



**ANNUAL  
REPORT  
2017**

One Dollar Glasses 



## Legal Notice

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# OneDollarGlasses

## THE IDEA

THE IDEA

The idea is to create a social enterprise that provides low-cost, high-quality eyeglasses to people in need. The company will be a social enterprise, meaning that its primary goal is to address a social problem, in this case, the lack of access to affordable eyeglasses. The company will be a social enterprise, meaning that its primary goal is to address a social problem, in this case, the lack of access to affordable eyeglasses. The company will be a social enterprise, meaning that its primary goal is to address a social problem, in this case, the lack of access to affordable eyeglasses.



# OneDollarGlasses

# THE IDEA

Good vision – an unfulfilled dream  
for millions of people

According to a study by the World Health Organisation, 158 million people suffer from near-sightedness and around 544 million need reading glasses. These people often live on less than one US dollar a day and they lack the money to buy glasses and usually have no access to ophthalmic care. The consequences often last a lifetime: Children cannot follow lessons at school; adults cannot take up any work or qualified work and cannot provide for their families. The estimated loss of income that results from this is around 120 billion US dollars per year for the 158 million short-sighted people alone. This corresponds approximately to the annual worldwide development aid.

# FOREWORD

Martin Aufmuth, first chairman

## Dear friends, helpers and supporters,

In 2017, [OneDollarGlasses](#) turned five years old, and my little one-man enterprise has now become a worldwide movement. Nevertheless, [OneDollarGlasses](#) has lost none of its fresh momentum and spirit of a young social start-up.

Our project launch in India in August and September 2017 was a strenuous yet extremely exciting time. With a small strategic team in Odisha in eastern India, we trained the first eyewear manufacturers, [OneDollarGlasses](#) opticians and optical trainers within just two and a half weeks.

We met young people who only had limited opportunities in their lives so far – and who are now building a new existence through the sale of [OneDollarGlasses](#) in their home villages. In slums where people have never seen an optician before, we were able to provide people of all ages with glasses: from schoolchildren to 70-year-old Kantilata, who now – beaming with joy – can see properly for the first time in her life.

During our training there was fine Indian Chai, served daily by Raidas, a young man from the slum on the outskirts of the city. One evening, long after the end of work, we discovered Raidas, as he secretly and quite fascinatedly bent glasses. No one had shown him that, and his glasses were good! He was embarrassed, apologised and wanted to leave. Then we asked him if he would like to work for us as an eyewear manufacturer. He became the proudest eyewear producer in all of India.

## More than 100,000 people supplied with glasses

We have also made enormous progress in our other project countries: In Burkina Faso and Malawi we opened several new small shops to sell our glasses, as well as professionalised sales and logistics.



Martin Aufmuth with  
the children of a village  
in Burkina Faso under  
the Baobab tree





With a new central warehouse in Bolivia, we ensure a fast and cost-effective delivery to projects in South and Central America. In addition, we were able to further expand the so-called mini-Opticas – small stalls within pharmacies or supermarkets in Bolivia. By the end of 2017, we have provided a total of over 100,000 people with glasses – doubling in just one year!

However, decisive foundations for our work have also been laid in Germany: We have further developed our optics handbook, which forms the basis for our optician training in the project countries. In addition, our local teams have expanded the product range with sunglasses, angular glasses and double bar glasses, which can generate additional revenue. This serves our ultimate goal: to establish a financially independent basic optical service. In Germany alone, more than 200 volunteers are now working for [OneDollarGlasses](#), and we have more than 350 helpers and employees worldwide – a number which is growing every month.

## Feedback and Awards

As the founder of [OneDollarGlasses](#), I was awarded the Bavarian State Medal for Social Services in 2017. I was also named an Ashoka Fellow. Ashoka is the largest and oldest organisation for the promotion of social entrepreneurs worldwide. At the end of 2017, [OneDollarGlasses](#) also won the prestigious Next Economy Award in the “People” category.

We also receive a lot of friendly confirmation at our events and in our encounters with people all over Germany. The fresh enthusiasm of the school children, who are active in fundraising activities of all kinds for us and are happy that they can finally do something for poor children and adults in other parts of the world themselves, is especially contagious. Among our biggest supporters are many dedicated opticians: They not only support our work financially, but also actively contribute to the fact that more and more people learn about our work.

## Thanks to our supporters

Finally, I would like to thank our many volunteer employees who have made our organisation what it is today. I would also like to thank our partners from other organisations, our sponsors from institutions and companies and, last but not least, all the many donors whose financial help makes our work possible. They all contribute to making our great vision a reality: to provide millions of people worldwide with glasses and to make a new, better life possible for them!

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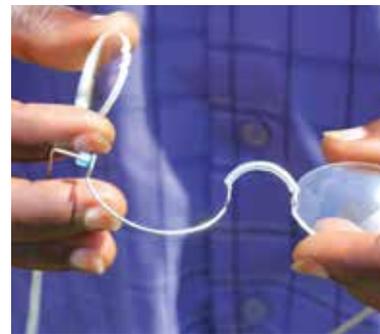
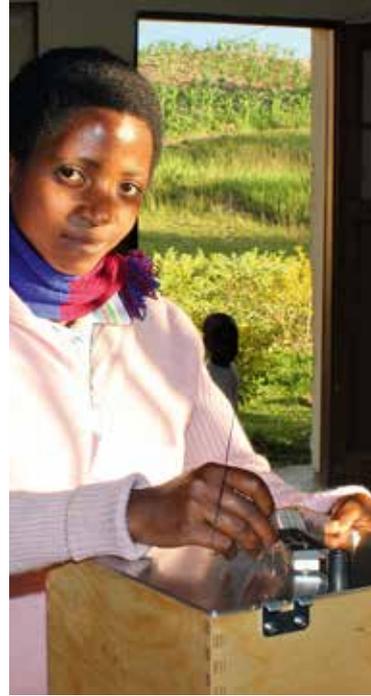


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Girl at an eye test



Martin Aufmuth, founder of the organisation [OneDollarGlasses](#), has developed a sustainable social business model. The goal: an independent eye optical basic care.

### [OneDollarGlasses](#) – the product

[OneDollarGlasses](#) consist of a lightweight and at the same time extremely strong spring steel frame and pre-ground lenses made of scratch and break resistant polycarbonate with a hardened surface. They can be clicked into the frame of the spectacle with a simple movement. The range consists of spherical glasses with thicknesses from -10.0 to +8.0 diopters in steps of 0.5 diopters. Angular lenses and optical sunglasses are now also available. Coloured beads give [OneDollarGlasses](#) a unique, individual design. The material costs around one US dollar for one pair of glasses; the selling price is two to three local daily wages.

### The bending machine

[OneDollarGlasses](#) are manufactured by trained local specialists on a simple bending machine. It requires no electricity and can therefore also be used in very poor and rural regions without any problems. It fits into a wooden box measuring 30 x 30 x 30 cm, which contains all the necessary devices and tools for manufacturing the glasses. Around six people can work simultaneously on one bending machine; their production capacity is up to 30,000 pairs of glasses per year.

### Training Concept

[OneDollarGlasses](#) trains local people in the manufacture and sale of spectacles. Since there are hardly any ophthalmologists and opticians in many developing countries, [OneDollarGlasses](#) has also developed its own one-year training concept for Best-Spherical-Correction (BSC) in close cooperation with ophthalmologists and opticians in Germany. This enables the colleagues in the optician sales team to find the best spherical spectacle lens for glasses and to adjust the glasses professionally.

# OneDollarGlasses

## THE PRINCIPLE

### Job creation and economic development

The difference between the cost of materials and the sales price is used to finance the salaries of local employees and to buy additional material for new glasses. This creates new jobs, especially in structurally weak regions.

### Integration of disadvantaged groups

Disadvantaged groups, such as people with physical disabilities, are also trained as manufacturers and opticians of OneDollarGlasses. The latest version of the bending machine is also designed in such a way that it can also be operated by blind people.

### The Sales Concept

For many people in developing countries, a trip to the nearest city or clinic exceeds their financial means. That is why people are tested at local eye camps in their villages and receive the right glasses immediately afterwards. This reduces the costs for everyone involved, and more people are reached faster.



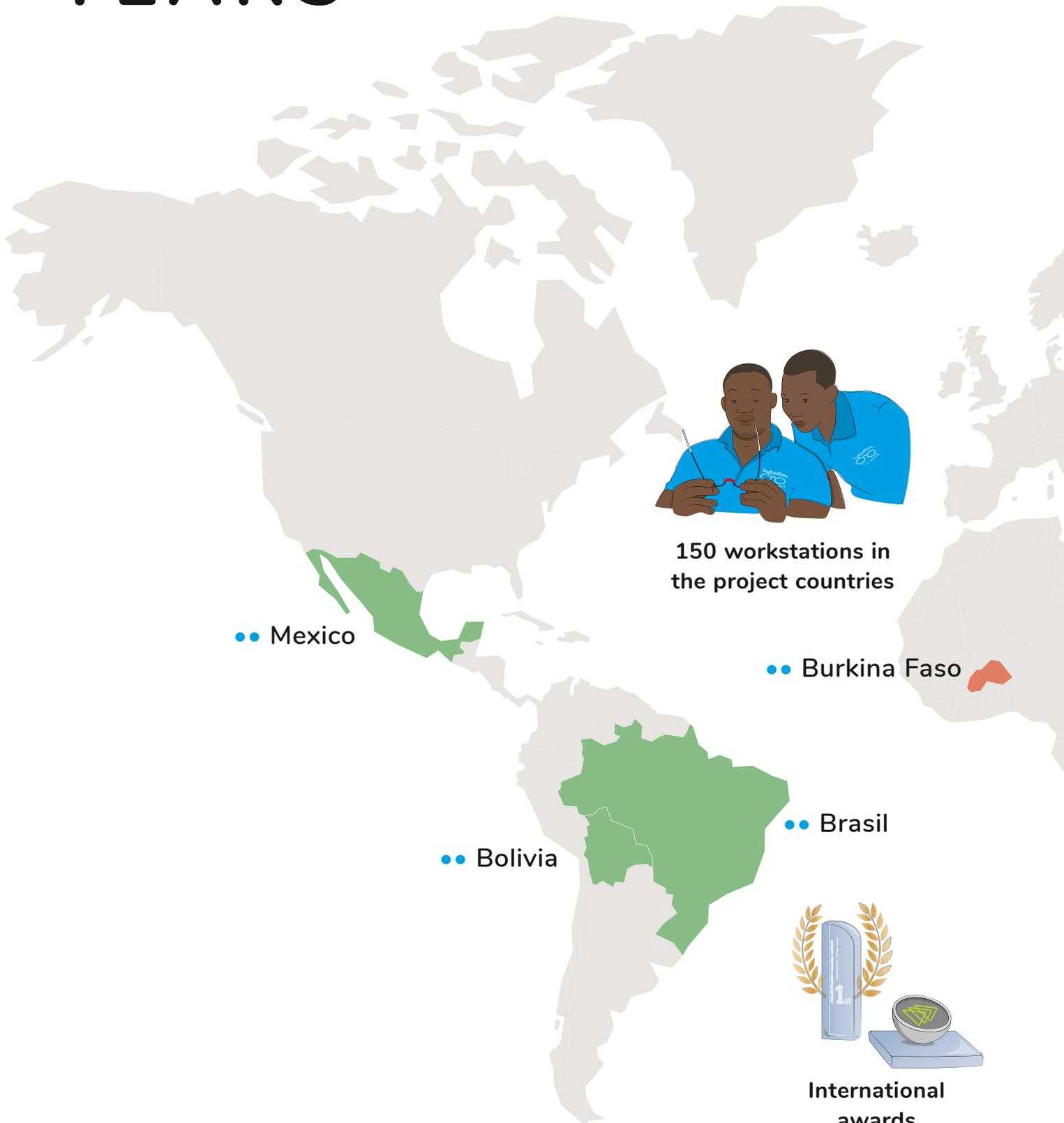
### Awareness raising and awareness-raising campaigns

