

ANNUAL REPORT 2024



IMPRINT

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GoodVision USA
PO Box 600121
Newtonville, MA 02460
617.798.7986
mail@goodvision.org
www.goodvisionusa.org

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

Editors:

Matthew Gianino and Shana Feeley

Design: HAUSGRAFIK GbR

Photos: Martin Aufmuth, Antje Christ, Til Kerth, René von Künßberg, Niko Kleinknecht, Victor Fazio, Deniz Ispaylar, Max Steiner, Holger Thielke, Kamana Neupane

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GoodVision

The idea

Good vision for all—
a global challenge

According to a study by the World Health Organization (WHO), more than 950 million people need glasses but cannot afford them or have no access to optical care. The consequences are serious: children have difficulties learning and adults are unable to take on any or any qualified work to secure the family income. We want to change this.



Dear friends,

Thanks to supporters like you, GoodVision USA is rewriting the story of global vision care. Your generosity in 2024 powered our mission to deliver custom prescription glasses and build sustainable eyecare networks in the world's most remote, underserved communities. Thank you!

I often enjoy reflecting upon words and their special meaning and connection to real world issues and circumstances. One of my most favorite words is “party”—part celebration, part collective purpose—and what better way to describe the spirit you’ve helped us create?

Here’s how our party grew this year:

- You helped us edge closer to our millionth pair of glasses. In 2024 alone, over 200,000 people received life-changing glasses.
- We welcomed Matt Gianino as Executive Director. Under his leadership, we’ve become more streamlined, boosted our profile and awareness, and deepened partnerships worldwide.
- At Vision Expo East, the Vision Council honored us with the NOW Award for Optical Achievement, recognizing our work in under-resourced communities.
- Our board, staff, and volunteers met at the New England College of Optometry for a two-day strategic retreat, sparking new initiatives to accelerate our global impact.

Now, let’s keep the party going. Your continued support, whether through a gift, by spreading the word, or by inviting friends to join the “good vision is a human right” party, turns preventable vision loss into clear possibilities.

With great respect and appreciation,

Blair

Blair Wong

President, Board of Directors



Dear friends,

I've been thinking about Maria, a 12-year-old in rural Peru, who struggled in school until she received her first pair of glasses. Within weeks, everything changed. Her grades improved dramatically. Her confidence soared. But here's what surprised me: her transformation rippled through her entire family. Her mother, inspired by Maria's success, sought vision care for herself and could finally read medicine labels properly. Her younger siblings became more serious about their education.

One pair of glasses became the catalyst for an entire family to reimagine what was possible.

This ripple effect captures what I've discovered throughout my first year as Executive Director. After 12 years of proving our model works, we've reached an extraordinary moment. We're no longer asking whether local communities can build sustainable vision care systems. We're watching them do it. Like in Burkina Faso where Thierry and his team created a 1,284-hour training program that received official government recognition as the national standard.

The numbers from 2024 tell part of this story. Our network of over 500 local employees conducted 566,327 free eye screenings and distributed 197,545 glasses across 11 countries. That's nearly 200,000 people who can now see clearly, each one potentially the catalyst for transformation in their family and community.

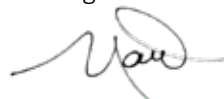
But what gets me really excited is knowing that we have almost everything we need. In addition to a solid GoodVision USA foundation Jen Hyde has built over the last 6 years, we have proven technology, local leaders ready to expand their impact and communities eager to solve their own challenges. The only missing piece is the collective commitment to move at the scale this moment demands.

When you support GoodVision, you're investing in a model that trusts communities to lead their own transformation. Maria can see clearly now, and her entire family's trajectory has changed as a result. Multiply that story by the nearly one million who have received GoodVision glasses since our founding, and you begin to understand the movement you're supporting.

The solutions exist. The evidence is overwhelming. The question is whether we'll choose to scale what communities are already building.

If you are reading this, then you share our belief that clear vision should be accessible to everyone, everywhere. Together, let's make it happen.

With gratitude and determination,



Matt Gianino

Executive Director



Our mission and vision


GoodVision USA believes that quality vision care is a human right and that everyone deserves the dignity, opportunity and self-determination that comes with having good vision.

GoodVision USA's mission is to bring vision to the more than 950 million people globally who have preventable vision loss but do not have access to quality vision care.

GoodVision USA envisions a world where everyone has access to quality vision care and where preventable vision loss is no longer an obstacle to individuals being fully engaged members of their community and realizing their full potential.

What sets us apart

With innovative approaches such as local production, targeted training and educational work, GoodVision creates sustainable solutions for people with visual impairments. With its holistic approach, which includes medical aid as well as the optical component, GoodVision sets standards in global healthcare.



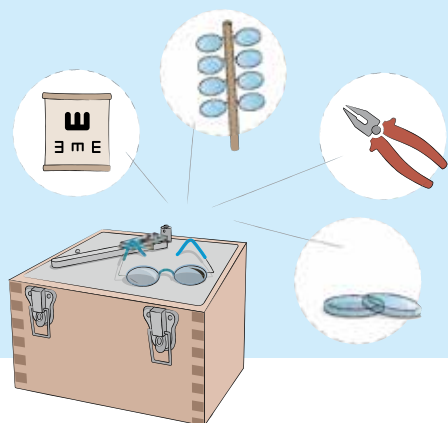
"A simple pair of glasses can completely change someone's life."

Martin Aufmuth, inventor of the GoodVision Glasses and founder of GoodVision



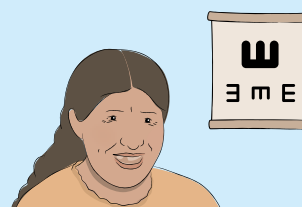
GoodVision's fields of activity

Good vision for all! It sounds so simple, but it requires commitment, expertise and cooperation in different disciplines and at different levels. Get to know the individual areas of work for GoodVision.



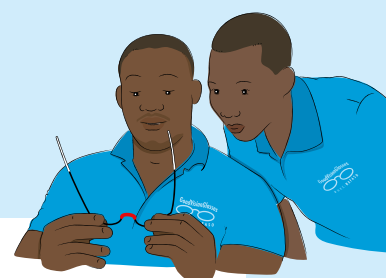
Glasses & production

The GoodVision Glasses consist of a light but extremely stable spring steel frame. They are produced without electricity on a simple bending machine. The matching lenses can be inserted into the frame in one easy step. The material costs for a pair of glasses are around one US dollar and the selling price is two to three days' local wages.



Vision tests

Before any pair of glasses is sold, a professional vision test must always be carried out by a qualified specialist. GoodVision organizes eye camps in remote villages, schools, factories or health centers to reach people who are unable to visit an optician for financial or logistical reasons.



Training and employment

GoodVision trains specialists in optics and eyewear production in the program countries. Around 400 people work for GoodVision in eleven countries in Asia, Africa and South America. This creates new jobs with prospects even in regions with poorly developed labor markets.

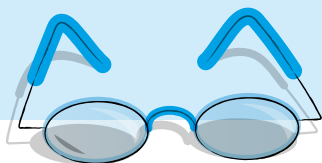
“It is only with a professional eye test that glasses can be a safe and valuable vision aid.”

