

GOODVISION USA ANNUAL REPORT 2023



LEGAL NOTICE

GoodVision USA

PO Box 600121

Newton, MA 02460

Phone: +1 (617) 454-4797

Email: mail@goodvision.org

Website: www.goodvisionusa.org

www.facebook.com/GoodVisionUSA

www.instagram.com/goodvisionusa

Members of the Board:

Blair Wong, Karsten Wolf,

Katherine Smith, Dibby Bartlett,

Sally Hunt, Cira Collins

GoodVision USA

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

Photographs:

Martin Aufmuth,

Jakob Neundorfer,

Francis Seymour

Design:

Hausgrafik gbr, Germany



The Idea

More than 1.1 billion people need glasses but cannot afford them. The vast majority of these individuals live in low-income countries already facing heavy health, academic, and employment burdens. These are the populations that GoodVision serves.

Without glasses, the world is blurred and hard to navigate. Corrected vision makes a better life possible.

EYEGLASSES MEAN MORE
THAN JUST SIGHT.



Dear Supporters:

I wish that each of you could see first-hand the exuberant work of our GoodVision Technicians in Liberia as they deliver vision screenings and eyeglasses to adults and children in overlooked communities! A colorful array of women and men understand the importance of vision outreaches, and they turn each event into an energetic and festive occasion.

Every dollar you have entrusted to GoodVision USA goes towards empowering these GoodVision Technicians and improving the lives of the people they serve.

This past year we worked to strengthen our infrastructure and increase our capacity by creating an independent institution in Liberia. This strong foundation will allow us to grow our work and have greater impact in the years to come. We also worked to better integrate our program into the constellation of GoodVision projects around the world. We worked with partners in other countries like Burkina Faso and Malawi, learning from their experiences and sharing their best practices.

As we move through 2024, we look forward to distributing more eyeglasses than ever, expanding our comprehensive vision care services, and supporting GoodVision's global work more robustly. We cannot do any of this without you. Thank you for entrusting us with your generous support.

With gratitude,

Jennifer Hyde, Executive Director, GoodVision USA



Dear Friends of GoodVision,

Over 630,000 people globally see better with the help of GoodVision glasses. More than 1.6 million people have received a free vision test at over 17,000 mobile eye camps. But GoodVision is more than the iconic spring steel frame. We change lives. We take patients with suspected cataracts to partner clinics and finance their operation. In Paraguay, Dr. Andrea Oleñik, the local partner and specialist ophthalmologist, uses artificial intelligence to analyze retinal images to find diseases. A new eye clinic is planned in Brazil – the first to be fully integrated into the country's healthcare system. In India, in addition to the affordable GoodVision glasses, they also sell high-quality plastic frames and lenses. The surplus from those sales helps to expand work into less fortunate areas. Over 140 people have been trained and employed in India.

Our program in Liberia continues to grow. The local leadership team has developed a strong partnership with their colleagues in Burkina Faso to create an inspiring network of eye care professionals in West Africa. In addition to our well trained GoodVision technicians we are hiring ophthalmic nurses to increase the quality and level of services we can provide. Most people can be helped with glasses, but we don't want to turn away people who have more serious needs. Our partnership with St. Joseph's Catholic Hospital provides the right foundation for further treatment in Monrovia.

GoodVision USA is changing. Thanks to your support, we continue to pursue the original idea behind GoodVision: to create the greatest, long-lasting impact with the resources at our disposal. In some places this is still basic vision screening and affordable, high-quality glasses. In others, it means providing eye examinations for over 300,000 children in the public school system of a major city. GoodVision USA is eager to meet new challenges in support of bringing high-quality vision care to people in Liberia and around the world.

Please enjoy our annual report and don't be afraid to get in touch with us at any time! We would love to invite you to one of our events, online presentations or just a good conversation.

Thank you for your support!

GoodVision USA Board of Directors





CONTENTS

Contents

2	Legal Notice
3	The Idea
4	Letter to Supporters
5	Dear Friends of GoodVision
8	Our Vision
10	GoodVision's Commitment to High Quality Care
12	Sustainable Vision
13	GoodVision in Numbers
14	Liberia
18	Team
22	Sponsors and supporters
24	Financial Statement
26	Outlook

Our Vision

Every global citizen has continual access to affordable, high-quality basic optical and vision care, especially glasses.