The importance of good vision for education and social and economic development is not yet sufficiently recognised in many countries. OneDollarGlasses is committed to education and support measures through intensive networking and cooperation with local institutions from the health and education sector and other NGOs.

The system of OneDollarGlasses is sustainable: through donations OneDollarGlasses finances the establishment of the necessary structures in the project countries, including training costs, starting equipment, and the establishment of shops. Once these structures have been established, the project is self-sustaining. The aim is to provide the population in developing countries with a basic optical system that is financially independent.

# FIVE SUCCESSFUL YEARS

OneDollarGlasses around the world



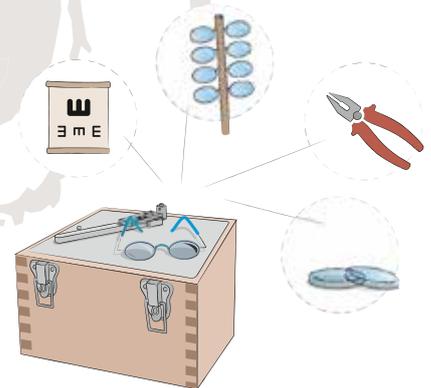
Over 100,000 people supplied with glasses



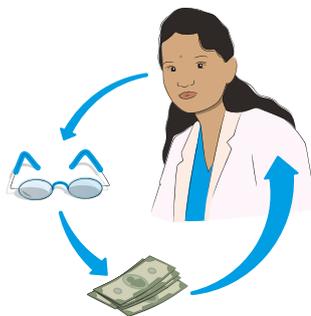
Over 200 volunteers in Germany and Switzerland

## PROJECTS IN EIGHT COUNTRIES

- India
- Ethiopia
- Kenya
- Malawi



Own specialised optician training developed



Holistic Social business model





# PROJECT START IN INDIA

India, with its 1.3 billion people, is a universe of its own, characterised by enormous contrasts between rich and poor – and with an estimated 220 million people who need glasses.

To get an impression of how ophthalmic care works in this giant country and to find the right location, a team from OneDollarGlasses set off on an exploratory trip through India in May 2017.

The team not only held numerous discussions there, but also made a particularly impressive start: During a test attempt in a suburb of Delhi, the team offered truck drivers free eye tests. The result: out of 50 drivers tested, more than half needed glasses – some with -3 and -4 diopters. On that day, we not only made people in India happy with our OneDollarGlasses, but probably also prevented some accidents. It also confirmed us in our thoughts: India needs OneDollarGlasses.



## Start in Odisha

At the beginning of September 2017, with generous financial support for our activities from the Swiss Happel Foundation, we launched our project in the state of Odisha, one of India's poorest states. Located on the Bay of Bengal, Odisha has 43 million inhabitants; one third of the capital Bhubaneswar consists of slums.

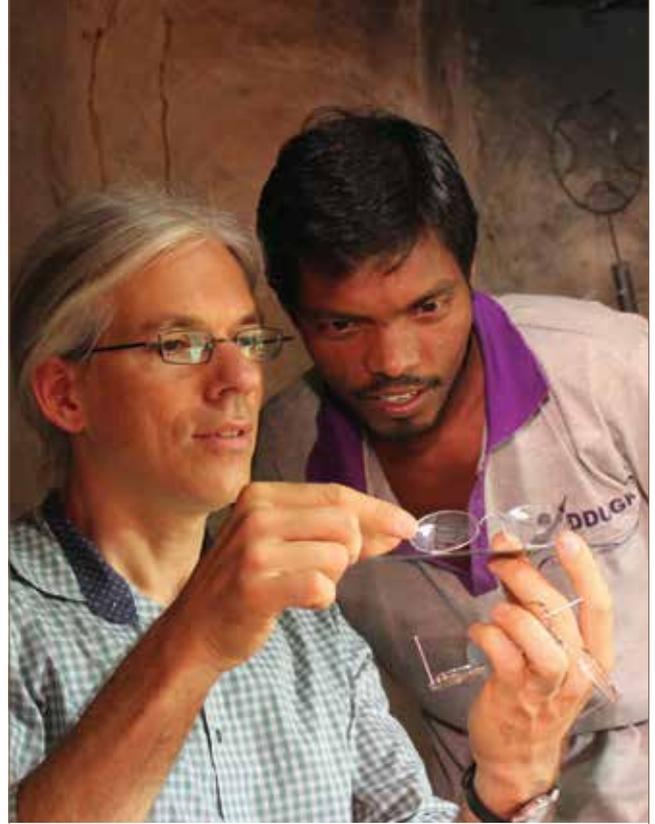
It is there that Prashant Pachisia, a socially concerned entrepreneur, runs a training company and a temporary employment agency. His training centre for young people from socially deprived families is run with obvious success—over 80 percent of the young people find a job after the training. Prashant has been looking for another outlet for his social concern for some time. He found it with OneDollarGlasses!



## Ophthalmic optics supply – and new jobs

Together with Prashant and his team, we are implementing a new concept: In addition to the eyewear manufacturers, we will jointly train so-called "Village Vision Technicians" – the Indian version of the OneDollarGlasses optician. The young men and women from the rural areas of Odisha are trained in the Prashant training centre for several months and can also live there free of charge. In the future, the training is to be co-financed by the Indian government within the framework of the National skill Development Program.

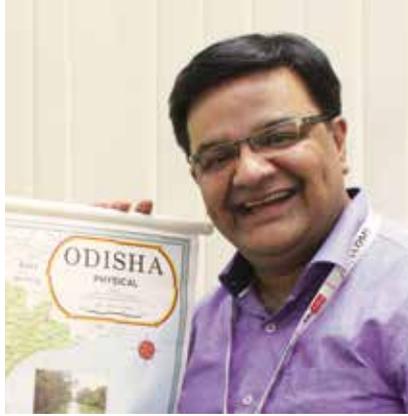
Following this, our opticians – equipped with a starter set consisting of spectacle frames, glasses of various strengths, and materials for an eye test – will carry out free eye tests in their home villages and earn their living selling the glasses. In this way, we create new jobs for young men and women alike, in addition to providing the rural population with ophthalmic optics. A concept that does not yet exist in India.



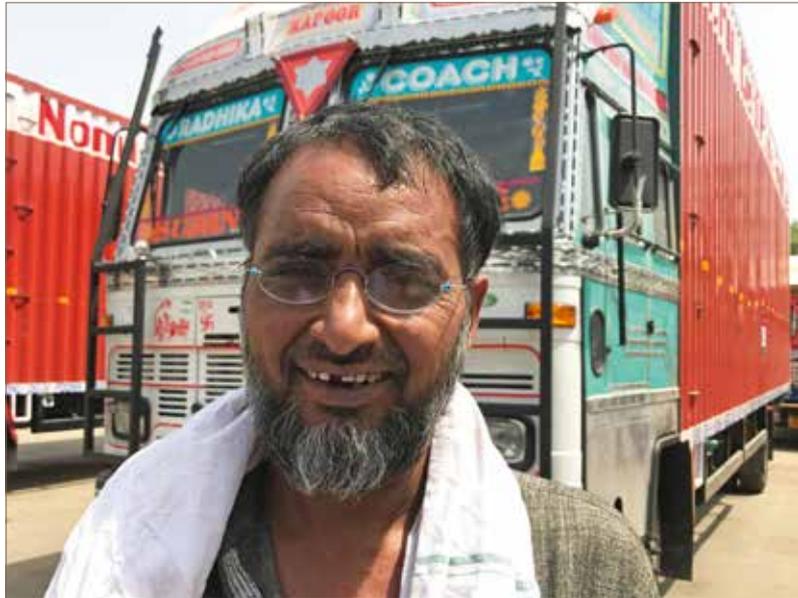
## From Chai Wala to eyewear manufacturer – The story of Raidas Singh

'Girl' for everything in Prashant's company, and especially Chai Wala, an employee for tea: that was Raidas Singh's job. He was paid 6,500 Rs per month, the equivalent of about 80 euros – a good salary in India for someone who did not go to school for long and could not afford any training. Raidas lives with his mother and a brother in a slum about two kilometres from Bhubaneswar. His brother only has odd jobs and so Raidas often has to provide for the small family alone. The family is struggling to make ends meet – an important reason why the 27-year-old has still not been able to find a wife.

When we wanted to get our team together one evening on site, we experienced a surprise: although Raidas had not participated in the first training sessions at all, he was already able to bend glasses. It turned out that in the evening he had secretly worked "overtime" and practiced on our bending machine after everyone else had left the company. We promoted him to the eyewear manufacturers' team without further ado. The tea is now made by a new Chai Wala.



