



Mission

New Eyes for the Needy purchases new prescription eyeglasses for poor children and adults in the United States and recycles donated glasses for distribution to indigent people overseas.

History

New Eyes has helped more than 7,000,000 people to see clearly in the U.S. and 56 countries around the world.

In 1932, as a volunteer for the Red Cross in New York City, Julia Lawrence Terry of Short Hills, New Jersey saw that applicants for food assistance could not see well enough to fill out the necessary forms. Her first thought was to bring in spare glasses from her friends, but she quickly realized that a better solution was to melt down the gold in donated frames and use the proceeds to purchase new eyeglasses for the poor. With a check from a smelter for \$60, New Eyes for the Needy was born.

Need

- The average retail cost of a pair of glasses in the U.S. is \$250.
- Eyeglass voucher applicants have incomes at or below the national poverty level (\$22,050 for a family of four) and have no medical insurance, or have public or private insurance plans that do not pay for eyeglasses.
- In 2008, 12.5% of the people in the U.S. lived in poverty (37 million people).
- 15.3% of U.S. residents (45.7 million people) had no health insurance coverage of any kind in 2008, including Medicaid or Medicare.
- In 2009-2010, New Eyes was unable to respond to 24% of requests for assistance, an increase of 5% over 2008-09.

Accomplishments – 2009-2010

- New Eyes purchased eyeglasses for 2,582 adults from 45 states and the District of Columbia.
- New Eyes purchased eyeglasses for 486 children in 28 states.
- New Eyes purchased eyeglasses for 1,096 seniors living in 41 states and the District of Columbia.
- New Eyes distributed nearly 200,000 pairs of recycled eyeglasses to poor people living in 30 developing nations around the world.
- New Eyes welcomed 14 new volunteers.
- *The Heart of New Eyes* fundraiser in February 2010 raised \$15,000 to support the U.S. eyeglass voucher program.
- Second Annual *Kids Rock for Vision* Concert in March 2010 raised \$8,700 for children's eyeglasses.
- See For Change fundraiser raised nearly \$6,000 for children's glasses in New York City
- *Fabulous Finds* jewelry and giftware re-sale showroom raised \$51,000 for the U.S. eyeglass voucher program.
- New Eyes secured \$25,000 in new foundation grants.

Challenges – 2010-2011

- The 2010-11 budget limits New Eyes to issuing 80 vouchers/week, which requires re-instituting the wait list.
- We expect fundraising to remain flat in 2010-11.