René Freiherr von Künßberg, Head of Optics,
Production & Materials Management



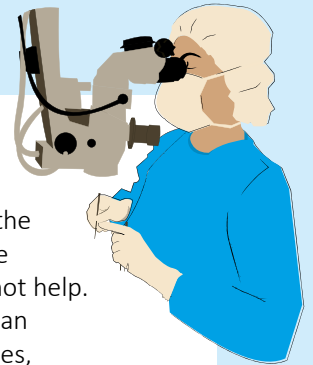
Awareness

GoodVision works to raise health awareness among people in the program countries through extensive information campaigns. Trained and sensitized regional experts meet their fellow citizens at eye level. They talk about the effects of glasses in their native language and gently try to dispel myths about poor vision.



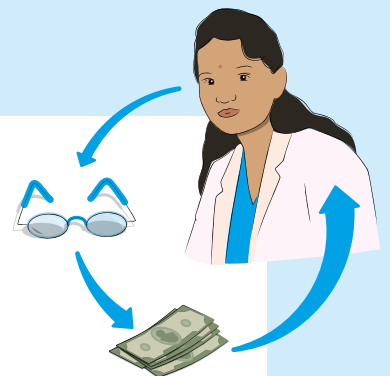
Standards of quality

Quality plays a central role at GoodVision. The association stands for high-quality optical care and attaches great importance to providing the best possible care for people with defective vision. The frames and lenses of the GoodVision Glasses must meet high quality standards and withstand heavy strain. Opticians are trained according to uniform rules and current scientific standards, and the annual recertification of opticians is an important part of quality assurance.



Medical examination and treatment

The most important step before the actual vision test is to identify eye conditions for which glasses cannot help. In this case, a referral is made to an ophthalmologist. In some countries, GoodVision also organizes operations for cataracts or provides comprehensive basic ophthalmological care.



Sustainability

GoodVision acts sustainably by establishing permanent production and distribution structures in the program countries. The association is committed to good vision worldwide and thus makes an important contribution to achieving the United Nations' Sustainable Development Goals. Its work contributes directly to 11 of the 17 goals.

Networks and society

In an international context, GoodVision is involved in associations and organizations to anchor the importance of good vision at a social and political level. At a local level, employees in the program countries maintain close relationships with other NGOs and state health institutions in order to promote awareness of the importance of good vision and the impact of glasses.

GoodVision in Numbers

Twelve years of GoodVision—our
major achievements since 2012



Helped around
860,000
people with **glasses**



524
jobs
created locally



Performed over
2.2 million
eye tests



34
Shops & Vision Centers
established



Accompanied
over **13,000**
cataract operations

South America:

Bolivia
Brazil
Colombia
Paraguay
Peru

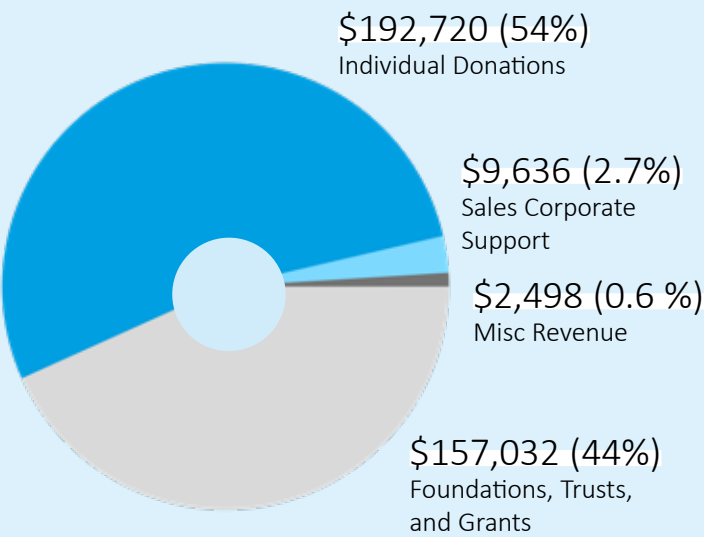
Africa:

Burkina Faso
Kenya
Liberia
Malawi

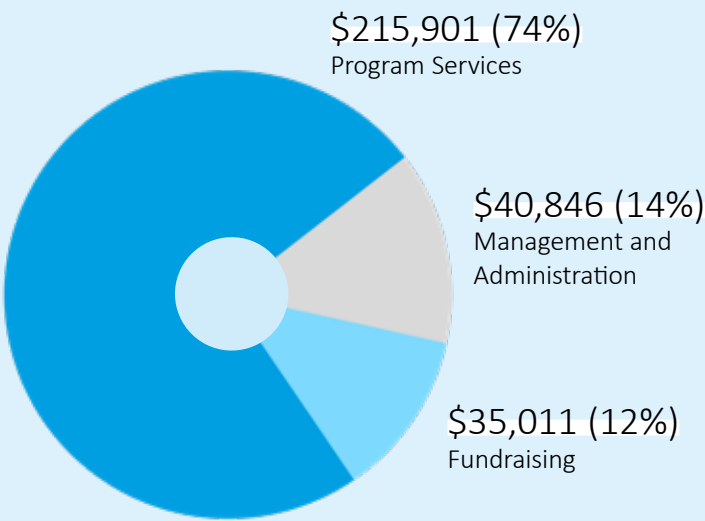
Asia:

India
Nepal

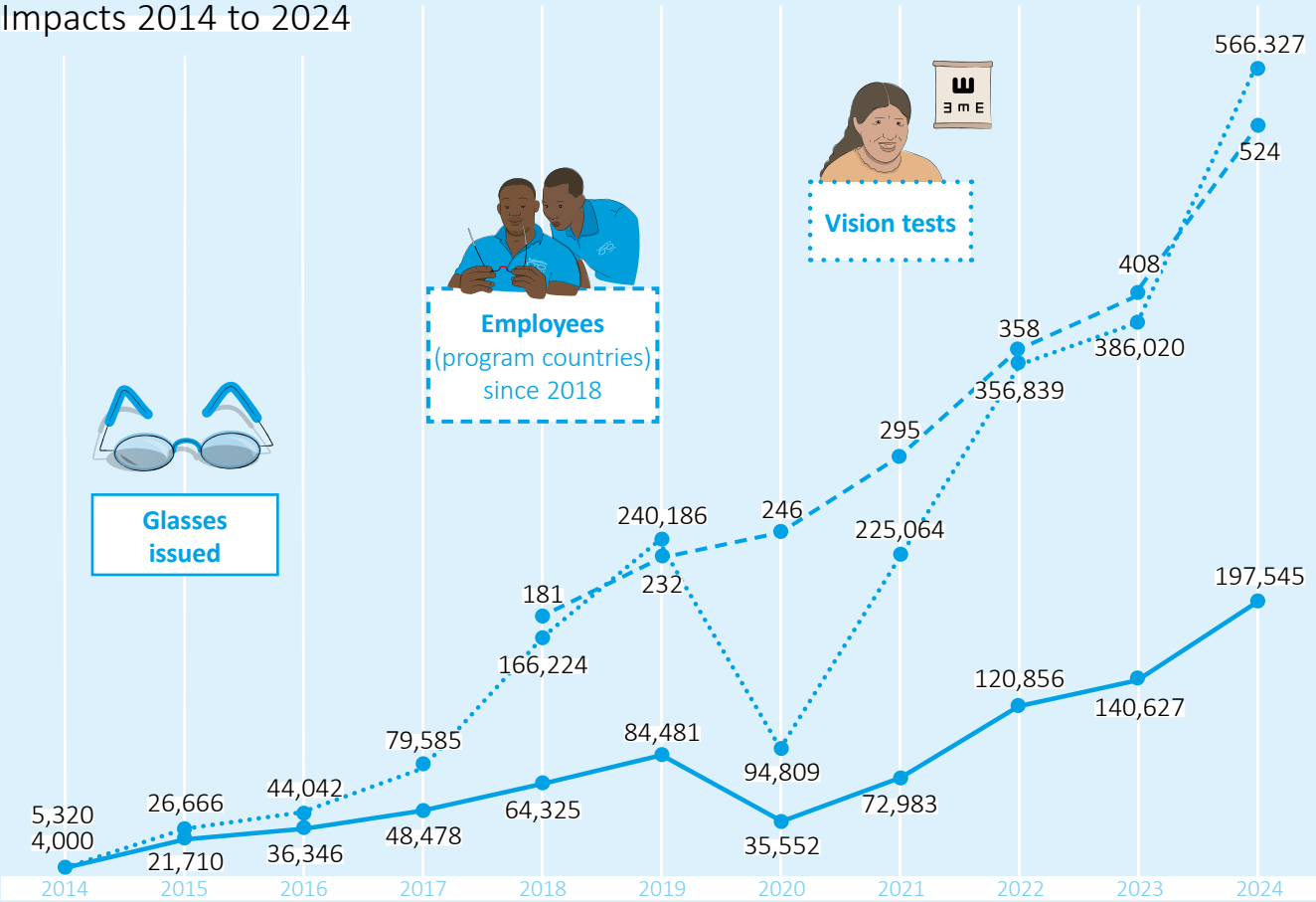
2024 Revenue- \$356,890



2024 Expenses- \$291,759



Impacts 2014 to 2024



See where no one is looking







For Asia coordinator Antje Christ, the Nepal project also has personal significance. As a student, she went on a trekking tour in the mountains of Nepal and experienced the hardship of the people in the remote mountain villages first-hand.



✂ In 2023, Antje Christ began developing Nepal as a new program country. Following the success of pilot projects supported by the Care Netram team from India, it quickly became evident that there was an enormous demand for eyeglasses in Nepal, particularly reading glasses. “Access to eye care is a real challenge in many countries in the Global South,” explains Antje Christ. “Not only is there a shortage of doctors and specialized personnel in Nepal, but there are also geographical barriers.”

To this day, the majority of Nepal’s population is rural and engaged in agriculture. Over 40 percent of the country’s land area lies above 3,000 meters. Some people live at altitudes over 4,000 meters, making it particularly difficult to supply them with eyeglasses. “The question was therefore: How do we reach these remote regions?” says Christ.

To solve this problem, Antje Christ sought an experienced local partner and found the Tilganga Institute of Ophthalmology. Since 1994, Tilganga has operated an eye clinic in Kathmandu, treating more than 1,200 people every day. Thanks to this partnership, we are able to provide essential eye care to remote areas of Nepal.

“Our cooperation with Tilganga is a significant step forward,” Christ emphasizes. GoodVision is thrilled to be able to improve the quality of life for many Nepalese people through this new project. ✂

Off to Nepal

Join the GoodVision project from the initial pilot projects to the first eye camp on the roof of the world.



➡ **1** Antje Christ and her team conducted their first pilot projects in Nepal in 2023 and 2024. The biggest challenge was the long distances to the remote mountain regions. Sometimes, they could only cover ten kilometers by car in an hour.



➡ **2** Once they arrive at headquarters, the GoodVision technicians continue on foot. Every morning, they hike for around two hours to the locations where the eye camps are held. Then, they hike back again in the evening.



“The question was:
How do we reach
these remote regions?”

Antje Christ, Global Network and Coordinator India,
external consultant



➡ **3** The rush at the eye camp was enormous, so much so that we almost lost track of everything. The impatience in the queue grew and grew. Many were afraid of having to go home without having their eyes tested. With a three-hour journey on foot, this was entirely understandable.



➡ **4** The community workers from the villages provided valuable support for the pilot projects, actively helping with the setup and eye tests. Without them, it would have been impossible to cope with the enormous rush.



➡ **5** After the first pilot projects with Tilganga, we felt vindicated: the collaboration worked well and the need for glasses in this small country is enormous.



➡ **6** In June 2024, we hired Prativa Devkota as our first and most important employee in Nepal. She will take over as program manager for GoodVision Nepal.

➡ **7** Relief and enthusiasm spread when we finally received official approval from the Nepalese government in October 2024. The work of GoodVision in Nepal could begin!



"We face great challenges, but also countless opportunities to change lives."

Prativa Devkota,
program manager,
GoodVision Nepal

➡ **8** Meanwhile, Prativa Devkota was learning how to fit GoodVision Glasses at Care Netram in India. The trained optometrist would soon share her knowledge with new teams in Nepal.



➡ **9** The team in Nepal grew steadily. By the end of 2024, Prativa had hired her first employees and prepared them for their missions in the mountains with numerous training sessions.

➡ **10** At the beginning of January 2025, the time had finally come. Prativa and her team set off for GoodVision Nepal's first official eye camp in the mountainous region of Temal.



➡ **11** From Kathmandu, it took several hours to reach the villages, first along winding mountain roads and then over winding tracks. The final stage of the journey for the five women was a three-hour uphill walk.



➔ **12** Many patients had traveled long distances to get there. Most of them were having their eyes tested for the first time and taking home their first pair of glasses.



"Not only does Nepal lack skilled personnel, but it also faces massive geographical hurdles."
Antje Christ, Global Network and Coordinator India, external consultant



The first pair of glasses for Nepal

Our first patient in Nepal is Bhaduri Kumari Raut. She had walked for an hour and a half to reach our eye camp. The 50-year-old had been having trouble seeing things up close for a long time and was unable to read or cook properly. Bhaduri told us that her family of two children lives on around \$235 a month, depending on the harvest. She was delighted with the free eye test and her new glasses, because she knows how important good vision is for her.



2025

Program start

India

“Today, India is home to the largest population of blind people in the world. There is still a lot of work to be done.”

Piush Khetan,
Program Manager Care Netram, India



Eye camp in Salia Sahi, one of the largest slums in Odisha, very close to the Care Netram office.

Care Netram India

More glasses, more camps, more prospects

✱ Since its founding, Care Netram has distributed over 190,000 pairs of glasses, once again setting new standards in India in 2024. In November, the program provided care to over 6,000 people in one month for the first time, an impressive milestone. The number of eye camps also reached a new high, with over 337 held in November alone. This success is due to our steadily growing team of dedicated local employees.

But behind these records are personal stories: children who can finally see clearly and learn again; adults whose ability to work has improved significantly; elderly people who have regained their independence. It is these individual stories that drive and motivate us. ✱



"Behind these record figures are many thousands of people. We have been able to change their lives for the better."