Prashant Pachisia:  
Our dedicated  
partner on site



During a test drive in a suburb of Delhi, our team offered truck drivers free eye tests. The result: out of 50 drivers tested, more than half needed glasses – some with -3 and -4 diopters.

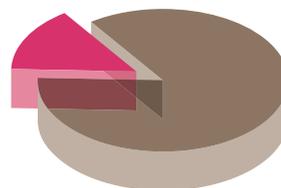
## First campaigns in the slums of Bhubaneshwar

The first training sessions took place between September and November 2017. After a short time the first “practical applications” of the prospective opticians took place in the slums of the surrounding area. Many of the residents told us that we were the first opticians to come to them in the slum and offer eye tests.

## Outlook

In order to build stable structures locally, our local partner founded the company “Care Netram LLP”, which will in future be responsible for the training of eyewear manufacturers and OneDollarGlasses opticians and for the overall organisation of our project in Odisha. In the context of further field studies, we will examine possible distribution structures in rural areas to find out how a financially independent basic optical service in India can function.

India is huge:  
1.3 billion people



220 million of which  
would need glasses

# MALAWI



## MILESTONES

**2014** •• Project launch in January •• Training of EDB Opticians •• MoU with Ministry of Health

**2015** •• Foundation of OneDollarGlasses Ltd •• Hiring Good Vision Camp • Training Good Vision Opticians •• Joint pilot project with Else Kröner-Fresenius-Stiftung

**2016** •• Opening of the 1st Good Vision Store in Blantyre •• Expansion of the sales team

**2017** •• Creation of four new shops •• OneDollarGlasses-Optician Certified •• New Regional Director Ganizana Malata

Malawi is one of the poorest countries in the world with an annual per capita income of USD 326. The country lives almost exclusively from agriculture and is thus dependent on world market prices, especially for tobacco, soya, tea and corn.

After two years of drought, during which the population was plagued by hunger, the harvest was good in 2017 after heavy rainfall. However, this led to an oversupply on the market and thus to a sharp drop in prices. As a result, many farmers held back their agricultural products and the food situation was tense again.

Access to education and health facilities is severely restricted; in school classes, one teacher teaches an average of 74 students. As a rule, the blackboard is the only teaching medium – those who cannot read from the blackboard are left behind.

### **OneDollarGlasses employs around 40 local employees**

Our involvement in Malawi began in early 2014 with the training of OneDollarGlasses opticians. In the same year, the Memorandum of Understanding (MoU) was signed with the Ministry of Health and OneDollarGlasses Ltd. was founded.

The headquarters of OneDollarGlasses in Malawi is located in the former governmental town of Zomba. The glasses are also produced here in the Good Vision Camp. Mobile teams conduct eye camps within a radius of 100

to 150 km around Zomba especially to reach people in more rural regions. Nearly 40 local employees currently work for OneDollarGlasses Ltd. in Malawi, of which 9 are in production and 17 are opticians.

### **New shops – wider product range**

In addition to the Good Vision Camp in Zomba, OneDollarGlasses also has its own shops in Balaka (about 80 km from Zomba), Zomba and Ndirande (Blantyre). In Blantyre in the south of the country, we have also installed two “shop-in-shop” systems. In this system, shopkeepers – or, in this case, OneDollarGlasses pharmacies – make part of their shop available for eye tests and spectacle sales. With this model, we benefit above all from low costs and good access to those with defective vision. Sales are made by our OneDollarGlasses opticians.

For 2018, the establishment of a new location in the capital city of Lilongwe is planned. Here, on the one hand, the population density is higher (and with it the demand for glasses), and on the other hand, important networks have been established. We also want to establish an optician team for very remote rural regions in Malawi.



### No distance too far ...

OneDollarGlasses Malawi does not yet have a shop in the capital Lilongwe – but apparently already has fans. One day Guyce Bvalan, a young man from Lilongwe, stood in front of our store in Zomba and got his glasses after an eye test. He had heard about our glasses through a friend and had then taken the bus from Lilongwe to Zomba for about 10 hours and had waited all night outside the gate for our shop to open. The meeting with Guyce was not only motivation for our team, but also strengthened our decision to expand to Lilongwe.

For more demanding customers, we have now supplemented our product range with sunglasses and double-bar glasses, for which a higher price can be achieved. The additional revenue generated in this way enables us to dispense standard eyewear at particularly low prices.

### Stronger Partner: The Else Kröner-Fresenius-Foundation;

Since the end of 2015, our work in Malawi has been generously supported by the Else Kröner-Fresenius Foundation. A second pilot project, launched in November 2017, aims to establish sustainable structures in urban and neighbouring rural areas. The declared long-term goal of the partnership is to provide the Malawian population with high-quality and affordable glasses nationwide.



From construction to the commissioning of a OneDollarGlasses shop



## A “magic moment” for Malawian children

A shining moment from the Charity campaign (“Sternstunden”) of the Bavarian Broadcasting Corporation brought to the Malawian schoolchildren: A total of 5,000 of them will be supplied with individually adapted spectacles in 2017 and 2018. Good vision is particularly important for children, as successful participation in class makes for a better start in life. “Sternstunden” is supported by Bayerische Landesbank, Sparkassenverband Bayern, Bayerische Landesbausparkasse and Versicherungskammer Bayern. The basketball team of FC Bayern was the “godfather” for OneDollarGlasses this year.



## Local organisation strengthened

Malawi was the first project country in which our optician training in Best-Spherical-Correction was officially recognised. In 2017, opticians trained on site were certified on this basis and can now carry out eye tests on their own and adjust the OneDollarGlasses professionally.

In June 2017, we hired Ganizana Malata, a local country director, who has been in charge of the operations of the OneDollarGlasses business in Malawi since then.

## Outlook

In 2018, the focus of OneDollarGlasses in Malawi will be on the expansion of supply structures. Plans are to set up more shops and additional eye camps in very remote areas. In addition, a cooperation with UNICEF and the Ministry of Education for the care of school children with OneDollarGlasses is in preparation.



## MILESTONES

**2013** •• Project start with first training in July

**2014** •• Training in April •• Partner organization: A.M.P.O. Eleven employees 2,875 pairs of glasses issued

**2015** •• Headquarters and Shop in Ouagadougou Mobile sales team •• Recognition as an international NGO -- Partner SiemensStiftung •• 24 employees

**2016** •• Four shops in Ouagadougou (two), Kaya and Tenkodogo •• 31 employees •• Issue of around 6,000 pairs of glasses

**2017** •• Nine shops, new: Ouagadougou (two), Koupéla, Fada-N'gourma, Bobo-Dioulasso •• 47 employees •• Issuance of over 11,000 eyeglasses

# BURKINA FASO

Burkina Faso has 19 million inhabitants; the population increases by three percent annually. The economy has been growing for several years; however, this is not enough to change lives and significantly improve the quality of life for people.



Burkina Faso is still one of the last ranking countries in the Human Development Report (185th place in 2016) – Germany ranks fourth. Many people have less than one US dollar per day to live. Nearly 30 % of children of primary school age do not attend school. There are only 25 eye specialists in the country and 150 nurses who have additional training in ophthalmology. As a result, many visual defects remain undetected. With small eyewear stores and eye camps, OneDollarGlasses is able to examine the situation of the Burkina Faso people.

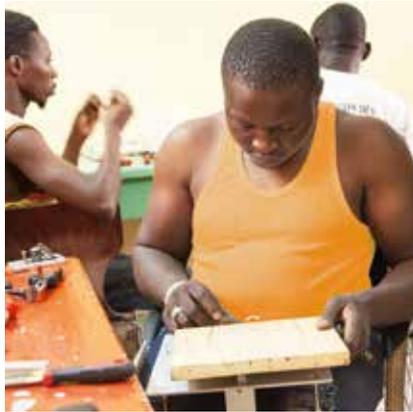
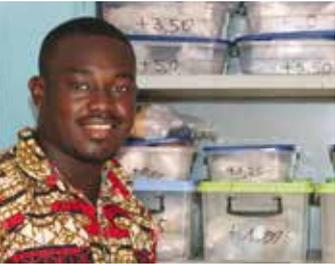
### Successful Shop-first strategy

In Burkina Faso we started our shops in 2013, together with the Aid organisation A. M. P. O. and the student partner organization Enactus Munich. We trained the first Apprentices in eyeglass bending, optimized the

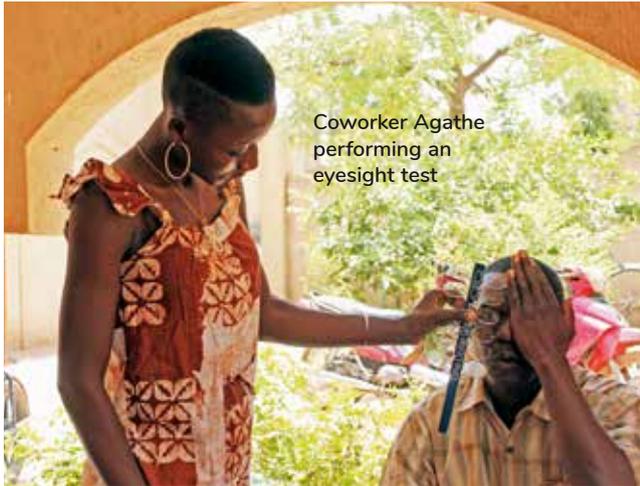
manufacturing quality assurance process and started to build up distribution in the country. Our focus in the early stages is on the establishment of shops. We place them in strategic locations, for example in the vicinity of a hospital or a church, near the market place or in another well-traveled area.

With six new shops in 2017, we will continue our 'Shop First' strategy. The goal is to reach a larger percentage of the population with our OneDollarGlasses shops. Therefore, we will be creating more shops in strategic areas of the country with high population density.

Douda producing eyeglasses in a wheelchair.  
Below: Dafrassin in the glasses warehouse



Romaric reads "The Little Prince"



Coworker Agathe performing an eyesight test

Romaric works as a producer of glasses in our Project in Burkina Faso. He comes from impoverished conditions and has had little schooling. His greatest dream was always being able to read. We started a crowdfunding campaign to raise money for his lessons, and it was successful. Highly motivated, he started studying and today he not only has a regular income with the OneDollarGlasses, but is able to read! He is currently fascinated by "The Little Prince".

