from the Monrovia vocational training institute. He dreamed of helping people by becoming a medical doctor, but he needed to earn a living, so he found work teaching and doing desktop publishing. Since becoming a GVT, he has started dreaming again. Thanks to his work at GoodVision, he is able to help others by bringing primary eye care and affordable glasses to people with impaired vision. And with the steady income he earns, he hopes to save enough money to continue his studies – now in ophthalmology.



Elijah Tamba Fallah / GoodVision Technician

After graduating from high school in Lofa County, about 125 miles north of Monrovia, Elijah did not have funds to continue his education, so he began selling used clothes in a local market. He joined GoodVision in 2021 and hopes that by becoming an eye specialist, he can help himself and the people of his country. Although he is still new to the job, he has already witnessed how GoodVision’s free screenings and affordable glasses benefit people.



LIBERIAN TEAM MEMBERS

Togar Tarr / GoodVision Technician

Togar has worked as a [GoodVision](#) Technician (GVT) in Liberia since 2020. Prior to joining [GoodVision](#) he worked as a security guard – with no room for career growth. As a GVT he can now pursue his interest in medicine while gaining a new skill set. He often travels by foot or motorbike to remote communities where access to vision care is scarce, helping children succeed in school and adults thrive in the workplace, all while achieving personal growth.



Jim Suah / Program Manager

Jim has moved up through the administration of Refuge Place International and ultimately to the [GoodVision](#) eye project. His work includes collaborating with ophthalmic nurse, Matee Morris, to oversee the project and supervise the GVTs. He leads communication with [GoodVision](#) USA, tracking and reporting progress and problem-solving. Jim's favorite aspect of his work is accompanying GVTs on field visits where he hears stories from eyeglass recipients and witnesses the impact of [GoodVision's](#) work in schools, institutions, and communities. Jim plans to pursue a graduate degree and career in public health to give back to his community.



Matee Yartu Morris / Chief Officer in Charge

Matee is the Chief Officer in Charge at RPI. An ophthalmic nurse, she brings valuable expertise and experience to the [GoodVision](#) Team. Her responsibilities include training new GVTs and managing the outreaches and eye camps. The GVTs refer to Matee as "mom" because of the wisdom, guidance, and nurturing care she brings to her role.



USA VOLUNTEER SPOTLIGHT

Juliana Owen / Social Media Intern

Juliana is a freshman at Boston College where she is majoring in marketing. The [GoodVision](#) internship allows her to create content for social media outreach, which is a vital part in modern day marketing strategy. According to Juliana, "It has allowed me to produce excellent content that comes straight from the source in Liberia, and to work alongside passionate people to spread the word about such an impactful organization." In the future, Juliana would like to work in marketing communications or public relations.



Michael Kreuzer / Partner, Retail Optical Program

Michael is the owner and optometrist of Glasses Half Full, a full-scope optometry office in central Edmonton, Canada. He spearheaded an impactful "Pair for a Pair Optical Program" in Canada and is now helping to expand the program to optometry and optical practices across North America. For each pair of eye glasses sold, his office generously provides funds to cover the material cost for one pair of glasses produced locally in Liberia by [GoodVision](#). He is committed to helping [GoodVision](#) build meaningful, stable, and sustainable work/business opportunities and develop health care systems that previously were not available.



Christine Burke / Publications Manager

Christine has been wearing glasses to correct her distance vision since grade school, and she can't imagine life without them. She comes to [GoodVision](#) USA after a 35-year career in publications, from producing newsletters for local nonprofits to managing an international dental research journal. She is especially excited about [GoodVision's](#) dual goals: bringing the life-changing benefits of improved vision to more children and adults and supporting meaningful employment for local [GoodVision](#) Technicians.



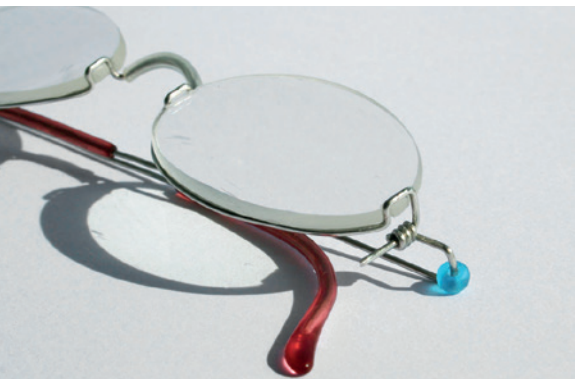
Miracle Olatunji / Intern/Blogger

Miracle writes monthly blog posts and content to raise awareness about [GoodVision](#) USA's mission, vision, and initiatives. According to Miracle, "I love using my gifts and passions as a writer to help support such a purpose-driven organization." She will graduate in December of 2022 from Northeastern University where she is a finance major. She is the author of *Purpose: How To Live and Lead With Impact* and you can find more information about Miracle on her website at www.miracleolatunji.com.