Antje Christ, Global Network and Coordinator India, external consultant



A new look at the world

How a school camp in Bhubaneswar restored ten-year-old Sahil Sethy's eyesight.

✕ “When I first met Sahil, he was holding his head at a noticeable angle and could only see out of one eye,” recalls optometrist Gopinath Das from Care Netram. Sahil lives with his family in the slums of Bhubaneswar, the capital of the Indian state of Odisha. His father earns a little money as an ironer, while his mother works as a domestic helper. Sahil suffered from cataracts caused by an accident that damaged the lens of his left eye. He could only see very limitedly, but no one had noticed because he had never had an eye exam before.

It was not until the end of October 2024 that everything changed: Care Netram organized an eye camp at Sahil's elementary school. “During the examination, we realized that Sahil needed urgent help,” reports Gopinath Das. “His parents had noticed that he had difficulty reading, but they didn't know what to do.”

Shortly afterwards, Sahil underwent surgery at a partner hospital—with success. Today, he wears dark protective glasses to protect his newly operated eye. After 10 years of impaired vision, it is a huge challenge for him to suddenly see with both eyes. “At first, he often sees double,” explains Gopinath Das. **“The brain first has to learn to coordinate both eyes properly.”**

To support this process, Sahil regularly attends a free vision training program. Optometrist Das has visited the family several times and is monitoring the boy's progress: “It's impressive to see how quickly Sahil is learning and how motivated he is.” The prognosis is extremely



Cataract project in India

Sahil is one of 2,615 patients who will undergo cataract surgery in India in 2024. If left untreated, cataracts inevitably lead to blindness. The cost of surgery, including transport and aftercare, amounts to around \$115 per person.

positive: with an additional pair of glasses, the ten-year-old is expected to be able to see normally again soon.

The school camps in India reach children from poor families right where they live and learn, giving them access to eye care.

Sahil is now at the beginning of a new chapter in his life—with a clear view of his future. The entire Care Netram team is delighted for him. ✕



55,255

glasses issued
in 2024



120,635

vision tests carried out
in 2024



137

On-site
employees



2017

Program start

Kenya



10,365

glasses issued
in 2024



50,379

vision tests carried out
in 2024



23

On-site
employees



2014

Program start



Digitization with vision

Piles of paper, handwritten notes, and tedious data entry are now a thing of the past at GoodVision eye camps. The introduction of the GoodVision app in Kenya in October 2024 marked the beginning of a new chapter for our work on the ground.

✱ More and more patients are coming to GoodVision eye camps. As a result, the mountains of paper generated during data collection are constantly growing. “We wanted to digitize the processes and collect data quickly and securely,” explains Karsten Wolf, Appointed Director of GoodVision. One particular challenge was that the app had to work without an internet connection. This was solved by NFC cards, which store patient data and travel with the patients from station to station.



“We wanted to digitize processes and capture data quickly and securely.”

Karsten Wolf, Appointed Director

The app was extensively tested and launched in Kenya in October 2024. Brian Kipngeno, IT employee of our Kenyan team, had prepared all smartphones in advance. “Everyone was able to click through the app right away and had a lot of fun doing so,” reports Niko Kleinknecht, who played a key role in developing the app. Initial errors were identified and corrected immediately.

The GoodVision app now digitally accompanies every step of an eye camp: from registration to objective measurement with an autorefractometer and subjective refraction with trial glasses to

consultation when dispensing glasses. Since February 2025, even the manual entry of objective measurements has been eliminated. The devices transmit their data directly to the app.

“The app is a huge benefit for us,” says Karsten Wolf. “When a pair of glasses is sold, the finance team knows immediately and our team in the warehouse can see straight away which glasses need to be reordered.” Max Steiner, Program Manager for Bolivia and Coordinator for South America, adds enthusiastically: “Compliments to the whole team! We are very pleased that we can now measure our impact even faster.”

The app is now also in use in Burkina Faso, Liberia, Malawi, Bolivia, Colombia, and Peru: an important step toward greater efficiency and transparency in our global work for good vision. ✱



Clear vision, strong community—Robert’s commitment to better vision in Kenya

Thanks to the dedication of community health promoters like Robert Wainaina, who inform their neighbors about GoodVision’s services and invite them to the eye camps, GoodVision is reaching more and more people. Robert’s efforts have paid off twice over, as he himself was in urgent need of glasses.

Robert had great difficulty seeing objects that were far away. This not only affected his everyday life, but also his commitment to health in his community. “Since I’ve been wearing my new glasses, I can finally see far away,” says Robert Wainaina from Nairobi, the capital of Kenya, happily. Thanks to GoodVision’s support, Robert now has new prospects: instead of expensive glasses from the clinic, which cost up to 7,000 shillings (approx. \$58), he receives high-quality glasses for 400 shillings (approx. \$3). “I finally feel safe on the streets and have much more energy for my work,” Robert emphasizes.

Thanks to his own positive experience with GoodVision, Robert can now tell others about it and better understand the challenges that people without access to affordable glasses have to overcome every day.

Clear vision for all:
Robert’s commitment
to better vision in
Kenya.



GoodVision app in action



➡ 1 Goodbye piles of paper

This is how many forms were filled out in Burkina Faso alone during a week of eye camps.



➡ 2 Put through its paces

The GVTs (GoodVision Technicians) spend several days practicing with the app to ensure seamless execution of every step during the eye camp.



"Everyone was able to click through the app directly and had a lot of fun doing so."

Niko Kleinknecht,
Head of Country
Development,
GoodVision

➡ 3 Finally, here we go!

On October 28, 2024, the GoodVision app will be used for the first time at an eye camp.



➡ 4 Registration

A team member enters the name, age, and address directly into the GoodVision app.



➡ 5 Objective measurement

The autorefractometer measures visual acuity. The values are automatically transferred to the patient's data record



➡ 6 Subjective refraction

The GVT uses test lenses from the lens box to refine the measurement from the objective refraction. This data is added to the app as well.



➡ 7 Glasses Selection

The patient tries on GoodVision frames—the app provides information about the correct lens strength.

➡ 8 The premiere was a success

The GoodVision app also impressed at the eye camp. Niko and his team are taking the insights they gained over the last few days with them. They are already working on optimizing the app to better meet the needs of GVTs.



Malawi



15,051

glasses issued
in 2024



57,580

vision tests carried out
in 2024



43

On-site
employees



2014

Program start

"I have had vision problems for a long time. Two years ago, I had an eye exam in the city, but glasses were too expensive. They would have cost 20,000 kwacha, about \$14. I have trouble seeing both up close and far away. This makes everyday activities very tiring for me. Now, everything is easier. Thank you very much for my glasses!"

Godfrey, Student from Mzuzu



On the way to the eye camp

In 2024, GoodVision provided eyeglasses and vision tests in exactly 6,969 eye camps on three continents. That means checking the equipment 6,969 times, loading the car, and hitting the road with colleagues. Sometimes it's just to the nearest school, but sometimes it's several thousand kilometers to the other end of the country. But what exactly happens at an eye camp? We'll take you to an eye camp in Malawi's capital, Lilongwe.