We have accomplished many goals here, as we have nine bases in different Regions of the country: four in the capital Ouagadougou (Region Centre), one in Bobo-Dioulasso (Haute-Bassin region), one in Koupéla (Centre-Est region), one in Fada (Est region), one in the city of Kaya in the Centre-Nord region, and another in the City of Tenkodogo in the Centre-Est region.

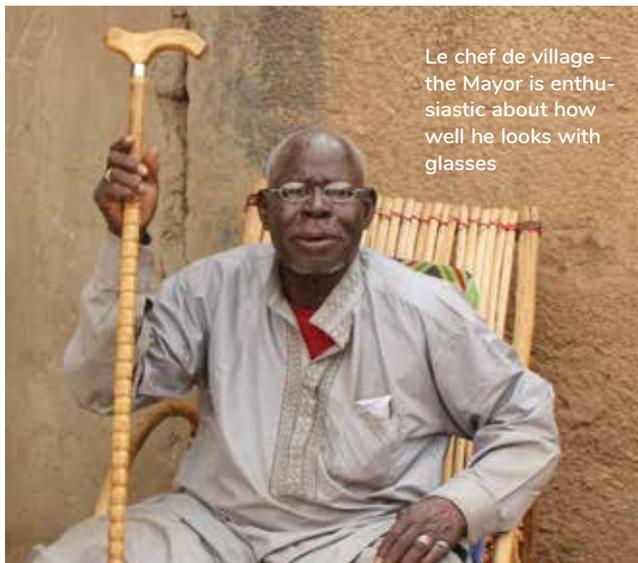
### Over 11,000 pairs of glasses

As the result of this successful strategy, there have been over 11,000 pairs of glasses issued in 2017, around twice as many as the previous year. In addition, around 45,000 people received an eye test. OneDollarGlasses Burkina Faso, the name for our local organization, has now grown to 47 employees, including some with disabilities. We have successfully continued eyewear manufacturing trainings as well as training ten OneDollarGlasses Opticians for our base in Bobo-Dioulasso.

In addition, we have further expanded our local professional structures, specifically creating improvements in Finance, Reporting and Administration. Sun provides, among other things, IT-supported sales reporting to ensure that we meet the possible challenges of our opticians, with issues quickly identified and solutions found through improvements of the processes or in-depth training.

### Siemens Foundation: a strong partnership

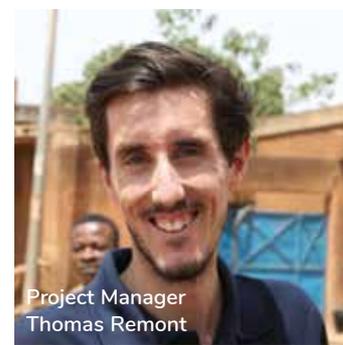
It was an honor to receive the "Empowering People Award 2013", and since then, we have established a strong partnership with the Siemens Foundation. As our partner, working side by side, we could not have implemented and further continued our projects in Burkina Faso. We have benefitted from very generous financial support from the "empowering people network" of Siemens Foundation, where we participate in a mutual exchange between social enterprises from all over the world. The suggestions and know-how which we have gained are priceless.



Le chef de village – the Mayor is enthusiastic about how well he looks with glasses



Staff member Souleymane with his wife



Project Manager Thomas Remont

As in the past years, in 2017 we were able to reach many children through eye camps in rural areas. It was a very special experience to be at eye tests and eyeglass adjustments in a school for deaf children. A teenager received his glasses, and suddenly his fingers and hands just flew through the air. He was so excited! To really recognize a tree for the first time, his enthusiasm was so great that his sign language was hardly fast enough to express himself.

Beautifully hand sewn spectacle cases – given free with each pair of OneDollarGlasses glasses



## Outlook

We intend to continue our shop-first strategy in 2018 by focusing on increasing efficiency and profitability in our existing stores. In addition, we are planning on creating six new OneDollarGlasses shops to increase exposure to more people in Burkina Faso for 2018. Therefore, we will continue to train additional OneDollarGlasses opticians.



## SUCCESSES

Since 2014 •• Over 20,000 pairs of glasses  
•• Over 35,000 eye tests •• 20 workstations  
on site •• Production facilities in Santa Cruz  
and El Villar •• Numerous rural and impover-  
ished urban campaigns

Since 2015 •• Eye camps with mobile optical  
unit •• Training collaboration with the re-  
nowned ISSEM Institute •• Establishment and  
professional supervision of nine mini-opticas



Proud Mini-Optica  
Owner Robert



# BOLIVIA

The poorest country in South America is three times the size of Germany and has only eleven million inhabitants.

Bolivia has no access to the sea, which makes its economic development difficult and the infrastructure underdeveloped. As the first indigenous president, Evo Morales has been able to make a name for himself with two million people in the last two years rising from poverty. Large parts of the rural population continue to live in poverty, and there are still poor areas on the outskirts of the cities. The average monthly income is between 180 and 200 euros. Access to supply only exists in the large cities, and even here only in central locations such as the most popular shopping streets. Those living in the country have no ophthalmologists or opticians, and the trip to the city is very expensive.

## 14,000 people supplied with glasses

Under the project name “Lentes als instante” – “Sofort-Brillen” – our partner in Bolivia, the Foundation HI-Bolivia has been under the direction of Max Steiner since 2014. It has brought mobile campaigns to people in need in the country and in impoverished urban areas, providing access to OneDollarGlasses glasses. The Foundation now has around 20 employees, including part-time workers and women. The regional focus of cam-



paign activities is the lowlands around Santa Cruz, and the foothills of Sucre. The population in the catchment area of HI-Bolivia is 2.5 million people, distributed over a large area. The federal state of Santa Cruz itself is 380,000 sqm, almost as large as Germany, and logistically a significant challenge. Nevertheless, the team of HI-Bolivia 2017 supplied 14,000 people with glasses.

## Top quality – patients very satisfied

One of the “secrets of success” of the team around Max Steiner is in the high quality of OneDollarGlasses, as many former patients also take part in campaigns to show their satisfaction and thank them. They often bring family members or acquaintances to buy reading glasses or sunglasses.



In 2017, our production team of ten produced over 15,000 high-quality frames in Bolivia. Due to its favorable Customs regulations in the Mercosur free trade region, Bolivia has developed a hub function in Latin America and a portion of the eyeglasses produced there will be sent to the project countries of Brazil and Mexico.

### **Combined Strategy of eye camps and Mini Opticas**

To help the people in the remote regions, HI-Bolivia relies on a combination of mobile campaigns and cooperation with sales partners. A central role is played by the Mini-Opticas for this concept. Smaller shops, pharmacies or one-dollar drugstores provide space for the One-DollarGlasses presentation and supplies; the owners or operators receive training in simple refraction and then sell the glasses on their premises. The presentation walls demonstrate the product very vividly and are very well received. Currently there is a total of nine Mini-Opticas centrally managed by HI-Bolivia.



### **Eye camp at 4,000 metres altitude**

The eye camp workers in the district of Senkata, of the city of El Alto, brought Max Steiner around the area and it almost took his breath away – on the one hand because of the high altitude, to the other because of the enormous crowds. The camp work was supported and organized by volunteers of the German Red Cross, which had previously been established on the basis of the EinDollarBrillen manuals. For example, they were trained in measuring documents, spectacle frames and plastic glasses. Everything was ready!

In just eight working days, approximately 1,450 schoolchildren's eyes were tested and teachers were tested as well. In that time, 879 glasses were distributed, a beautiful success that also shows the high demand. OneDollarGlasses carries out a valuable contribution to improve the schooling of these children. Learning is not possible without the ability to read the blackboard in class. This lack of access to glasses is how the already large educational disparities is further created between the children from the rich private schools and the indigenous Aymara youth. In a city of over a million inhabitants, the mayor, Soledad Chape-ton asked "Please come and help us in other districts", to the HI-Bolivia team.



Project Manager Arturo explains the advantages ...



... of OneDollarGlasses



Since 2017, our partner has been conducting campaigns in cooperation with local health stations, which only offer basic care. Patients are invited by representatives of the hospitals or the community, which gives the action a higher priority.

### Training as an assistant Consulta-Optica

HI-Bolivia attaches great importance to a high-quality training of its team and in 2017 it has made a large step forward. In this project, team members who have a good command of the language and are familiar with OneDollarGlasses have translated the manual for Best-Spherical-Correction into Spanish. This manual forms the basis for the six-month training of local Specialists to the "Asistente de Consulta Optica". This training combines theoretical learning content very effectively with practical experience in campaigns. HI-Bolivia conducts the training in cooperation with the Instituto de Salud, Seguridad Ocupacional y Medio ambiente (ISSEM), the only eye-optical Institute in Bolivia.

In addition to ISSEM, HI-Bolivia cooperates in the field of training also with OPTICA SANTA CRUZ, one of the oldest optical companies in Bolivia. In addition, the team will be trained by international volunteers of the Red Cross, especially from the German "Weltwärts" and "International Youth Voluntary Service" programs which are also professionally intensive.



Mini-Optica Owner Robert with his son

## MILESTONES

2015 •• Launch in Mexico •• First eye camps – Focus on Mexico City

2016 •• Approximately 10,000 eyeglasses fitted

2017 •• Cooperation with Sustenta •• First eye camps in companies •• Eye-optical Supply for 20,000 people

# MEXICO

Mexico ranks 15<sup>th</sup> in the largest economies of the world and continues as a growing economic power. However, this often obscures the view on the actual social situation in the country: around 55 million people are considered impoverished.

The country is facing major challenges in the health sector: diseases such as diabetes, cancer and heart disease are widespread today in Mexico. Ophthalmological care, against the background of these challenges, is severely neglected. Another challenge is the lack of qualified opticians.

### OneDollarGlasses in Mexico

Daniel Gomez and Daniela Velasco of the Social Business Consultant Firm (SBCF) in Mexico recognized OneDollarGlasses as an opportunity to improve ophthalmic care in 2015. Supported by local partners, they initiated the first



two eye camps for the care of incorrectly-sighted Mexicans under the same project name as in Bolivia: “Lentes al Instante”. To this day, Daniel and Daniela's team is mainly located in Mexico City, Queretaro, Leon and Puebla, because these are the fastest places to reach many people.