10 YEARS

Good Vision



The first **OneDollarGlasses** with folding arms from 2012



Sorting lenses at home with Martin Aufmuth



First training in Malawi in 2013



Suzanna from Brazil can sew again for her 54 grandchildren

2013

Volunteers train the first local eyewear manufacturers in four project countries. The idea of **OneDollarGlasses** is gaining worldwide attention.

2014

More than 100 local employees work for **OneDollarGlasses** in nine countries on three continents. These include Brazil, Burkina Faso and Kenya.

2015

International networking: Foundation of **OneDollarGlasses Switzerland**. Membership in the International Agency for the Prevention of Blindness (IAPB). Martin Aufmuth is guest speaker at UNESCO.

2016

Active educational work in the project countries improves the knowledge of the local population on eye health. More than 62,000 people have received glasses since the start of the project.

2012

Martin Aufmuth founded **EinDollarBrille** (**OneDollarGlasses**, now **GoodVision**) in 2012. The goal: Affordable glasses and basic ophthalmic care for people in developing countries.

2017

In the fifth year, **OneDollarGlasses** starts a new project in India. The total number of glasses issued rises to over 100,000.

From the initial idea of **OneDollarGlasses...**

...GoodVision International has become a **globally active development organization** over the past **ten years** – well connected worldwide, with a unique concept and projects in **ten countries**.

2018

In Burkina Faso alone, around 70 people work for **OneDollarGlasses**. In the areas of production, sales and management, the quality of work is significantly improved.



Today, the team in India has almost 100 employees

2019

GoodVision USA established to support a new project in Liberia. **Lentes al Instante**, Peru, founded. Organizational name change to **GoodVision International** to reflect our growing mission.

2020

The coronavirus pandemic is hitting people in the project countries hard. In times of crisis, the concept of **GoodVision Glasses** proves its worth. Local specialists keep the projects alive.

2021

In India, 1,500 patients with cataracts have their sight restored with surgery. In Bolivia, a new grinding workshop is being built for astigmatism glasses.



Glasses are given to school children free of charge



Next Economy Award: Award ceremony by professional footballer Philipp Lahm in 2017

2022

With over 870,000 eye tests since the beginning of our work, more than 370,000 people have now received **GoodVision Glasses**. **Thanks to the tireless support of donors, foundations and volunteers.**



Souleymane Siguiri has been working for our project in Burkina Faso since 2013

OUR GLOBAL SUCCESSES

Colombia



1,000 glasses since 2021
3 employees

Burkina Faso



87,000 glasses since 2013
71 employees

Malawi



44,000 glasses since 2014
34 employees

Kenya



400 glasses since 2014
3 employees

Liberia



1,000 glasses since 2019
21 employees

Bolivia



66,000 glasses since 2014
25 employees

Brazil



62,000 glasses since 2014
25 employees

Peru



8,000 glasses since 2019
11 employees



India



39,000 glasses since 2017
91 employees

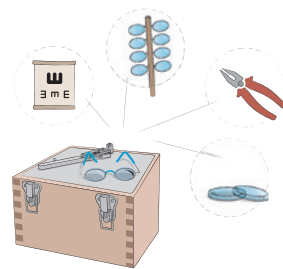
Myanmar



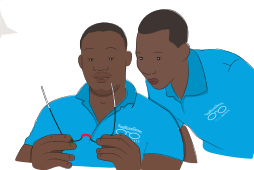
15,000 glasses since 2018
5 employees



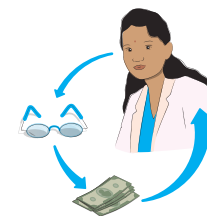
Prestigious awards at home and abroad



Sustainably, locally produced glasses



280 jobs created locally



Successful cataract program in India expands the range of basic ophthalmic care



Almost 370,000 people supplied with glasses





PARTNERS AND SUPPORTERS



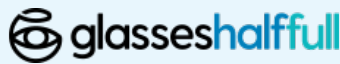
Fondation L'Occitane

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.



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.



GlassesHalfFull

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



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.



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.