➔ **1** It is still early, but the team in Lilongwe has already done a great job. Preparations for the eye camp are almost complete. The last items to be packed are the new measuring glass boxes. These are replacing the lens bars used in vision tests in more and more program countries.



➔ **3** Fortunately, it had stopped raining by the time we arrived at the eye camp. The new tent is slightly larger than the old one, which had to be replaced after only a year. The tents don't last long because they are in constant use.

➔ **2** In pouring rain, we set off for the eye camp opposite Chinsapo Primary School near Lilongwe, the capital of Malawi.



➔ **4** Always at eye level: We use the time in line to provide information. How does an eye test work? What are the steps involved in an eye camp? What can I do in everyday life to protect my eyes?





➡ **5** Ready to go! Kaleidos's Adaptica is ready too. "The Adaptica autorefractometer accurately determines the patient's visual acuity in just a few seconds. It's fully automatic, so the patient doesn't need to do anything," Edson explains. "This saves a lot of time during the subjective eye test that follows, where the final lens values are determined."



➡ **6** Good organization is key! There is a large crowd at the first station of the eye camp where patients are registered. This is where patient data is recorded. Since the end of 2024, this has been done digitally via the GoodVision app in an increasing number of program countries.



"Now, I can see my classmates who are far away. I think I can be a better student and learn more effectively. Thank you!"
Phiri, Student in Lilongwe



➡ **7** Edson starts with the first eye tests. The students from the neighboring elementary school watch him curiously.



➡ **8** This patient uses hand signals to indicate where the openings of the "Snellen hooks," which resemble the letter E, are located on the eye chart.



➡ **9** GoodVision technician Berta holds a near vision test chart to help the customer determine the optimal strength for her reading glasses.



➡ **10** Next step: Good eyesight. At the last stop, GoodVision Malawi colleagues will fit patients with the right glasses.





Liberia and Malawi launch training initiative

GoodVision Malawi and GoodVision Liberia have developed a joint training program that will lay the foundation for sustainable improvements in eye health in Liberia.



3,929

glasses issued
in 2024



10,626

vision tests carried out
in 2024



18

On-site
employees



2021

Program start

✖ On January 22, 2024, a special collaboration began between the program countries of Malawi and Liberia. Led by the experienced Malawian optometrist Edson Mdogola and supported by the Liberian optician Matee Morris, 15 new Liberian trainees began their training as GoodVision Technicians (GVTs). The goal is to perform more eye exams in the future and provide essential eye care to remote communities in Liberia.



"It is inspiring to see two countries working together to promote good vision. This collaboration marks a significant milestone for Liberia."

Matee Yartu Morris, ophthalmic nurse and co-program director, GoodVision Liberia

second week focused on introducing the new GoodVision app, which will digitally record patient data starting in 2024. This will increase the efficiency and accuracy of the eye camps.

This cross-border collaboration is an important step toward improving eye health and quality of life. ✖



Training for the future

Burkina Faso officially recognizes GVT training

✦ In 2024, our training program in Burkina Faso achieved an important milestone when it received official recognition from the Ministry of Secondary, Vocational, and Technical Education. This recognition allows our GoodVision Technicians (GVTs) to work throughout the country after completing their training. The intensive, 1,284-hour program combines theory and practice and is based on the high standards of the World Health Organization (WHO). It equips our GVTs with the skills needed to safely perform eye tests and perfectly fit glasses.

The official recognition of the GVT training program is a significant advancement for GoodVision and a crucial step toward enhancing eye health in Burkina Faso, where there is still a shortage of qualified opticians. At the same time, it promotes the country's social and economic development: "We are proud that our work will improve the lives of people in Burkina Faso, both now and in the future," says Thierry Nassouri, program manager for GoodVision Burkina Faso. ✦



Dr. Achille Jipap Zongnou,
ophthalmologist, GoodVision Burkina Faso

Combating preventable
blindness

Together against cataracts

✦ In 2024, GoodVision partnered with the Ampo Association to launch a program offering free cataract surgeries in Burkina Faso. GoodVision Burkina Faso performs the surgeries and hired ophthalmologist Dr. Achille Jipap Zongnou for this purpose.

By December 2024, GoodVision Burkina Faso had successfully performed 90 operations—a significant step toward the social and economic reintegration of those affected. After all, regaining one's eye sight improves quality of life and gives people the chance to live independently. The project aims to restore sight to 300 people through free surgery by 2025. ✦



"The joint commitment of Good Vision and Ampo is providing new prospects for many people in Burkina Faso."

Thierry Nassouri,
program manager, GoodVision Burkina Faso

Breaking the fast in Ouagadougou

A sign of solidarity

✦ At GoodVision Burkina Faso, Muslims and Christians work together. To celebrate the Muslim holy month of Ramadan, GoodVision Burkina Faso invited everyone to break the fast together once again. Nearly all of the 37 Muslim employees observe Ramadan. Breaking the fast together promotes valuable interaction and understanding between the two religions. In Burkina Faso and beyond, it is important that people treat each other peacefully and respectfully. With our annual fasting campaign, we aim to contribute to this goal. ✦



Burkina Faso



17,352

glasses issued
in 2024



41,446

vision tests carried out
in 2024



65

On-site
employees



2013

Program start

Traveling in Paraguay and Peru

From Mate to Masterpiece

As Head of Optics, Production & Materials Management, René von Künßberg is responsible for the quality of the eye tests and glasses at GoodVision. He travels to the program countries periodically to ensure that all patients receive the best possible care. He works with the local teams to ensure that all patients receive the best possible care. Join him on his trip to Paraguay and Peru in the summer of 2024.



1,660

glasses issued
in 2024



2,195

vision tests carried out
in 2024



4

On-site
employees

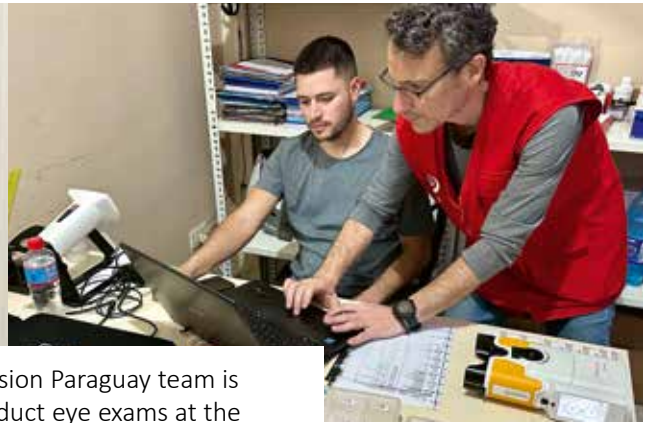


2022

Program start

► **1** After a long flight, we landed in Asunción, the capital of Paraguay. But there is no time to rest. Arturo Acosta, the optician and office manager at GoodVision Paraguay, has a lot planned for René. The next morning, they drive around six hours north to Concepción.





➡ **2** The GoodVision Paraguay team is expected to conduct eye exams at the municipal prison. All inmates and staff will receive complete eye exams, including fundus exams, which involve taking photographs of the backs of the eyes. The purpose of this examination is to detect changes to the retina, blood vessels, or optic nerve head early on.