### Ophthalmic supply for 20,000 People

In Mexico, the team focuses on local campaigns to reach the people. In 2017, 20,000 people in total benefited from an ophthalmic supply provided by our team in Mexico. For economic savings, the OneDollarGlasses are not produced in Mexico, but comes from our project in Bolivia.

The team in Mexico has now developed a new professional partnership with Sustenta. The organization not only supports the implementation of eye camps, but produces glasses in its own laboratories, including those for more complicated cases of ametropia such as astigmatism. This enables Daniel Gomez's team in Mexico to help people more comprehensively.



### Record campaign: 22 days, 2,200 glasses issued

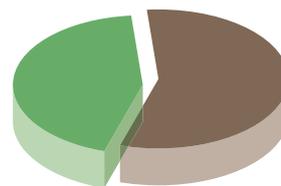
A record campaign was carried out by the ODG Mexico team near Mexico City: with a team of 14 helpers, over 4,500 children from 25 – 30 primary schools received 2,200 pairs of glasses within 22 days.

A government organization had launched this campaign as a project - and the OneDollarGlasses was chosen over four other organizations. “Our technical solution and the quality of the OneDollarGlasses convinced the decision-makers,” comments Daniel Gomez.

## Outlook

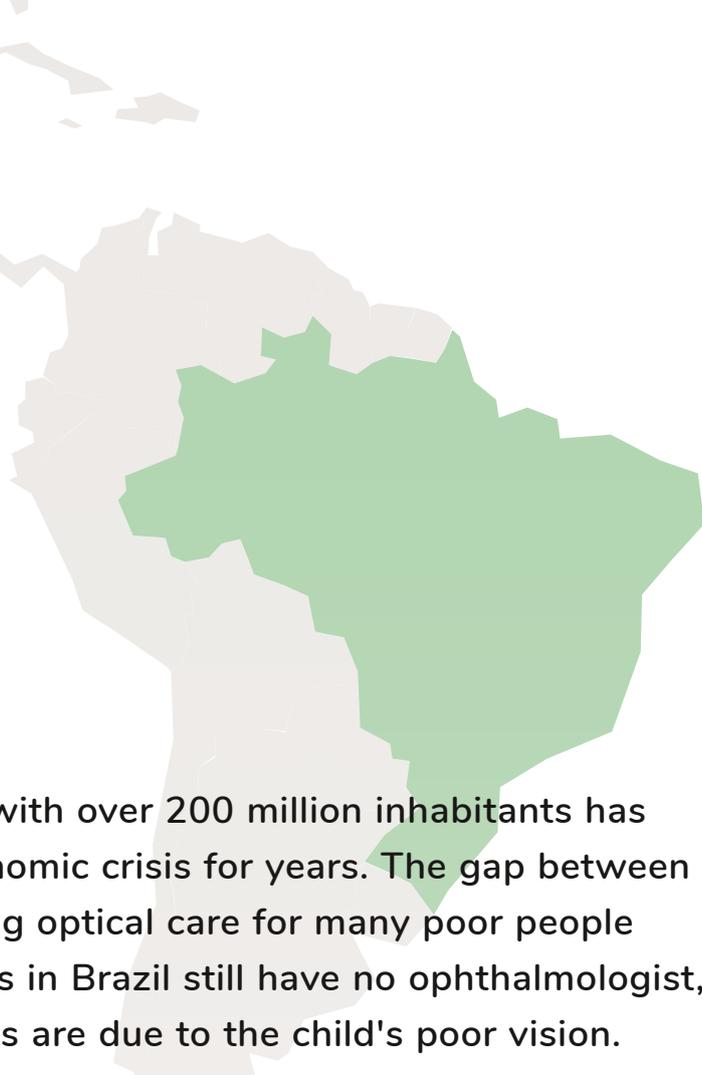
The school campaign (see box) that was carried out by our team in Mexico motivates other government agencies to use the OneDollar organizations. Particularly interested are the authorities that are dedicated to the promotion of education. Another important building block is the cooperation with companies: Already in 2017, the OneDollarGlasses launched a campaign among the workforce employed by General Motors and 150 glasses were sold. Quite a few people in these factories and many others earn only the minimum wage and don't have the money to buy conventional glasses.

Mexico ranks 15<sup>th</sup> in the biggest economies



43 % of the population is considered impoverished

# BRAZIL



South America's largest country with over 200 million inhabitants has been going through a severe economic crisis for years. The gap between rich and poor is extreme, rendering optical care for many poor people almost unattainable. 79 % of cities in Brazil still have no ophthalmologist, and over 22 % of school drop-outs are due to the child's poor vision.

## Successful launch of “VER BEM”

In 2014, German students from our partner organization Enactus together with a group of students in Sao Paulo trained the first OneDollarGlasses producers in Brazil. They call the new social enterprise VER BEM – "see well"; a successful launch in the new country. The local team, under Ralf Toenjes' leadership, has reached out to a great number of people and was able to set a lot of projects in motion.



## Training of specialists

In 2017 VER BEM was officially established as a social enterprise and has operationally been responsible for the implementation of OneDollarGlasses activities. With financial support from Germany our team has hired new specialists in the field of optics and business management and therefore laid the foundation to supply more than 10,000 patients with OneDollarGlasses in 2017.

## MILESTONES

**2014** •• First bending training •• Foundation of aid organisation Renovatio

**2015** •• Government authorization VER BEM campaigns •• ODG bus starts operation as a vision care unit

**2016** •• 20 vision screening campaigns •• Supplied approximately 7,000 people with glasses

**2017** •• Campaigns with health authorities •• Over 15,000 vision screenings •• Disbursement of over 10,000 pairs of glasses



Ralf Toenjes with his dedicated teammate Pedro Ivo at the ceremony for the “Social Entrepreneur of the Year” award.

## Ralf Toenjes

Already as a student Ralf wanted to work in a social project. “I have been able to attend excellent schools because a lot of people helped me,” he says today. “I also wanted to make it possible for other people to have better opportunities.” While still a student, he heard about OneDollarGlasses in 2014 and was immediately captivated by the idea. He wanted to bring the project to Brazil.

Together with a couple of college friends he established the organization Renovatio. By 2017 his team has been able to carry out over 17,000 vision screenings in 19 federal states. Ralf is very good at inspiring and recruiting other people for the good cause. Billionaires, entrepreneurs and students are equally eager listeners when Ralf holds a presentation about the matter so near to his heart. In March 2017 Forbes Magazine named Ralf as one of the most promising young entrepreneurs. In November 2017 he received the Brazilian “Empreendedor Social 2017” award.



Our future shop in Londrina, with Dr. Hasegawa (in the middle of the picture)





Suzanna with one of her granddaughters.

## Suzanna

Suzanna is 75 years old and lives with her family in a small village on the Amazon. She has 15 children, 54 grandchildren and eight great-grandchildren. In 2016 she received her first ODG glasses and was very happy: Finally, after ten years, she was able to sew for her family again. As part of another campaign in 2017, Ralf and his team visited Suzanna again. She and other family members still had their OneDollarGlasses and everybody was very grateful for the help they received.



## Creating new partners

In a country as huge as Brazil, establishing a functioning distribution system for eyeglasses is a great challenge. This challenge is met by our local team, among other things, by working together with external partners. For example, the Brazilian Air Force is providing logistical support for the Eye Camps in remote areas of the Amazon region.



VER BEM has successfully worked with a number of state health authorities, companies in different industries and hospitals on various campaigns. In Londrina, a city of about 500,000 inhabitants in the state of Paraná, the founder and head of the local eye clinic, Dr. Nobuaki Hasegawa, has made us an offer to open a OneDollarGlasses shop in his clinic.

Dr. Hasegawa, himself a child of poor Japanese immigrants, has been working tirelessly and his clinic has developed into one of the largest social institutions in the country. He is very pleased to be associated with OneDollarGlasses as he sees the cooperation as an additional benefit for the clinic.



Eye tests in the favela



## Outlook

The future structure of VER BEM will be based on three pillars: The eye camps in the poor regions of the country will be expanded even further and additional optical shops will be opened. And 2018, in an exciting pilot project, a Direct-Selling-Concept for the OneDollarGlasses will be developed (similar to the Tupperware sales philosophy) to attract even more people, especially in the remote areas.





# THE ORGANISATION IN GERMANY

In 2017 [OneDollarGlasses](#) celebrated its 5<sup>th</sup> anniversary – a good time to look back on milestones achieved in the project countries as well as in Germany.

For many people, the [OneDollarGlasses](#) organization has created new perspectives, whether it is with new glasses or with a new job. All this would not have been possible without our approximately 200 highly motivated volunteers in Germany and Switzerland, who worked thousands of hours for [OneDollarGlasses](#) throughout 2017.



Whether as an optician, doctor, marketing or logistics expert, engineer or office administrator: each individual brings valuable experience and expertise to our organisation. And often finds her or his own life enriched more so than anything else through this work. The common vision: to improve the life of people in developing countries by building up local structures ensuring the supply of high quality and affordable glasses in the long run.

Martin Aufmuth is holding a presentation in Erlangen to celebrate ODG's 5<sup>th</sup> anniversary.



Turning this vision into reality – we will continue to do everything in this area and hopefully inspire even more people for our work in the future. We welcome any kind of support because it helps us approach our ambitious goal one step at a time.

## The Regional Groups

Regional Groups are living platforms for networking; they enable us to get in touch with interested parties and our sponsors and they organize their own events or participate in major external events. But most of all they are “anchor points” for networking among active members and to reach out to newly interested parties. They receive, above all, the opportunity to meet with our members, get information, are able to ask questions and with instructions from experienced trainers, can produce a pair of glasses themselves.

Currently we have regional groups in Erlangen, Munich, Stuttgart, Cologne, Berlin, Hanover, Hamburg, Bremen and Frankfurt. The latter two groups were established in 2017.