Who We Are

GoodVision USA was established in 2019 to support GoodVision International's global work. Our primary focus in the first years of our existence was the establishment of GoodVision Liberia and then expanding our scope to other regions globally.

What Sets Us Apart

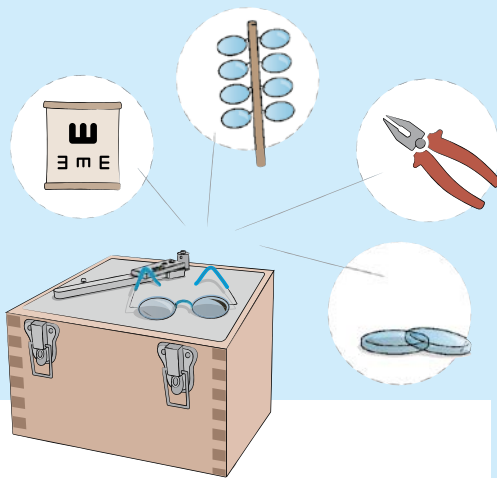
With innovative approaches such as local production, targeted training, and education on the importance of eyecare, we create sustainable solutions for people with visual impairments. With our holistic approach, which includes both optical and vision care, GoodVision sets standards in global health-care delivery where people need it most.





GoodVision's Commitment to High Quality Care

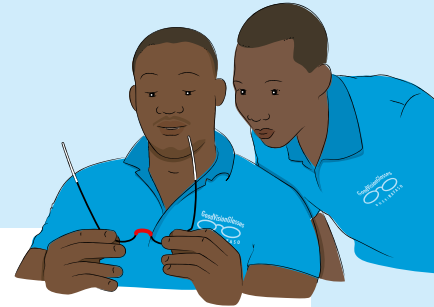
Good vision for everyone. It sounds simple, but there's more entailed in vision care delivery than meets the eye.



Glasses & Production

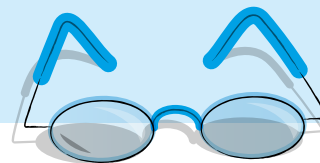
GoodVision eyeglasses consist of a lightweight but extremely stable spring steel frame. It is produced without electricity on a simple bending machine. Fitted lenses can be inserted into the frame with a flick of the wrist. The material cost of a pair of glasses is around one US dollar, and the selling price is two to three days' wages.

Fitting and dispensing glasses must be conducted by a trained and qualified professional. GoodVision organizes eye camps in remote villages, schools, factories or health centers to reach people who cannot visit an optical clinic due to distance and cost.



Training and jobs

GoodVision trains specialists in ophthalmic optics and eyewear production in the program countries. Around 400 people in eleven countries in Asia, Africa and South America work for global GoodVision projects. This approach addresses the lack of healthcare professionals in areas with the greatest need by creating new, well-paying jobs.

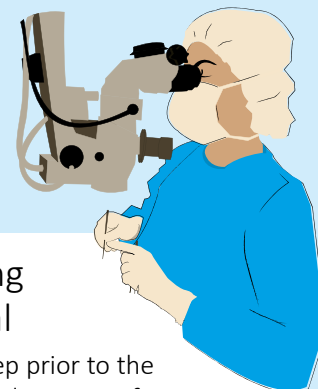
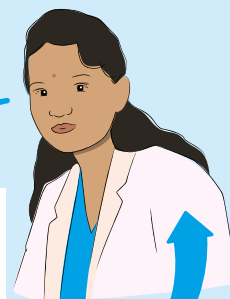


Quality standards

Meeting quality standards is integral to GoodVision's operations. Frames and lenses of GoodVision meet high optical quality standards and withstand heavy loads to optimize visual acuity and safety of our glasses' wearers. Our ophthalmic specialists are trained according to uniform rules and current medical best practices. Additionally, quality is assured through annual recertification and training of the GoodVision Technicians.

Sustainability

GoodVision establishes permanent, local production and sales structures in the countries where we operate to ensure longevity and sustainability of programming. Additionally, the production of GoodVision glasses on our bending machine requires no electricity. GoodVision makes a significant contribution to achieving the United Nations' Sustainable Development Goals.