“The key to sustainable success is working with local teams—together, we learn from each other.”
René von Künßberg,
Head of Optics, Production &
Materials Management, GoodVision



➡ **4** The line is long, but everyone is in a good mood because they can all register for the eye camp in advance via social media. This has many advantages. Patients know when it's their turn, and the on-site team knows exactly how many people are coming to the camp that day.



➡ **3** That same night, we return to Asunción, where the next eye camp is scheduled for 8 a.m. the next morning. The patients are already waiting.

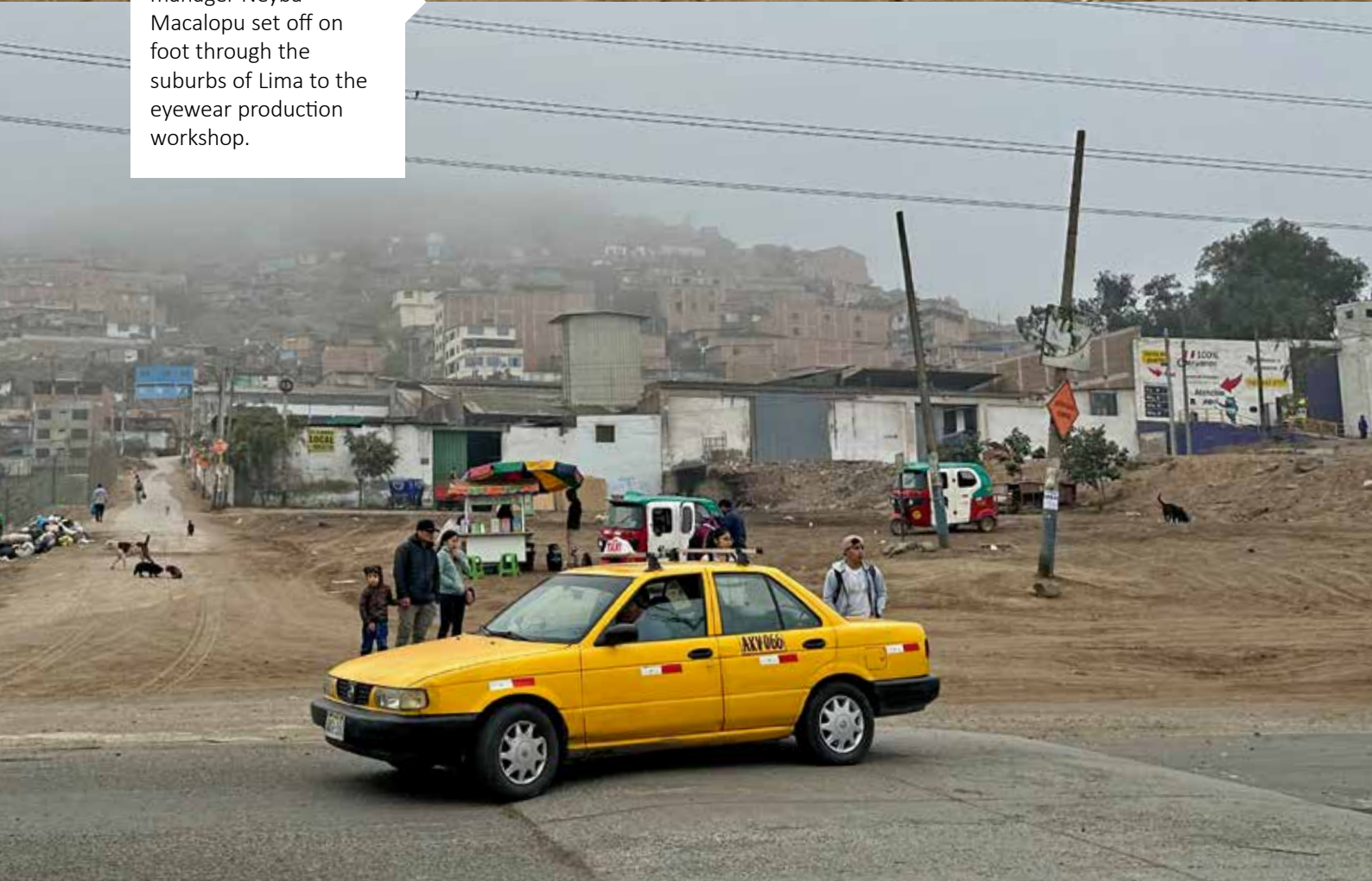


➡ **5** Fresh mate tea is always on hand for an energy boost. It is the national drink of Paraguay. Tereré, the cold version of mate, is particularly popular here and ideal for hot weather.





➔ 6 With renewed energy, René continues on to GoodVision Peru. There, he and program manager Neyba Macalopu set off on foot through the suburbs of Lima to the eyewear production workshop.



➔ **7** The production facility is located amid the sea of houses that make up the Pueblos Jóvenes, which are spread out across the mountain slopes around Lima.



➔ **8** Finally, René meets his production team colleagues in person. Together, they answer any remaining questions. René checks and tests the bending machines on site to ensure that every pair of glasses produced for Peru will be perfect.



➔ **9** The next day, René accompanies his colleagues to an eye camp at a school. Everything was perfectly organized, and the team worked efficiently while always being attentive to the patients.



➔ **10** As in other South American countries, astigmatism is relatively common in Peru compared to Germany. Lenses for plastic glasses must be ground in a workshop and are ready for delivery to the campaign location within a week.

René von Künßberg's journey clearly demonstrates that ensuring high-quality eye tests and glasses requires personal commitment and constant communication. The entire team is helping more and more people in South America regain their vision and improve their eye health.



6,257
glasses issued
in 2024



18,288
vision tests carried out
in 2024



23
On-site
employees



2019
Program start

Healthy vision for São Paulo's children

An ambitious project has begun in São Paulo, Brazil, that could transform the future of the entire city.

✦ In collaboration with its Brazilian partner Renovatio and the city government of São Paulo, GoodVision has launched an unprecedented initiative for good vision. The initiative aims to improve educational opportunities for schoolchildren by providing eye exams and free glasses.

“We have the opportunity to change the lives of around 420,000 children,” said Victor Fazio, the dedicated project manager in São Paulo. “Through comprehensive eye exams and free glasses, we are giving these children not only the ability to see, but also the chance at a better education and a better future.”

The scope of this project is impressive. Never before have so many children received eye exams as part of a coordinated effort, either in Brazil or anywhere else in the world. Since late 2023, students in the city's 562 public primary and secondary schools have undergone systematic testing for vision impairments. Those found to have vision problems receive free glasses—a simple step with profound implications.

“Poor vision can cause children to fall behind in class or even drop out of school,” Fazio continues. “Through this project, we aim to ensure that no child is at a disadvantage due to preventable vision issues.”

“We are addicted to doing the impossible.”

Ralf Toenjes, program manager
Renovatio, Brazil



Rebeca sees pink

Thanks to a school program in São Paulo, seven-year-old Rebeca finally had the opportunity to correct her squint. She had started treatment a few years ago, but then her doctor retired. Thanks to GoodVision, the schoolgirl is now receiving the treatment she needs and can look forward to a bright future. At her request, she received new pink glasses.