Thayer Family Trust

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

FINANCIAL STATEMENT 2021

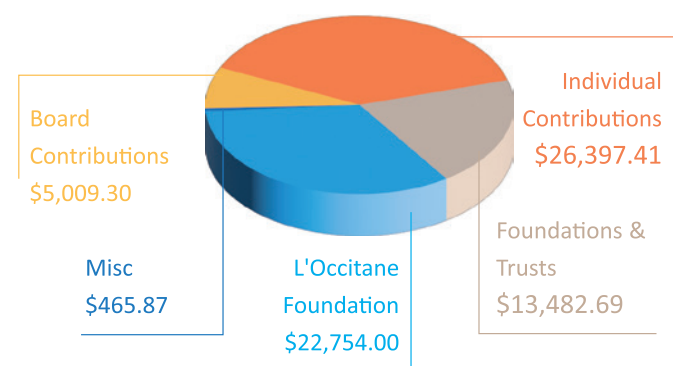
GoodVision USA continued its positive growth throughout 2021. Our success was driven by the sustained support of many individuals, and by critical foundation grants that enabled us to commence operations in our project country, Liberia.

Our total revenues grew to \$68,110. We were fortunate to have significant funders, including the L'Occitane Foundation and many private donors. Not reported in the financial statements are the many hours of in-kind volunteer time and effort that we have received throughout the year. We are fortunate to have dedicated volunteers from across the United States, Germany, Liberia, and from other coun-

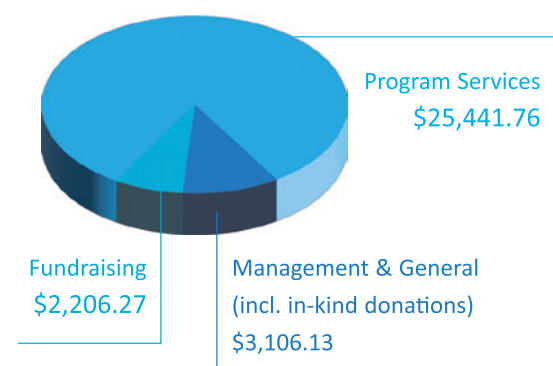
tries around the world. The combination of our funding support and the passion of our volunteers continues to fuel the organization.

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.

Revenue: \$68,109.27



Expenses: \$30,754.16



	Without Donor Restrictions	With Donor Restrictions	Total
PUBLIC SUPPORT AND REVENUE			
Public Support Contributions and grants, excluding:	39,892.24	22,754.00	62,646.24
In-kind donations	453.73		453.73
Board donations	5,009.30		5,009.30
TOTAL PUBLIC SUPPORT AND REVENUE	45,355.27	22,754.00	68,109.27
EXPENSES			
Program Services	18,614.98	6,826.78	25,441.76
Management and General (includes in-kind donations)	3,106.13		3,106.13
Fundraising	2,206.27		2,206.27
TOTAL EXPENSES	23,927.38	6,826.78	30,754.16
NET ASSETS	77,438.86	22,754.00	100,192.86

OUTLOOK 2022



With the first full class of GoodVision Technicians in Liberia graduating and obtaining certification early in 2022, we have brought our project to full strength, utilizing all the existing financial and physical resources available.

Goals for 2022

Visit to Liberia by GoodVision International and USA teams

- Meet directly with the Liberian team
- Learn firsthand of the resource needs and challenges of the project on the ground
- Conduct final training activities and examination of the GoodVision Technicians (GVTs)
- Participate in our first graduation of GVTs
- Meet other Liberian organizations and Ministry of Health officials in the eye health sector to discuss opportunities for collaboration
- Identify areas where resources are most needed

Identify opportunities for project streamlining and further cooperation with GoodVision International

- Learn from experience in other project countries to tackle some Liberia-specific challenges
- Expand outreach mobilization activities to reach more people in remote areas who lack access to eyeglasses
- Increase awareness of eye health and improved vision so that people learn about the important value of eyeglasses
- Provide improved transportation options for outreach teams

Identify additional financial support opportunities and collaborative partners to strengthen our work in Liberia

Develop a strategic marketing approach to expand our existing donor network. Our plan for the 2022 fiscal year is to further strengthen our infrastructure and capacities to support the work in Liberia. Three fundamental initiatives to accomplish this goal include:

- Expand our **Retail Optical Program**. Due to COVID, we postponed our plans to partner with retail optical establishments to raise visibility, interest, and support for our projects. We are now working to identify optical retailers who have an interest in sharing the work of GoodVision with their customers.
- Increase our **Supporter Network**. Access to eyeglasses and vision screening is so commonplace in the U.S. that many do not realize the dire need throughout the developing world, and in particular, in Liberia, where access is among the lowest in the world. New supporter networks will allow us to amplify our voice.
- Grow our **Volunteer Team**. Behind the impactful work in Liberia is a dedicated team of volunteers who ensure that our internal operations are functioning smoothly. We are continually looking to expand our team to increase our overall impact. Focal areas include: operations, finance, marketing, and fundraising.

All of these internal goals support our overriding primary ambition: to increase access to GoodVision glasses in Liberia through additional outreach events, awareness activities, eye screenings, and eyeglass dispensing.



Good Vision

United States of America

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