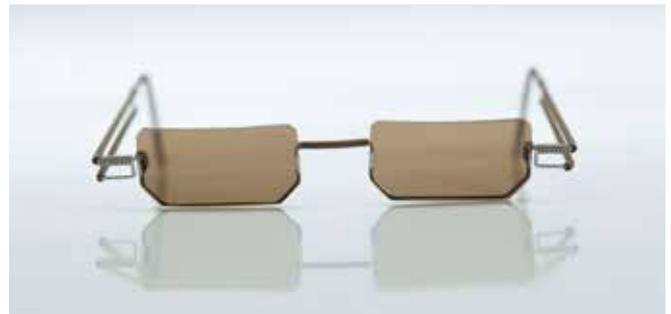
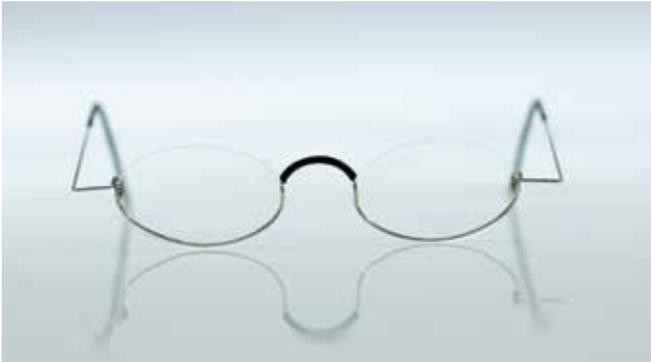
## Information Events

The Regional Groups regularly organize Information Days. Anyone who would like to learn more about **One-DollarGlasses** is invited to join these events. Feel free to have a go at the bending machine or if you are toying with the idea to become a volunteer yourself we invite you to stop by and talk to us.

Current information is available at: [www.eindollarbrille.de/mitmachen/veranstaltungen.html](http://www.eindollarbrille.de/mitmachen/veranstaltungen.html)



Celebration the 5<sup>th</sup> anniversary in Hamburg



## ORGANISATION

### The lenses – round, tinted, square

The lenses used in the [OneDollarGlasses](#) are manufactured in China; our partner, a small eyewear manufacturer called Zhang Chong Jie, produces the lenses according to our specifications. Jonas Chen, an ODG member from Germany has travelled to China several times to help optimize the production and to make sure that labor laws and ODG's ethical standard are adhered to – a guiding principle in our long standing cooperation.

Since working with Zhang Chong Jie, the lens production has continuously been improved and new products have been added. We have succeeded in expanding the lens range from -10.0 to +8.0 diopters without any extra cost. This means going forward we will be able to also help people with extreme visual impairment.

Due to the high levels of solar radiation in Africa and the high altitudes of South America we have been offering sunglasses in addition to the classic [OneDollarGlasses](#) with UV protection for some time now. Since 2016 we have also featured a new frame design with square lenses for the more fashion-conscious customer.

With the additional revenues of the somewhat more expensive models we can subsidize the standard glasses for very poor people. Using this cross-financing model it is our goal to supply even more people with glasses in the long run.

### The Eye-Optics Team – The Voice of the Experts

[OneDollarGlasses](#) depends to a large extent on the knowledge and experience of ophthalmologist and optician when producing the glasses. Our internal Eye-Optics team is committed to continuously develop and implement innovations. For example, in 2017, among other things, the team has designed a "holder" of +1.0 diopters which allows quick recognition of hyperopia (farsightedness) during the screenings



### In the Mountains of Nepal

Our partner organization, Freunde Nepals e.V., operating under the N-Model, during one of their campaigns in poor, rural areas of Nepal. Students from the village of Rafti walked more than 2 hours to have their eyes screened, and if necessary, to get a pair of glasses.

### The N-Model

Currently we have eight project countries, where we are building our own infrastructure to produce and distribute the [OneDollarGlasses](#). Additionally, with the so called N-Model, we are pursuing an interesting way to deliver the glasses to people in need. [OneDollarGlasses](#) sells prefabricated frames and a pre-defined selection of lenses to a carefully selected partner. This partner sells or on rare occasions gives away the glasses in their respective countries. The cooperation between both partners will be defined in a mutually binding contract.

The N-Model was developed on the basis of numerous inquiries from organisations expressing the desire to incorporate the [OneDollarGlasses](#) into their own projects. At the moment it is being implemented in Ethiopia, Nepal and Uganda. Based on the positive feedback, it will be expanded to more countries and new partners.



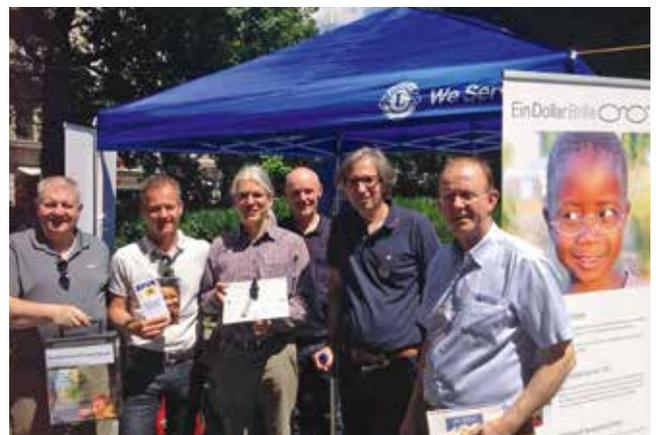
## SWITZERLAND

The [OneDollarGlasses](#) idea inspires – and quickly spreads beyond the German border.

At the end of 2015 Luciano Cestonato and Victor Villiger, together with a few other interested people, established our sister organization [OneDollarGlasses](#) Switzerland. In the meantime the team is implementing our concept in new countries.

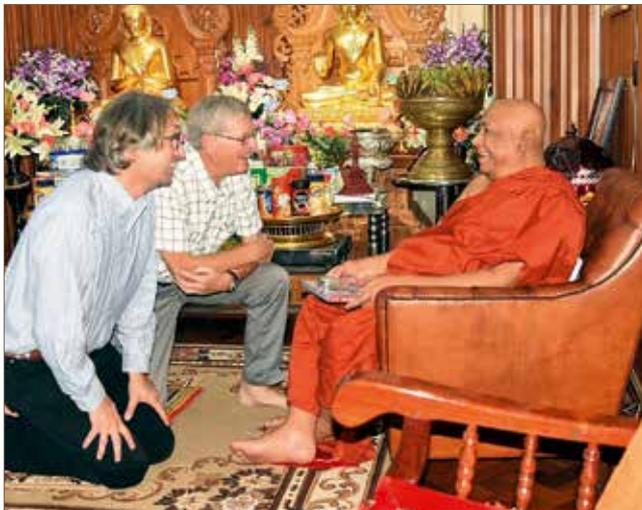
### The Lions Day was a great Success

The well connected members of [OneDollarGlasses](#) Switzerland scored a big success during the Lions Day on June 10th 2017 in Zurich. 25 Lions clubs in the region presented the [OneDollarGlasses](#) idea in various public places and raised money for our organisation. A considerable amount of money was raised. The Lions clubs then generously added some more money to come up with a nice round figure.



### International Audience

The Swiss [OneDollarGlasses](#) team had to opportunity to introduce the project to an international audience at the International School of Zug and Luzern: About 1 200 students from 55 different nation attend the private school. [OneDollarGlasses](#) Switzerland attended with a booth and was able to answer many questions about our projects.



Luciano Cestonato and Jürg Messerli during their audience with the founder of the clinic Sitagu Sayadav in Yangong, Myanmar.

### The first Steps in Myanmar

In November 2017, two board members of ODG Switzerland, Luciano Cestonato and Jürg Messerli, travelled to Myanmar. The SITAGU Buddhist Foundation operates 32 eye clinics in the country. The purpose of the trip was to establish a first contact with the Ayudana Hospital in Sagaing close to Mandalay. With the signing of a Memorandum of Understanding (MoU) by Professor May Aung, the managing director of the foundation, the official project launch can now take place.



# ACTIVITIES IN GERMANY

2017 was a year full of activities and campaigns in Germany

## Tulipbulb Market in the water castle of Kemnade

On election weekend, many Tulipmarket visitors were excited to hear about [OneDollarGlasses](#) while moving around the castle. We received support from the Rotary Club Hattingen.

## Passion for Africa



The African continent plays a vital role for OneDollarGlasses; African festivals in the mean time have become a second home for our organisation. Whether it is at the African festival in Würzburg with its 80 000 visitors or at similar festival in Stuttgart or Böblingen: The feedback we get is always extremely positive - and our teams have had a lot of fun.

## Streetlife Festival in Munich

At the Streetlife Festival in Munich we are now a permanent guest. This year our team raised almost 840 Euros – and while talking to visitors realised that many of them already have heard about [OneDollarGlasses](#).

## Maker Faire – Magnet for Innovation

Our booth at the Maker Faire in Hannover, the Innovatin fair for the do-it-yourselfer, also got a lot of attention. That evening the local TV station NDR Hanover was reporting about our project.

## Wanderlust is contaigous

Wanderlust is contagious – even the members of [OneDollarGlasses](#), who in January 2017 represented [OneDollarGlasses](#) at the Fernwehfestival in Göttingen and in November 2017 at the Fernwehfestival in Erlangen are no exception. In Göttingen [OneDollarGlasses](#) was voted the most innovative exhibitor by the festival organiser Matthias Hanke.

## OneDollarGlasses at didacta

The didacta trade fair was all about learning and education – two topics [OneDollarGlasses](#) is very familiar with since we have developed our own training materials. In addition we consider educational institutions, schools, teachers and also students to be important mutipliers and are among our most ardent supporters.

## OneDollarGlasses at the “Langen Nacht der Wissenschaften” in Erlangen

What does it take to produce a pair of [OneDollarGlasses](#)? What are the goals of our organisation? These questions and many more were discussed around our booth at the “Langen Nacht der Wissenschaften” (Siemensforum) in Erlangen.

## Charity concert with pianist Caroline Oltmanns



Invited by Rotarians and Lions Club members the pianist Caroline Oltmanns gave an acclaimed concert in her hometown of Fürth. All proceeds of the concert were donated to [OneDollarGlasses](#).

Hullerner primary school students collected donations for OneDollarGlasses



### Our donation boxes – proven and effective

More and more companies, opticians, pharmacies, doctors or hotels support our work by placing donation boxes in their workplace. EDEKA Schuler in Diethenhofen took the top place with a total of 5,537.67 Euro.