Financing the project is a prime example of successful cooperation between the public and nonprofit sectors. The city of São Paulo is covering the costs of the investigation, while Renovatio is financing the purchase of state-of-the-art diagnostic technology, as well as the training and personnel. The state social security system will finance any necessary medical treatment.

The use of state-of-the-art technology is crucial to the project's success. "We use artificial intelligence to evaluate funduscopies—that is, examinations of the back of the eye—and we employ state-of-the-art diagnostic technology," explains Dr. Bruna Gil, ophthalmologist and Head of Ophthalmology at GoodVision. "These technologies allow our team to work efficiently and precisely, which is essential given the large number of children involved."

The city government selected Renovatio based on its many years of experience and professionalism. The company has proven itself by ensuring the project's smooth implementation. "It's a big responsibility, but also a great honor," Gil said.

The São Paulo project sets new standards for both Brazil and GoodVision. It demonstrates the far-reaching positive effects that targeted eye health measures can have on education and quality of life.



"Our goal is not just to distribute glasses," emphasizes Ralf Toenjes, the program manager for Renovatio in Brazil. "We want to raise awareness about the importance of healthy eyes for educational success among children, their parents, and teachers."

The GoodVision project in São Paulo demonstrates how targeted health initiatives can significantly improve children's educational opportunities. This initiative can serve as a model for similar programs in other cities and countries, providing long-term positive impacts on children. Renovatio is working to bring the project to other Brazilian cities. A pilot project is underway in Curitiba, Paraná, aiming to provide over 60,000 schoolchildren with basic eye care and optical services starting in 2026. ✖



53,276

glasses issued
in 2024



204,231

vision tests carried out
in 2024



159

On-site
employees



2014

Program start

Healthy vision for
São Paulo's children:



Behind the scenes in Bolivia and Colombia

With all one's heart

There is a high demand for eyeglasses in Colombia and Bolivia, but jobs are scarce. Who works behind the scenes at GoodVision to ensure the success of the eye camps and programs? Here, we introduce two of our employees.



10,684

glasses issued
in 2024



20,670

vision tests carried out
in 2024



15

On-site
employees



2022

Program start



Colombia

✖ **Zulma Aranguren** has been involved in the Colombia project from the beginning. She works in the GoodVision Colombia team as an optical assistant and is a close confidant of project manager Natalia Buitrago. The 28-year-old checks the income from eyeglass sales and deposits the money in the bank.

Zulma lives with her parents and five-year-old son, Jorge, in a small house on the outskirts of Tunja. She enjoys her work at GoodVision and is proud to earn a living for her family. But that's not all. During a campaign, Zulma saw a big dream come true when she saw the sea for the first time. The young mother says she wants to show her little son the sea soon. ✖



"The stories of Zulma and Carmen show how much more there is behind a pair of glasses—hope, work, and the chance for a better future."

Max Steiner, program manager GoodVision Bolivia and Coordinator South America

Bolivia

✖ Since 2017, Carmen Leon Zelaya has worked as a seamstress at GoodVision Bolivia. Every month, she sews 1,000 to 2,000 eyeglass cases, as well as anything else that is needed. This steady employment is important for the 39-year-old. She lives with her husband and four children in El Recreo, a village about an hour's drive from Santa Cruz de la Sierra. Employment opportunities are scarce there, so Carmen hopes that GoodVision Bolivia will continue to sell many glasses and that she will be able to sew many more fabric bags for a long time to come. Max Steiner, the program manager for Bolivia and Latin America coordinator, has big plans for the coming years, so there's no question about that! ✖



16,996

glasses issued
in 2024



33,557

vision tests carried out
in 2024



33

On-site
employees



2014

Program start

Marvin's long road to getting glasses

"Actually, I've had poor vision for ten years." The employees at GoodVision Bolivia can't believe their ears when they hear this sentence from a 20-year-old. Marvin Luis Céspedes is still in school and has had poor distance vision for ten years. His parents couldn't afford to take him to an optician, and still can't. Everyone eagerly awaits the results of his eye test: -4 diopters in both eyes! With this visual impairment, distant



objects appear very blurry. But Marvin has no money for glasses, and they are only available free of charge for schoolchildren up to the age of 18. Fortunately, for cases like

Marvin's, there is a relief fund that is financed by donors from Bolivia specifically for this purpose. No wonder Marvin is leaving the eye camp today as one of the happiest patients, wearing a free pair of glasses, and we are delighted for him!





GVI Annual Meeting

Once a year, GVI invites everyone to its Annual Meeting in Erlangen.

For five days, colleagues work together toward a common goal: to further develop GoodVision International and optimize processes at all levels.

GoodVision International Together for good vision

In a world where global cooperation and solidarity are becoming increasingly important, GoodVision International (GVI) is creating sustainable structures to promote good vision worldwide.

What is GoodVision International (GVI)?

GVI is an alliance of organizations that work worldwide to promote good vision under the GoodVision umbrella. GVI was founded by EinDollarBrille's program countries and sister organizations to collaborate more closely on an international level.

Who are the members of GVI?

Equal members are EinDollarBrille association in Germany, its sister organizations in Switzerland and the USA, and the 11 program countries in Asia, Africa, and South America.

What are the objectives of GVI?

The network develops joint strategies, establishes global standards, and shares services. These efforts ensure that responsibility and co-determination rights are distributed evenly among all members. ✕

Small idea, big impact.

A conversation with Martin Aufmuth, founder of GoodVision



✖ Over 950 million people worldwide do not have access to glasses, even though they desperately need them. This fact stayed with Martin Aufmuth. After realizing the global scale of the problem, he founded GoodVision in 2012. Today, he discusses his trips to Burkina Faso and Malawi, his emotional encounters, and the importance of believing in an idea.



Martin, your prescription values are -3 and -4 diopters. What would have become of you if you had been born with these values in Burkina Faso?

Burkina Faso is one of the poorest countries in Africa and has been plagued by terrorism for years. When our employees visit villages there, they meet people who live very traditional lives. Many of them don't even know that glasses exist. Without glasses, I probably wouldn't have been able to continue going to school because my grades would have suffered. The same is true for many

children there.

The GoodVision team then travels to villages to sell glasses after conducting vision tests. Why aren't they given away for free?

We sell glasses for two to three times the local daily wage. For example, the daily wage in India is around four dollars. The material cost per pair of glasses is less than one dollar for the wire, lenses, and heat-shrink tubing. Local manufacturing

costs add another two dollars or so. The high cost of traveling to villages, maintaining teams on site, and using robust vehicles to reach regions more than 1,000 km away in the Bolivian highlands, for example, is what makes the glasses expensive. People in program countries pay their share, and we finance the rest through donations.

It's actually unfair. Here, you can buy reading glasses for a very low price at the supermarket if you have poor eyesight.

Yes, that's what amazed me so much. At the time, I was reading Paul Polak's book "Out of Poverty", which discusses how millions of people need glasses but don't have them. That same day, I saw glasses in a dollar store and wondered: Why aren't they available in Burkina Faso, Malawi, or Peru? If there are glasses or opticians in some of these regions, why are they so expensive in countries where people have so little?

It was clear to you that you had to do something. So, in the summer of 2012, you founded the GoodVision.