Prescreening and Referral

An important step prior to the vision test is the detection of eye diseases and other ocular problems which glasses cannot correct. In this case, the patient is referred to an eye clinic for further treatment. In some countries, GoodVision also organizes cataract surgery or provides comprehensive primary ophthalmological care.



Education

A key component of Good Vision's work is to strengthen the awareness of the importance and benefits of vision and optical care in our program countries. Trained regional specialists with informed cultural understanding work with the local population. Educational programming is conducted in local languages to dispel the myths about poor vision and eyeglasses.

Sustainable Vision

GoodVision Glasses and their Significance for the United Nations' Sustainable Development Goals



GoodVision is committed to good vision globally and contributing to the achievement of the U.N.'s Sustainable Development Goals (SDGs). GoodVision is committed to ensuring that vision care and correction are affordable and accessible to all. With this commitment, GoodVision is in alignment with several of the United Nations SDGs. Here we present the goals most aligned with our work.



SDG 1: No Poverty SDG 4: Quality Education

Many people in low-income countries cannot afford expensive glasses and therefore suffer from uncorrected vision problems that limit their educational opportunities and career prospects. GoodVision glasses enable people to become more active members of community life and reach their full potential.



SDG 3: Health and Well-being of All People

With high-quality eyewear at affordable prices, GoodVision helps people to see better and thus improve their quality of life.



SDG 5: Gender Equality

GoodVision guarantees equal pay for equal work and performance regardless of gender. Additionally, GoodVision provides the opportunity for women to earn their own salaries and have access to qualified training and professional development opportunities.

SDG 13: Climate Action

GoodVision eyeglass frames are made from recyclable materials and are durable to conserve resources and avoid waste. Individual country programs are supported with separate funding for projects related to active climate protection.

Overall, the work of GoodVision contributes to promoting sustainable development in line with the SDGs. Our glasses improve the quality of life and offer opportunities for people to achieve higher levels of potential globally.

GoodVision is working to make the world a better place – one pair at a time.

What are the United Nation's SDGs?

The Sustainable Development Goals (SDGs) are 17 global goals of the United Nations to be achieved by 2030 in areas such as poverty reduction, education, health, climate protection and sustainable development. The SDGs serve as a guide for governments, organizations, and businesses to create a brighter future for all.

GoodVision International in Numbers

Eleven years of Global GoodVision –
our greatest successes since 2012



Approximately
630,000
people provided
with **glasses**



More than
1.6 million
eye tests performed



400
jobs created locally



30
Shops & Vision Centers
established



7,500
cataract surgeries
completed

South America:

Bolivia
Brazil
Colombia
Paraguay
Peru

Africa:

Burkina Faso
Kenya
Liberia
Malawi

Asia:

India
Myanmar

Liberia



Approximately

1,000

glasses distributed



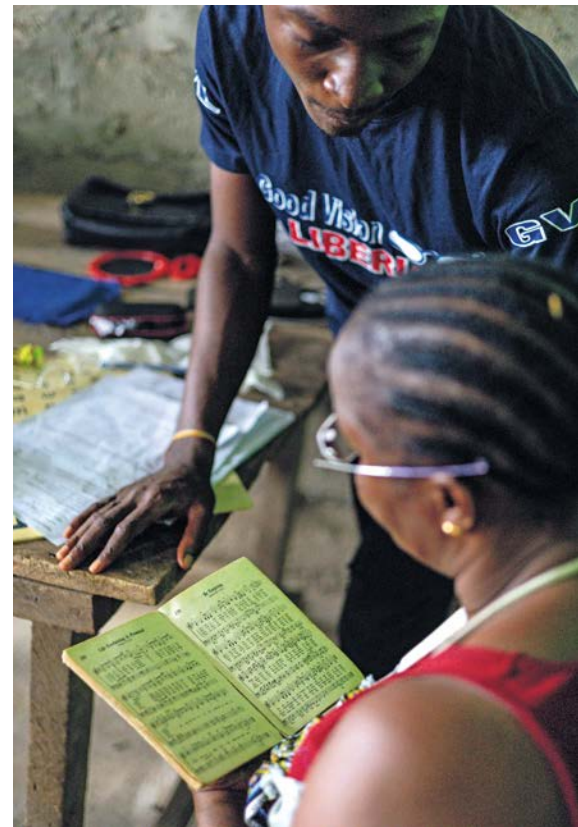
5,500 +

people received
free eye exams



Our work in Liberia

Thanks to the hard work of our team and volunteers in the U.S., as well as generous support from donors, the GoodVision team in Liberia was able to grow and bring the life-changing benefits of improved vision to even more people in 2023.



