



Highlights 2019-20

U.S. Eyeglass Program (Fiscal Year 2019-20)

- New Eyes provided new prescription eyeglasses to an all-time annual high of 18,491 low income United States residents in 47 states and the District of Columbia, an increase of 34% from our prior fiscal year, partnering with thousands of social service agencies and other health advocates for the poor. Voucher recipients and their agencies order glasses online through New Eyes' dispenser and optical lab partner, FEA Industries, allowing our voucher clients to receive high quality glasses at a lower price point for New Eyes. Since our partnership began in May 2017, New Eyes' redemption rate has increased from its historical rate of 72% to 91%. New Eyes paid an average of \$22.91 per pair of eyeglasses (two pairs for children), in contrast to the average cost of \$190 in the U.S.
Covid-19 Response: To answer the increase in inquiries from individuals who have found themselves unexpectedly in need due to the coronavirus pandemic but with no access to a social service agency, New Eyes launched a temporary online application for individuals financially affected by Covid to directly apply to New Eyes for eyeglasses.

Overseas Glasses Program (Fiscal Year 2019-20)

- New Eyes has distributed 458,000 gently used glasses overseas in developing countries through our 68 mission partners in 39 countries. We receive used glasses from throughout the United States from a variety of sources: Costco warehouses; individuals; scout troops; schools; and religious, corporate and civic community service groups.

New Eyes Vision Clinics

- New Eyes partnered with NJ Commission for the Blind conducting vision clinics in July 2019, December 2019 and January 2020, assisting over 150 local area residents receive eye care, including 30 children.

New Eyes 20/20 for 2020 Campaign

- In November 2016, New Eyes launched its *20/20 for 2020* campaign with goals to raise \$1 million to purchase new eyeglasses for U.S. residents and 1 million used eyeglasses for distribution to the poor throughout the developing world by the end of the year 2020. New Eyes has raised \$925,000 and 1,160,000 used glasses towards our goal.

eBay Shop and Vintage Eyeglass Frame Commerce Website

- New Eyes' eBay shop and our own ecommerce site, The Shop at New Eyes (www.shopneweyes.org), continues to grow where New Eyes sells vintage eyeglass frames and high-designer sunglasses to the public. Sorting through the thousands of used glasses New Eyes receives, volunteers select donated vintage plastic, cat-eyes, horn-rimmed, gold antique metal frames and sunglasses in excellent condition to offer for sale. New Eyes' Google Ads grant maximizes search-engine optimization and eBay's nonprofit program allows New Eyes to keep 95% of revenues from sales. Both sites have raised over \$20,000 during the fiscal year, with proceeds going to our U.S. Eyeglass

Program. In addition, New Eyes' resale shop, Fabulous Finds, held special sales and select sales evening to reach new buyer.

Eye-Partner Program

- New Eyes launched our Eye-Partner program, seeking corporate partnerships to raise monies for New Eyes' U.S. Program through point-of-sale campaigns, a portion-of-purchase-price donations and buy-one-give-one sales.

New Eyes in the News

[CBS News](#) and [Comcast](#) invited New Eyes to their studios to talk about our in-house vision clinic and eye health. [CBS also visited New Eyes](#) to see the work and enthusiasm of our busy and hard-working volunteers.

[New Eyes FY 2019-20 Annual Report](#)