Yes, exactly. I always felt that something had to be done. When I brought it up with my wife again, she said, "Then do something about it." That's how it started.

Why glasses in particular?

Glasses like these can have a huge impact. You can achieve a lot with very little money. For example, with just a few dollars, people can go back to work and earn a year's salary, and children can learn and have a new future.

You travel a lot in the program countries and see a lot of joy of life, but you also experience a lot of poverty and suffering.

Malawi, in particular, sticks in my mind. Many people there rely solely on agriculture for income. Corn is their staple food, but it often runs out about two months before the next harvest. At that point, people only eat once a day. Later, they gather roots or eat mice to survive. Climate change will only exacerbate this situation in the future.

How can glasses help?

An 80-year-old farmer in Malawi told me that he hadn't been able to see properly while working in the fields for a long time. He was solely responsible for supporting himself because his five children had died of HIV and malaria. If he misplants one in ten corn seeds due to his poor eyesight, he will go hungry for three months—too long for an 80-year-old. A simple pair of glasses can therefore save lives. I am certain that we have saved many with our glasses.

How do you feel when you experience situations like this firsthand? How does it affect you?

When I'm on the road, I immerse myself in my work. I love observing and talking to lots of people. This also sparks new ideas on how we can improve. When I return, I have a hard time settling back into the orderly, somewhat distant lifestyle in Germany for the first few weeks.

Living conditions and the political situation directly impact the work carried out on the ground. For instance, it's difficult for someone who has never been to Burkina Faso to imagine how challenging and risky it is to distribute glasses and perform eye exams there.

Yes, in this West African country, we had to suspend the eye camps in rural areas for the time being due to the high risk of terrorism. However, our country director Thierry Nassouri is now planning a pilot project with the government to provide short training

courses in optometry to local nursing staff. They will then enter the data from the eye tests into a mobile app developed by us, which will enable us to check the quality of the eye tests, among other things.

You and your team always find a way forward, even when others give up.

I believe that most people greatly underestimate their abilities and potential to make a difference. We can often accomplish more than we realize. It's important to believe in an idea and pursue it relentlessly. Then, you must find people who share your enthusiasm and want to join you. Once you take the first, most difficult step, many things become easier.

Martin Aufmuth's story impressively demonstrates how a small idea can become a global movement if pursued with courage and determination. ✕

"I am convinced that our glasses have saved the lives of many people."

Martin Aufmuth,
inventor of the
GoodVision Glasses





Partners and supporters

We would like to thank all our partners and supporters for their commitment and their contribution to the success of GoodVision. The following are just a few examples:

These organizational investments prove that when values align and there is trust in communities to lead their own change, transformative solutions become possible at scale.

Glasses Half Full Our retail optical partner in Edmonton, Alberta, Canada, Glasses Half Full, is the founding member of our **Frame The Future Alliance**. 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.

National Philanthropic Trust National Philanthropic Trust helps connect generous donors with nonprofits, turning gifts of all kinds into meaningful support. By making giving simple and accessible, NPT ensures organizations receive the resources they need to grow and thrive.

Redekop Family Endowment The Redekop Family Endowment provides lasting support for nonprofits, ensuring resources are available today and for generations to come. Their commitment helps organizations continue making a difference well into the future.

Tawingo Fund Tawingo Fund makes grants to small- and medium-size charitable organizations serving people in developing countries. They support charitable organizations that have strong leadership and efficient operations and that provide hands-on services that make a long-term difference in the lives of those they serve.

The Alcon Foundation, Inc. The Alcon Foundation supports programs designed to improve the quality of eye care and patient access to eye care; advance eye health education, research, and awareness; and enhance and create sound communities where Alcon has a facility presence.

The personal commitment to this movement made by these individuals and families proves that when people believe in local leadership and sustainable change, extraordinary things become possible.

Arning Family Charitable Fund

Bruce Keenan

Bryan Richter

Matthew Frooman

Matthew Leiter

Paul Lopez

Sherrie-Ann Straughn and Cyril Turner

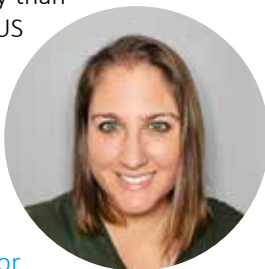
The Stark Family Charitable Fund

Why I am involved

People all over the world are engaged in GoodVision.

"Nothing brings me more joy than seeing the funds we raise in the US make life-changing differences in countries around the world. It's a truly enriching experience, blending diverse perspectives to tackle challenges together."

Shana Feeley,
Administrative Coordinator



"It's exciting to see with a relatively small effort we can help to make the world a better place."

Dibby Bartlett,
Member, Board of Directors



"I've been with the company for several years now and have witnessed the transformation of IT from small to global. I think it's great that the association's IT supports our common goal and thus enables the world to become a little better every day."

Renè Pasemann,
Head of IT Infrastructure



"It is such a humbling, yet powerful feeling knowing that such a small investment of my time could lead to a child gaining the ability to see, to learn, to read and write or a worker able to safely perform their job."

Brian Wong,
Volunteer, Frame Bender



"I am grateful that GoodVision has equipped me with the skills I need to work in both roles to reduce blindness and improve eye health awareness in Liberia."

Thomas Dorbor Jr., GVT,
Marketing Officer, GoodVision
Liberia



"By handing out the glasses immediately, we can share in the joy of people who are seeing 'clear images' for the first time in their lives. These are wonderful moments that I like to remember at the end of the day."

Martha Schrader,
Volunteer Coordinator,
GoodVision Colombia





Outlook

2025 marks year one of a robust and ambitious three-year strategy

✱ 2025 launches an exciting new chapter for GoodVision USA. After years of volunteer-led growth, we're implementing our first comprehensive strategic plan. It is a three-year roadmap designed to transform how Americans understand and support global vision care.

Our timing is critical. Global development funding cuts have eliminated vital programs worldwide, while domestic philanthropic competition intensifies. Yet this challenging landscape presents unprecedented opportunities for organizations with proven, cost-effective models.

Three priorities will guide our work through 2028. First, we're **dramatically increasing GoodVision's visibility across America**. Through targeted marketing campaigns and strategic partnerships, we'll establish ourselves as the go-to organization when people think about global vision care. Americans need to know that vision correction offers among the highest returns on investment of any health intervention.

Second, we're **expanding and diversifying our funding sources** in innovative ways. Beyond traditional grants and

individual donors, we're developing creative corporate partnerships that leverage our board members' networks and industry expertise. Our goal is reaching \$1 million in annual revenue by 2028—nearly doubling our capacity while reducing dependence on any single funding stream.

Third, we're **building a stronger network of advocates**. This means thoughtfully expanding our board to bring in new expertise and perspectives, while launching an engaging volunteer program that gives supporters meaningful ways to contribute.

The global vision crisis affects nearly one billion people, but together we can make a real difference. With your continued support, GoodVision USA is positioned to become the leading voice connecting American generosity to this urgent humanitarian need.

Thank you for being a part of this movement that is changing the way the world sees.

The GoodVision USA Board of Directors



MAIL@GOODVISION.ORG | 617.798.7986
WWW.GOODVISIONUSA.ORG

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