GoodVision USA's work has been focused on the West African nation of Liberia, where many people lack access to affordable eye care. In 2021, over half of Liberia's 5 million citizens lived in extreme poverty. With fewer than 200 eye care professionals working in the country, access to vision care is too expensive for most people and nearly nonexistent for those in Liberia's rural regions. Without adequate eye care, people face barriers to success in school and the workplace.

In July 2023, GoodVision Liberia officially became an independent NGO in Liberia (an international non-profit that provides services to the local population). This marked a significant achievement for our organization and will allow us to increase our impact. Reaching this milestone required extensive behind-the-scenes work to build our new organization with the support of the Liberian government, and we are grateful to all the members of our team for their dedication. Another exciting change is a new and more centralized location. GoodVision Liberia moved to an updated space on the campus of St. Joseph's Catholic Hospital in central Monrovia, the capital of Libe-

ria. Our team is now receiving patients at this new location and using it as a home base for outreach visits and events. GoodVision Liberia is also working in closer collaboration with GoodVision International's Africa program team to ensure that best practices are shared across our network of countries.

In the fall of 2023, we successfully concluded an ambitious fundraising campaign to purchase a mini-bus. Thanks to two benefactors who offered matching grants that quadrupled the impact of each donation made, and to the many donors who rose to the occasion and gave generously, sufficient funds were raised to purchase a new vehicle. The mini-bus purchase is **in memory of Charles Beede**, a dedicated volunteer and supporter who passed away in 2023. It will be used to carry the GoodVision team and all their necessary supplies to hard-to-reach and neglected communities in Liberia that lack access to eyecare. Thanks to the minibus, conducting outreach events in 2024 and beyond will be safer and easier.



Community outreach

In December, GoodVision USA's Executive Director, Jennifer Hyde, and several members of the GoodVision International team traveled to Liberia to see firsthand the impactful work done by the GVTs and staff. After a year of tremendous growth, they were able to reconnect with colleagues and visit GoodVision Liberia's new location. The in-person collaboration allowed us to: strengthen operational systems, meet other NGOs also working in vision and health care service delivery to discuss possible future partnerships, participate in outreaches, deepen the relationship with Liberian colleagues, and acknowledge our successes with a holiday celebration!





The Team

Board of Directors

Blair Wong

President, Board of Directors

Karsten Wolf

Appointed Director,
Board of Directors

Katherine Smith

Secretary, Board of Directors

Sally Hunt

Treasurer, Board of Directors

Olivia 'Dibby' Bartlett

Board Member

Cira Collins

Board Member

Team Members & Volunteers/USA

Jennifer Hyde

Executive Director

Liz Magill

Project Manager

Christine Burke

Communications

Joe Miller, Esq., Faegre Drinker

Pro Bono Legal Support

Brian Wong

Event Operations

USA volunteer spotlight



Michael Kreuzer

Advisor,

Founding Member of Retail Optical Program

Michael is the owner and optometrist of Glasses Half Full, a full-scope optometry office in central Edmonton, Canada. He has spearheaded an impactful "Pair for Pair Optical Program" in Canada and is now advising on the expansion of the program to optometry and optical practices across North America. For each pair of eyeglasses 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 business opportunities and supporting sustainable solutions to the global eyecare challenges.



Christine Burke

Communications

Christine 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.



Brian Wong

Bender & Organizational Support

Brian came to GoodVision via his brother Blair, who sits on the GoodVision Board of Directors. Brian retired in 2016 after serving 36 years as a public employee for the Commonwealth of Massachusetts. With a passion for "figuring out how things work" Brian taught himself how to bend GoodVision glasses and now demonstrates the bending process at events, including Vision Expo. Brian has also lent his time to support GoodVision's operations.