### Commitment of opticians: “They understand us”



Opticians are the “natural allies”, so to speak, because they understand the problems of people with visual impairments. Some hired opticians are actively involved in training courses or foreign assignments with [OneDollarGlasses](#) and bring their expertise to the table. Others advertise for us with flyers and posters or set up donation boxes.

### Donation marathon record in Herzogenaurach

With around 4,000 participants at the end of April 2017, the many runners ran like never before at the big donation marathon in Herzogenaurach, Franconia. Both runners and swimmers collected donations for Kaya, Burkina Faso, which has been a twin town of Herzogenaurach for 45 years. Among the participants was also a delegation from Kaya who had just arrived in town.

### Schools as multipliers

Schools and educational institutions are often particularly enthusiastic supporters of [OneDollarGlasses](#). To promote this commitment, [OneDollarGlasses](#) has developed materials for use in schools: This includes teaching materials for primary, secondary and vocational schools, but also checklists for sponsored runs, action proposals, presentations and much more.

### Early practice ...

Several schools held charity runs, lectures or fundraising activities in 2017. For example, students from the Öjendorf district school in Hamburg sold home-baked biscuits and crêpes to contribute to the OneDollarGlasses mission in the context of the “Learning through Commitment – We Support [OneDollarGlasses](#)” local working group.

# FEEDBACK AND AWARDS



Our work impacts not only numerous people in Germany, Switzerland and other countries, but has had a great response in the media and with many organizations in a wide variety of fields. In 2017, [OneDollarGlasses](#) and founder, Martin Aufmuth, himself once again received several prestigious awards.

## Martin Aufmuth appointed Ashoka Fellow

In May 2017 Martin Aufmuth, founder of [OneDollarGlasses](#), has thus been appointed an Ashoka Fellow. Ashoka is a renowned, world-wide network of social entrepreneurs.

Ashoka is the oldest and largest organization for the promotion of social entrepreneurs headquartered in the Washington DC area. It now supports around 3,000 Fellows worldwide; in Germany the network includes over 60 founders. Ashoka only supports Fellows those social entrepreneurs who have new ideas with a system-changing social impact. The Ashoka Fellows are chosen by a very selective process. The relevant criteria include,



among other things: social effect of concept, entrepreneurial implementation, but also factors such as creativity and integrity.

## First place at the German IQ Prize

The organization, Mensa, in Germany has given the [OneDollarGlasses](#) first place at the German IQ Prize. The German IQ Prize is awarded for intelligent ideas that serve the common good or the promotion or research into human intelligence.



### **OneDollarGlasses** wins Next Economy Award in the “People” category

It was a real highlight at the end of a successful Year: On December 7, 2017, the **OneDollarGlasses** received the Next Economy Award in the People category, one of the four categories awarded. Founder Martin Aufmuth was awarded the prize from the hands of ex-footballer and entrepreneur, Philipp Lahm. With the Next Economy Award, the foundation honors German sustainability in cooperation with the Federal Ministry of Economics and Energy, the German Council for Sustainable Development and the German Association of Chambers of Industry and Commerce (DIHK) Startups that focus on social and ecological sustainability. 160 start-ups had applied.

### **Bavarian State Medal for Martin Aufmuth**

In June 2017 Martin Aufmuth, the founder of **OneDollarGlasses**, won the Bavarian State Medal for social services. The Chairman of the Bavarian State Minister for Labour and Social Affairs, Family and Integration, Emilia Müller, presented the award. This is awarded to individuals, who have rendered outstanding services in social areas around the Free State of Bavaria and to its citizens. Among the personalities who were honored for their social commitment on this day was the actress Senta Berger, who visibly enjoyed the **OneDollarGlasses**.

# PARTNERS AND SUPPORTERS

Our many tireless employees, donors and supporters are the cornerstones of our work. In addition, the numerous partnerships and cooperations that connect us with other aid organizations, with representatives from academia and science, and with business enterprises also represent supporting pillars.

We would like to thank all our partners and supporters for their commitment and their contribution to the success of [OneDollarGlasses](#). The following are examples:

## Altmühltal Werkstätten

The Altmühltal Werkstätten in Treuchtlingen are the main partner of [OneDollarGlasses](#) in the area of warehousing and logistics.

## A. M. P. O.

[OneDollarGlasses](#) has worked with the aid organization, A. M. P. O. (Association Managré Nooma For the Protection of Orphans), since summer 2013 in Burkina Faso. A. M. P. O. is an important partner who supports us with the sale of eyeglasses on its premises as well various aspects of implementation and organization on site projects.



## Be One Percent

Be One Percent is a group of people who donate 1% of their monthly income to help the poorest people in the world. Be One Percent supports our project in Malawi.



## BreakOut



For a good cause donors travel without money for 36 hours as far away as possible: This is the concept of BreakOut which is based in Munich. On donkey, bicycle, foot or as a passenger in a car, once a year the teams travel throughout Europe and collect donations from their team sponsors for every kilometer traveled. The BreakOut team is a group of students, who volunteer to carry out break-out activity. In 2018 BreakOut supported [OneDollarGlasses](#).

## Breitfeld & Schliekert



This company equips opticians and at the same time helps to introduce [OneDollarGlasses](#) to opticians in Germany.

## Brille24



Since October 2014, this online eyeglass retailer has been generously supporting [OneDollarGlasses](#) financially as well as with the know-how and the energetic help of some employees.

## Caritas

Caritas Austria supports [OneDollarGlasses](#) in Ethiopia.



## Else Kröner-Fresenius-Stiftung

The Else Kröner-Fresenius-Stiftung awarded [OneDollarGlasses](#) their medical-humanitarian sponsorship in September 2014. Since autumn 2015 [OneDollarGlasses](#) has used the Else Kröner-Fresenius-Stiftung support to set up a pilot project in southern Malawi. The long-term goal of the cooperation is country-wide access to eyeglasses.



## Enactus Munich

Enactus is an international student organization that has the goal of improving the standard of living and individual's quality of life. Enactus is headquartered in Springfield, Missouri. The organization has 66,500 members worldwide. In July 2013, they supported OneDollarGlasses in Burkina Faso, and in September 2013 they supported Bolivia. In October in Cancun, Mexico, [OneDollarGlasses](#) won the Enactus World Cup.



## Lion Clubs International, Leo Clubs

Numerous Lions and Leo clubs from Germany, Switzerland and various African countries provide generous financial and public relations support.



## L'Occitane

The L'Occitane Foundation supports [OneDollarGlasses](#) in Burkina Faso. This foundation targets the economic emancipation of the women in Burkina Faso and also support of the visually impaired population.

## Happel Foundation

The Happel Foundation is a non-profit foundation based in Lucerne (Switzerland). It supports [OneDollarGlasses](#) in the development of the project in the Indian State of Odisha.



## McDermott Will & Emery

The Munich office of the internationally active McDermott, Will & Emery law firm (with over 1,100 lawyers worldwide) is one of the most important supporters the [OneDollarGlasses](#). Carsten Böhm, Gero Burwitz, Maximilian Baur and their team of attorneys help among other things in the drafting of contracts and agreements with ministries and authorities and labour law issues.



## Hauschka Verlag

Hauschka Verlag supports [OneDollarGlasses](#) generously with the proceeds from the sale of individualized homework books and in the field of public relations.



## IAPB

The International Agency for the Prevention of Blindness (IAPB) is an association of civil society organizations, companies and professional associations working to promote eye health internationally. Since March 2015, OneDollarGlasses has been a member of IAPB.



## Partnership with Alem Katema e.V.

The Baldham-based association supports aid projects in Alem Katema in the highlands of Ethiopia. It has been in force since November 2013 and is our partner in Ethiopia.



## knodel foundation | knodel foundation

The Knodel Foundation is a non-profit foundation dedicated to the promotion of projects in developing countries and free access to information and education. The Knodel Foundation supports our project in Burkina Faso.

## Rotarians, Inner Wheel Clubs, and Rotaract

Numerous clubs support the [OneDollarGlasses](#) generously at the club and district level financially and through creative charity campaigns like "online wine tasting", concerts or professional shredding of files and data media. Members of different clubs are also very active in project work in Germany and the target countries.

## SBCF Mexico

Daniel Gomez's Social Business Consultant Firm (SBCF) has been our committed partner in Mexico since 2015. Another goal there is providing basic ophthalmic care for the poor parts of the population.



tion and health sector with approximately 100 volunteers from Germany, Switzerland, Austria, France and Canada. Focus is on campaigns for hospitals, dental clinics, and [OneDollarGlasses](#) projects. Since 2013, HI-Bolivia has been a partner of [OneDollarGlasses](#), producing the glasses and supplies for the Bolivian population. Since 2016 Bolivia has become a central warehouse for OneDollarGlasses built for South and Central America.

## Siemens Stiftung



The non-profit Siemens Corporate Foundation AG's work focuses on the expansion of the basic services in developing and emerging countries and the promotion of education and culture. [OneDollarGlasses](#) was awarded with first prize for empowering people by the Siemens Foundation 2013. They have been supporting us in Burkina Faso in an advisory capacity since November 2015. Siemens has helped in the further development of the OneDollarGlasses project in Ouagadougou (Burkina Faso) and in the expansion of our outreach activities to rural areas.

## Stiftung Oliver Herbrich Kinderfonds

The Oliver Herbrich Children's Fund supports [OneDollarGlasses](#) through founding our project in Malawi with the training of glasses production. In Bolivia the Fund supports the supply of eyeglasses for school children.

## Silicon Valley Community Foundation (SVCF)



The world's largest community foundation based in the USA provides financial support to [OneDollarGlasses](#) in the setting up of our projects.

## StollVITASTiftung



The StollVITASTiftung is a non-profit Foundation for the promotion of scientific research, public health and education. The Foundation supports [OneDollarGlasses](#) in Malawi.

## Sternstunden

Sternstunden is a charity event of the Bavarian Broadcasting Corporation. It is supported by Bayerische Landesbank, the Association of Bavarian Savings Banks, the Bayerische Landesbausparkasse and the Bavarian Insurance Chamber. Sternstunden supports [OneDollarGlasses](#) in Malawi providing eyeglasses to schoolchildren.



