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New Eyes Receives Investors Foundation Grant Funds to Upgrade Program Technology for New Eyes' Clients

Short Hills, N.J. (January 15, 2021) New Eyes, a 501(c)(3) nonprofit organization, received a \$5,000 grant from Investors Foundation to support New Eyes' ongoing work to improve its new prescription eyeglass program through upgrading and enhancing its digital platform.

Since 1932 New Eyes has carried out its founding mission - to provide new prescription eyeglasses to children and adults in financial need living in the United States. Over the last five years, New Eyes has transformed itself from a time-consuming, paper-intensive, postal mail program to a digital platform where individuals can apply and receive their new glasses in five to seven business days, a process that took six to eight weeks. With its prior business model. This transformation allowed New Eyes to cut the price it paid for eyeglasses from an average of \$60 to \$23.

"New Eyes continually works to improve our service to our clients," said Jean Gajano, Executive Director of New Eyes. "Now that we work in the digital space to provide eyeglasses, we continue to look how we can further leverage technology to more efficiently deliver our service to clients and more cost-effectively deploy our donors' dollars. And thanks to this grant from Investors Foundation, we have the resources to improve our service."

New Eyes' current initiatives include integrating an online eyeglass prescription tool and an individual application for those affected by Covid who have no access to a social service agency. Historically, New Eyes accepted applications only from social service agencies on behalf of clients, but due to the pandemic, many individuals cannot access a caseworker. "As a result of Investors Foundation's grant, we will be able to invest in the software development needed to offer a better product for our clients and allow those unable to access a social service agency, to apply on their own and upload proof of need in a secure digital environment", said Gajano. "Furthermore, this allows us to use our donation dollars directly for the purchase of new eyeglasses for our low-income clients."

Since 2006, Investors Foundation has supported New Eyes in providing new prescription eyeglasses to those in need. "Investors Foundation has been an indispensable partner to New Eyes", said Gajano, "and we are grateful that they have stood beside us for so many years to make deep impacts on thousands of lives."

About New Eyes

New Eyes for the Needy, founded in 1932, is a 501(c)(3) not-for-profit organization based in Short Hills, NJ, dedicated to improving the vision of financially struggling children, adults and families in the United States and abroad. With more than 14 million Americans lacking access to prescription eyeglasses, New Eyes is dedicated to using technology, business partnerships and a thriving volunteer base to bring one of the most basic human needs – clear vision – to those in need.

About Investors Bank

Investors Bank, headquartered in Short Hills, New Jersey, is a full-service community bank that has been

servicing customers since 1926. With over \$27 billion in assets and a network of more than 150 retail branches, Investors Bank delivers personalized services and products tailored to the needs of its customers. Investors Bank's services include complete deposit, loan and cash management products for consumers and businesses. Investors Bank. Member FDIC and Equal Housing Lender.

About the Investors Foundation

Investors Bank created the Investors Foundation in 2005 to support the communities Investors Bank serves. Investors Foundation supports initiatives in the arts, youth development, health and human services, education and affordable housing. The Investors Foundation works to improve the lives of its neighbors and communities across the bank's footprint.

For more information, please visit <https://www.myinvestorsbank.com/Community/Investors-Foundation>

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