Liberian team members



Arthur Crawford

Interim Country Director, GoodVision Liberia

Arthur joined GoodVision Liberia in 2023 from Phebe Hospital in Bong County, Liberia where he supported the Medical Director/CEO and previously he was the Project Manager for the Lutheran Development Service Liberia program. Arthur's experience lies in operations, project and people management.

Matee Morris

Ophthalmic Nurse, GoodVision Liberia

Matee is an ophthalmic nurse and has been with GoodVision Liberia since the beginning in 2019. She helped establish the eye clinic and has been integral in the training and management of the GoodVision Technicians. Matee worked as a registered nurse for two years prior to becoming a specialist in ophthalmic nursing.



Jim Saye Suah Jr.

Program Advisor, GoodVision Liberia

Jim Saye Suah Jr's current role is advisor to the Liberia project. He works as a Program Coordinator for the State of Rhode Island Department of Health. Between 2019 and 2022 Jim was the project manager of GoodVision Liberia. He is a graduate of Brandeis University with a MSc in Global Health Policy and Management and Cuttington University of Liberia with a B.S. in Plant and Soil Sciences.

Thomas Remont

Program Consultant, GoodVision Liberia

Thomas has been serving as interim finance manager for GoodVision Liberia. He is a certified accountant who also has ten years of experience in project management. From 2016-2019 Thomas served as Country Director for GoodVision Burkina Faso. He has supported GoodVision Liberia since its inception and played a key role in the transition to an independent NGO.



Samuel Mensah

Data and Administrative Clerk, GoodVision Liberia

Samuel helps to oversee daily operations for GoodVision Liberia. He received a Diploma Certificate in Computer Science basics in software, hardware, networking and databases from Monrovia Vocational Centre. Prior to joining GoodVision Liberia, Samuel worked as a Data Entry Clerk with Refuge Place International in Monrovia, Liberia.



GoodVision Technicians:



Patrick Porka
GoodVision Technician &
Mobilizer,
GoodVision Liberia



Thomas T. Dorbor
GoodVision Technician &
Marketing Lead, Good-
Vision Liberia



Emmanuel Kolubah
GoodVision Technician,
GoodVision Liberia



Elijah Fallah
GoodVision Technician,
GoodVision Liberia



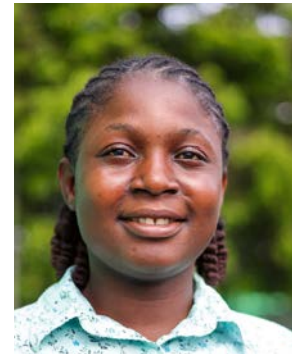
Ade Wilson
GoodVision Technician &
Cashier,
GoodVision Liberia

"Good sight,
Happy life!"
Alfred T. Folleh

"Brighter sight,
brighter Life!"
Ade Wilson



Alfred T. Folleh
GoodVision Technician,
GoodVision Liberia



Charlotte Quiqui
GoodVision Technician,
GoodVision Liberia

"Healthy eyes are
always my concern."
Prince W. Johnson



Christina David
GoodVision Technician &
Cashier,
GoodVision Liberia



Prince W. Johnson
GoodVision Technician,
GoodVision Liberia



Youconjay Papa
GoodVision Technician,
GoodVision Liberia



Doris Wilson
GoodVision Technician,
GoodVision Liberia

Sponsors and supporters



Glasses Half Full

Our retail optical partner in Edmonton, Alberta, Canada, Glasses Half Full, is the founding member of our Pair for Pair, Retail Optical Program. Participants make a contribution to GoodVision for every pair of eyeglasses sold. Michael Kreuzer, OD and owner of Glasses Half Full, has been an enthusiastic financial and technical supporter of GoodVision from day one and serves as a trusted advisor.

Tawingo Fund

The Tawingo Fund provides grants to small and medium sized charitable organizations serving under resourced communities in low-income countries. They have provided funding that supports generalized operations for GoodVision USA in Liberia.

Faegre Drinker

Pro bono legal assistance has been generously provided by Joe Miller of Faegre Drinker Biddle & Reath LLP.

