**Donate $5 to New Eyes, a Local Charity, and Change a Life**

**Short Hills, N.J. (For Immediate Release) -** [New Eyes for the Needy](https://new-eyes.org/), a New Jersey, not-for-profit, is encouraging supporters to donate $5 or whatever they can, to provide eyeglasses to those in need - especially now.

New Eyes is committed to bringing clear vision to the world’s most vulnerable individuals through the simple, yet critical, tool of eyeglasses.

“For 88 years, we’ve been a part of the Short Hills-Millburn community, providing eyeglasses to people in New Jersey, across the U.S. and in 39 countries overseas,” said Jean Gajano, Executive Director, New Eyes for the Needy. “Given COVID-19, which is turning the way we work, learn, and live, upside down, the need for this basic, human necessity – clear vision - is more urgent than ever.”

A $5 donation supports New Eyes’ U.S. eyeglass program. A $23 donation pays for one pair of eyeglasses.

To make an online donation, visit <https://new-eyes.org/>, or donate here: <https://app.etapestry.com/onlineforms/NewEyesfortheNeedy/donate.html>

Through New Eyes’ U.S. eyeglass program, children receive two pairs of eyeglasses: one to keep at home, and one for school.

The number of adults at risk for vision loss has increased over the past 15 years, yet, at the same time, eyeglasses have become less affordable, according to a recent study published by JAMA Ophthalmology, a medical journal.

The average price for eyeglasses in the United States is $196, according to Vision Service Plan. In comparison, a family of four, at the minimum, spends an estimated $131.50 to $167.90 per week on groceries, according to the USDA Food Plan for Feb. 2020. For U.S. families in need who struggle to pay housing, food and childcare bills, purchasing a pair of eyeglasses becomes a luxury rather than a necessity.

**In addition to donating online, monetary donations can be mailed to New Eyes at 549 Millburn Avenue, Short Hills, NJ 07078.**

**ABOUT NEW EYES FOR THE NEEDY**

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 children, adults and families in the United States and abroad. With more than 10 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.

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