

## **New Eyes Unveils Double Your Donation Campaign**

*Campaign Addresses Lack of Access to Affordable Prescription Eyeglasses*

**Short Hills, N.J. (October 10, 2018)** - For many Americans who are struggling with the expensive cost of childcare, groceries, and housing, improved vision – namely, a pair of prescription eyeglasses – is often viewed as a luxury rather than a necessity. In response, New Eyes for the Needy, is launching a “Double Your Donation” campaign, to raise funds to bring clear vision to those who need it the most.

The campaign kicks off with a matching \$100,000 donation from an anonymous donor, who will match every subsequent donation up to \$100,000, making each donation twice as impactful. The campaign is running through January 2019, and donations can be made by visiting [www.new-eyes.org](http://www.new-eyes.org).

“While there’s global awareness of the lack of access to prescription eyeglasses, most Americans don’t realize that there are families living right in their city, or attending school alongside their children, who can’t afford to buy a pair of prescription eyeglasses,” said Jean Gajano, Executive Director, New Eyes for the Needy. “Eyeglasses, on average, cost \$196, which is prohibitively expensive for many individuals. It’s a huge problem hidden in plain sight, and New Eyes is dedicated to bringing clear vision to residents of New Jersey and throughout the United States.”

Actor/producer Jake Gyllenhaal is an advocate and spokesperson for New Eyes for the Needy. Since 1932, New Eyes has been providing new prescription eyeglasses for low income U.S. residents. In addition, the non-profit recycles gently used glasses overseas for distribution in developing countries.

New Eyes is experiencing tremendous growth this year. With a volunteer base of more than 250 individuals, New Eyes is on pace to provide 14,000 individuals in the United States with new prescription eyeglasses by the end of the fiscal year – up from 10,667 vouchers in 2017 - a record breaking number of yearly vouchers for New Eyes.

New Eyes purchases prescription eyeglasses for people in the United States where eligible recipients can receive a new pair of eyeglasses by working through a social service agency, school nurse or other health advocate. To be eligible for the program, applicants must be in financial need, completed a recent eye exam, and have no other resources available to them to pay for glasses, including federal or state programs or assistance from local charitable organizations.

In 2016, New Eyes launched the **20/20 for 2020** campaign, which is on track to raise \$1,000,000 and collect 1,000,000 pairs of gently used glasses by the year 2020.

**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 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.

**Press Contact:**

Catherine Carlson Kadar

New Eyes for the Needy

[CKadar@new-eyes.org](mailto:CKadar@new-eyes.org)

(917) 494-0130

\*According to Vision Service Plan