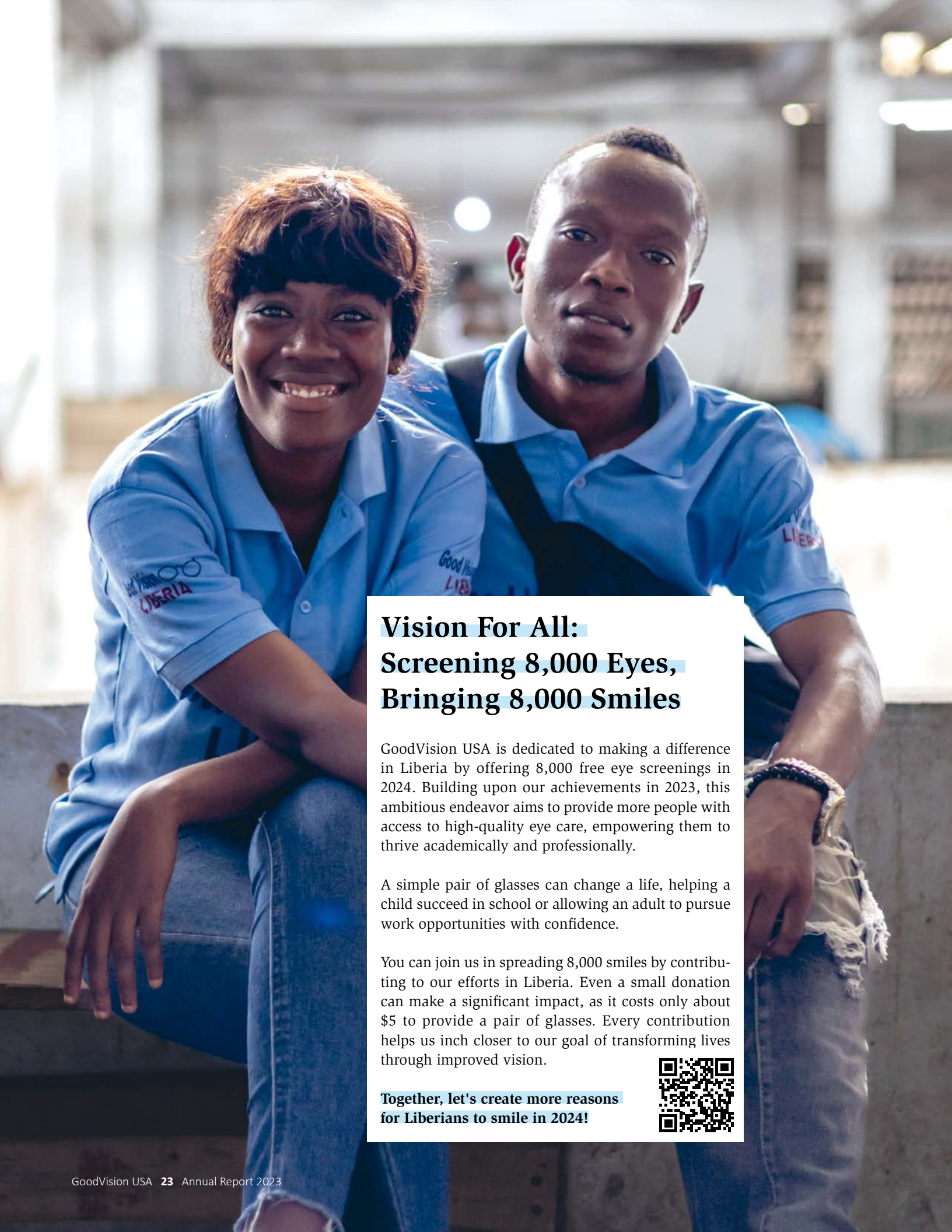
Redekop Family Endowment

The Redekop Family Endowment has been a loyal supporter of GoodVision USA's work in Liberia in loving memory of **Charles Beede** who died in 2023. Charles was a dedicated GoodVision volunteer who brought his marketing experience and fundraising network to his work with GoodVision. He helped us imagine new ways to connect GoodVision with partners in the US and brought his considerable business acumen to improve GoodVision's fundraising efforts. We feel lucky to have been able to work so closely with Charles. He clearly inspired many others with his generous spirit.

The support of the endowment has supported the growth of GoodVision Liberia.

In addition to dedicated gifts from the Redekop Family Foundation, friends and family of Charles Beede made generous gifts to GoodVision in his memory. These donors include:

- Ralph Weas
- Kas and Greg Vargo
- Joseph and Mary Louise Bates
- Steve and Susan Maxwell
- Lily Liu



Vision For All: Screening 8,000 Eyes, Bringing 8,000 Smiles

GoodVision USA is dedicated to making a difference in Liberia by offering 8,000 free eye screenings in 2024. Building upon our achievements in 2023, this ambitious endeavor aims to provide more people with access to high-quality eye care, empowering them to thrive academically and professionally.

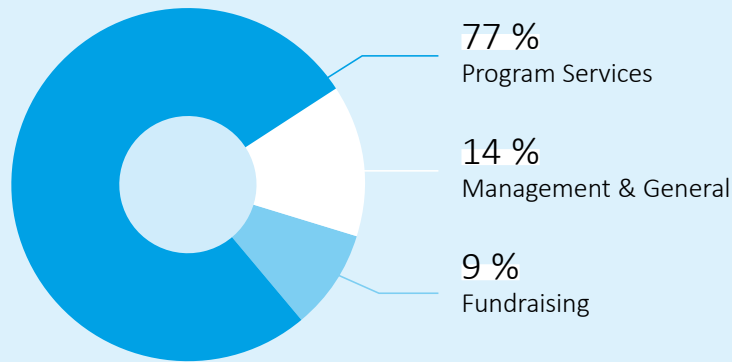
A simple pair of glasses can change a life, helping a child succeed in school or allowing an adult to pursue work opportunities with confidence.

You can join us in spreading 8,000 smiles by contributing to our efforts in Liberia. Even a small donation can make a significant impact, as it costs only about \$5 to provide a pair of glasses. Every contribution helps us inch closer to our goal of transforming lives through improved vision.

**Together, let's create more reasons
for Liberians to smile in 2024!**



Financial Statement



GoodVision USA's year ended on a strong financial footing. Total revenue/public support (including donations from individuals, grants, revenues, etc) was \$214,795 in 2023 which is over five times the revenue raised from our year of establishment in 2019.

Many individual and family trusts continued their financial support including the Redekop Family Endowment Fund and another anonymous donor who funded a matching campaign for the purchase of a minibus in Liberia to safely transport the GoodVision Technicians.

On the expense side, we made significant investments in our operations both stateside and overseas. One noteworthy aspect of our 2023 financial picture was a five-fold increase in programmatic spending from 2022. This represents a significant shift in our revenue/spending dynamic as we can now devote more resources and time to building capacity in our US operations primarily by hiring new staff. This reflects an increased investment in the project by creating and establishing a new independent NGO, GoodVision Liberia, and associated expenditures of new hires, equipment, moving locations, and buildout of a new office.

Overhead continues to occupy a healthy small percentage of our overall expenditure, which is a noteworthy accomplishment for a small and young non-profit still in the investment phase of the organization's growth.

Impact of the project in Liberia (numbers of glasses dispensed, outreaches and vision screenings conducted, patients referred for further treatment) increased marginally from 2022 which is a significant accomplishment given the project restart in 2023. Impact levels will increase in 2024 as we enter a growth phase and look to emulate the efficiency of GoodVision's well established projects, for instance, in India and Burkina Faso. It is planned to double the GoodVision Technician team and thus double the number of outreaches and glasses dispensed. With a newly established management team, new offices, and safe transportation with our new minibus, we are confident that our impact will be significantly strengthened in 2024 and the investments of our donors and workforce will resonate in more powerful ways as we move forward.

FINANCIAL STATEMENT

PUBLIC SUPPORT AND REVENUE	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTAL	EXPENSE PERCENTAGES
Public support contributions and grants, excluding dividends/interest	\$214,795	\$-	\$214,795	
TOTAL PUBLIC SUPPORT AND REVENUE	\$214,795	\$-	\$214,795	
EXPENSES				
Program Services	\$144,351	\$-	\$144,351	77%
Management & General	\$26,391	\$-	\$26,391	14%
Fundraising	\$16,132	\$-	\$16,132	9%
TOTAL EXPENSES	\$186,874	\$-	\$186,874	100%
CHANGE IN NET ASSETS	\$42,426	\$-	\$27,921	
NET ASSETS - BEGINNING	\$383,144		\$383,144	
NET ASSETS	\$42,426	\$-	\$42,426	

PROGRAM IMPACT	
Glasses Distributed	969
People Screened	5,529
Prescribed with Diopters	1,535
People Referred (i.e. cataract diagnosis & treatment)	214
Number of Shops	1
Number of Outreach Days	23

REVENUE BREAKDOWN	
Board Contributions	1,500
Direct Public Support	51,358
Foundations & Trusts	65,350
Grants (from ODG)	95,437
Retail Optical Programs	1,150
Total Income	214,795



While 2023 was a year of rebuilding and creating our own independent institution, GoodVision Liberia, in 2024 we will focus on capacity building and growth. New initiatives are already underway in Liberia and the U.S.

- **Growing our impact:** Our key goal is ensuring that more people globally get access to the vision care services they need. We will do this in a few ways in 2024, by expanding capacity and productivity through the measures indicated below. Productivity enhancements will be achieved by strengthening competencies with the help of guidance from global GoodVision colleagues of various experience levels through sharing technical and management know-how. As well, GoodVision USA will be poised in 2024 to expand its scope through the support of all global GoodVision programs beyond Liberia.
- **Hiring staff:** As GoodVision Liberia grows, professional administrative staffing will be needed to ensure smooth functioning in the areas of financial reporting and control, human resource development, inventory management (eyeglass frames, lenses, optical equipment), mobilization to prepare for optical outreaches, and more.
- **Upgrading infrastructure:** Our new clinic at St. Joseph's Catholic Hospital was built out to professionally accommodate all the activities and tasks of GoodVision Liberia. Work areas are spacious, clean, and meet all workplace standards. Thanks to successful fundraising in 2023, acquisition of a new mini-bus in 2024 will allow GoodVision Technicians and their equipment to travel safely and efficiently to outreach events, increasing the number and frequency that they can perform.

- **Creating partnerships:** In 2023 we met with representatives of many NGOs in Liberia that deliver health and vision services. We discussed avenues for collaboration and synergy to efficiently utilize the valuable resources available to us all. Additionally, these relationships will allow us to share best practices among partners working on the ground.
- **Building capacity of GoodVision USA:** We are transitioning our team in the U.S. from a volunteer-based organization to a professional organization with staff. This will allow us to increase our visibility and support, and to network with other organizations in the same or similar spaces. As we grow over time, we will be able to harness additional resources to support other GoodVision projects globally.

GoodVision International is also looking to grow its impact in 2024 to reach more people globally. For instance, in Sao Paulo, Brazil, GoodVision wants to provide vision screenings and glasses to over 300,000 children – the entire population of schoolchildren in the public school system. If successful, it will be an inspiring example in Brazil and an opportunity for replication. Additionally, GoodVision wants to grow to 20 teams in rural India by the end of 2024. This requires strong management that can hire, train and lead employees. GoodVision's greatest strength is our efficiency and the commitment of our employees.

There is so much work to be done. One billion people lack the clear vision they deserve, and it is our mission to harness the resources needed to close this gap.



Help Bring the Gift of GoodVision to Someone's Doorstep in India!

Imagine being in a rural community, unable to afford or access vision care AND then a GoodVision mobile eye clinic rolls up ...

Your donation to GoodVision can help us purchase a mobile eye care van for GoodVision India. This van will travel directly to underserved communities, offering:

- **Convenient eye care:** We eliminate travel barriers, bringing services directly to patients. These services include: vision testing, glaucoma and cataract screening, dispensing eyeglasses, and referrals.
- **Vision Loss Prevention:** The van's early detection services and treatment referrals can prevent vision loss.
- **Affordable options:** We offer low-cost or free care to those who need it most.

Your donation is not just giving money, you're giving the gift of sight. Your generosity will provide countless individuals in India with a brighter future.

Make a difference today. Donate to Good-Vision's mobile eye van for India!





GoodVision USA
897 Washington St #600121
Newton MA 02460
EIN: 83-1871284

Good Vision 