## UN Women

is committed to gender equality worldwide, gender empowerment, and the rights of women. UN Women supports [OneDollarGlasses](#) in Malawi with sunglasses for people with Albinism. These individuals require special protection for their eyes.



## Foundation Hostelling International Bolivia (HI-Bolivia)

Yearly over the past 15 years this foundation located in Bolivia has been coordinating social contributions in the educa-



## VER BEM

Since 2014, the aid organization, Renovatio, has been our partner in Brazil. At the beginning of 2017 Renovatio's representatives founded the socially oriented company, VER BEM, to reach more people in Brazil with [OneDollarGlasses](#).



## OUTLOOK 2018

In the summer 2017 our organization was five years old. It is time to celebrate all that we've accomplished with you – our sponsors, partners and donors.

In 2018, our focus will be on expanding sales in our project countries and developing further sales channels. This is how we want to do it in Malawi and Burkina Faso; not only to increase the number of our shops – including at new locations like Blantyre and Lilongwe in Malawi – but to increase their profitability through marketing measures and to increase the level of awareness of [OneDollarGlasses](#). At the same time, however, we also want to help people in the sparsely populated rural areas through a cost-effective and efficient outreach program. To support all these activities, not only will we strengthen our local teams and management structures but also our internal processes and further improve networking with Germany.

We also have ambitious plans for the Latin America region: In Bolivia we want to use the new institution, Mini Opticas, to reach more people in rural regions. With the construction of a central warehouse in Bolivia for the entire region of Central and South America we also make our logistics more efficient, and can supply the locations quicker and in a more targeted fashion. In Brazil, we will have two VER BEM optics stores; in addition, we intend to increase the number of employees involved in CSR activities. We intend to work together with larger company campaigns to provide eye tests and eye care along with the dispensing of glasses.

Last but not least, we expect significant project progress in 2018 in our “youngest” target market, India: This year we are concentrating primarily on the training of young Village Vision Technicians, who work to disseminate and sell [OneDollarGlasses](#) in their home village region. Accordingly, 2018 will again be an eventful year – we are looking forward to it!

# FINANCIAL REPORT

The following is an overview of the income and expenses of EinDollarBrille e.V. for the year 2017. From the organization's creation in 2012, there has been continued growth through 2017.

On the basis of the further increase in donations compared to the previous year and the above-average commitment of the volunteers, the association was able to continue the projects it had already started, its cooperation with partner organisations in South America, and its activities in other countries in 2017.

EinDollarBrille e.V. compiles its annual financial statements in accordance with the requirements of the DZI (Deutsches Zentralinstitut für soziale Fragen) and its criteria for the DZI donation seal. The accounts of the association are kept by an external tax office on the basis of a surplus income statement. The accounting is based on the calendar year.

## Significant increase in revenues

Total income rose to € 2,359,362 in 2017 (previous year: € 1,733,287); donations make up around 95 % (€ 2,234,520) of these excellent results. Thanks to the generous support of our donors and supporters, our donation volume has increased by € 534,127 or 31 % compared to 2016.

As in previous years, renowned organizations such as the Else Kröner-Fresenius Foundation, the Siemens Foundation, and Sternstunden (fundraising campaign of Bayerischer Rundfunk) have provided us with earmarked funds (€ 350,554) for the development of our projects in Malawi and Burkina Faso, among others. For example, with the financial support of the Sternstunden project (€ 10,166) we were able to help 2,210 school children in Malawi with glasses – and thus offer them the chance of a better future.

The promised but not yet received funds will be used in 2018 according to the progress of the respective projects. On the basis of proof of use and project progress reports we prove the proper use of the funds. The generally good revenue situation and our conservative planning will enable us to continue to provide current projects with the necessary financial resources in 2018 and to address new strategic challenges.

The remaining revenue in the amount of € 124,843 has been obtained from government grants (€ 25,000), sale of materials to our partner organisations (€ 68,183), reimbursed taxes (€ 30,126), and interest income (€ 1,534).

## Investments in projects and product development

The above revenues in 2017 are offset by total expenses of € 1,553,488 (2016: € 1,053,233). We spent € 783,184 on the direct implementation of our projects in the target countries; we spent € 309,323 on the accompanying project support from Germany. We have invested € 554,140 in the training of OneDollarGlasses producers and opticians in the project countries, and in the ongoing operations on site. Travel expenses of € 90,914 were incurred for our trainers, most of whom work on a voluntary basis, and for project supervision and control on site. Total material costs of € 137,366 were incurred: for the production of glasses (€ 63,688), the purchase of tools and machines for the further development of bending machines (€ 15,342), and, finally, for tools required for the production of spectacles (€ 58,336).

The above-mentioned costs also include costs for the further development of spectacle technology. In addition to the standard type of round spectacles, we are now increasingly offering spectacles with square frames as well as double temples.

In 2017, the tax office refunded us € 30,126 for the excess tax paid in 2015 and 2016.

## Growth in expertise

The activities of OneDollarGlasses continued to be carried out largely on a voluntary basis in 2017. In the course of further professionalisation of the organisation and in order to ensure the maintenance of flawless business operations in Germany, however, we have recruited additional paid employees. 66 % (€ 262,928) of the per-

	Income	Projects and project collaborators	Project supervision	Campaigns	Donations management and advertising	General administration, general public relations
<b>Donations and contributions</b>						
Donations	€ 1,877,985	€ 1,877,985				
Earmarked donations	€ 340,388	€ 340,388				
Government grants	€ 25,000	€ 25,000				
Other	€ 5,981	€ 5,981				
Sternstunden campaign	€ 10,166	€ 10,166				
<b>Other operating income</b>						
Other income	€ 68,183	€ 68,183				
Tax refunded	€ 30,126	€ 30,126				
Interest	€ 1,534	€ 1,534				
<b>Total income</b>	<b>€ 2,359,362</b>					
<b>Project expenses</b>						
Spectacle materials	€ 63,688	€ 63,688				
Bending machines	€ 15,342	€ 15,342				
Tools	€ 58,336	€ 37,885	€ 20,451			
Training, development of project countries	€ 562,090	€ 554,140	€ 7,950			
<b>Personnel expenses</b>	<b>€ 399,338</b>		<b>€ 262,928</b>	<b>€ 46,435</b>	<b>€ 62,636</b>	<b>€ 27,340</b>
<b>Other operational outlays</b>						
Travelling expenses	€ 105,084	€ 79,168	€ 11,746	€ 3,911	€ 4,623	€ 5,636
Postage, Shipping, Phone	€ 33,542	€ 22,164	€ 4,389	€ 1,130	€ 3,710	€ 2,149
Information and advertising	€ 255,022			€ 127,511	€ 127,511	
Office charges	€ 3,239					3,239 €
Deductible taxes*	€ 10,797	€ 10,797				
Other	€ 47,011	€ -	€ 1,859	€ 1,187	€ 17,796	€ 26,168
<b>Total expenses</b>	<b>€ 1,553,488</b>	<b>€ 783,184</b>	<b>€ 309,323</b>	<b>€ 180,173</b>	<b>€ 216,276</b>	<b>€ 64,531</b>
<b>Net income for the year</b>	<b>€ 805,874</b>					

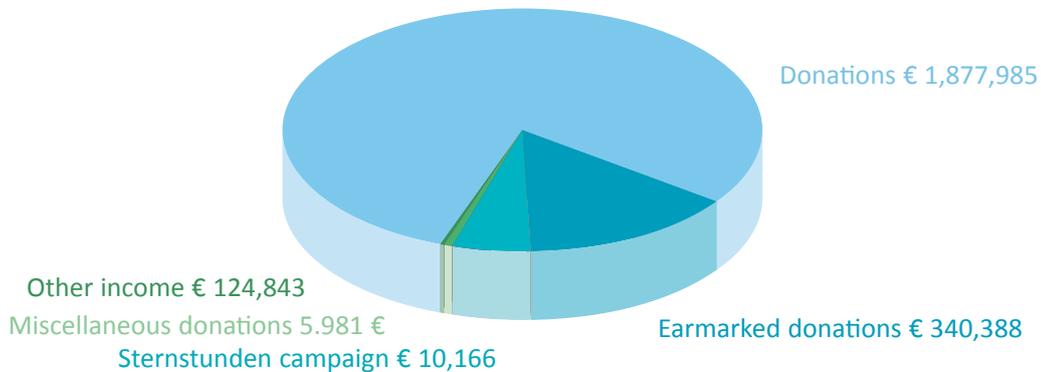
\*reimbursable

sonnel costs incurred (€ 399,338 in total) were for the support and development of the projects. At the end of 2017, we had four full-time positions (two of them on the Executive Board), six part-time positions, and eleven mini-job-based employment contracts. Despite the

further increase in personnel, the main focus of our paid Executive Board members will continue to be on project management. In the project countries, we have appointed so-called country coordinators who coordinate, supervise, and in some cases also manage the local pro-

# INCOME

€ 2,359,362



jects. In Malawi, we have assigned the operational management of the country organization to a local managing director for the first time; in Burkina Faso, we are currently qualifying personnel for the second management level. However, the presence of association employees will be necessary until further notice in order to support and ensure the establishment of sustainable structures.

## Commitment of volunteers has an immeasurable value

The voluntary commitment and financial support of our partners is not visible in the expenses. Many of our active members contribute their many years of professional experience in the fields of ophthalmology, IT, and management to our organisation, and thus support the association in the implementation of its ambitious goals. Partner organisations such as Hostelling International Bolivia (under the direction of Max Steiner), Renovatio in Brazil, or Finacess in Mexico cover costs, project work, and training in the country. In 2017 we have extended our cooperation with Hostelling Bolivia and are working closely with the social enterprise VER BEM in Brazil.

For the successful implementation of our work, we are dependent on the help of each individual. Many private individuals, companies, and foundations support OneDollarGlasses; but also campaigns such as sponsored runs in schools, donation boxes, birthday donations, and

returnable bottle campaigns contribute to the success of our work. We would like to thank everyone who helps us to provide people in the project countries with affordable glasses. However, the basic idea behind our concept is and remains that after start-up financing, the projects are self-sustaining. Already, the local OneDollarGlasses workers in the project countries earn an income from which they can feed themselves and continue to supply thousands of their compatriots with glasses every year.

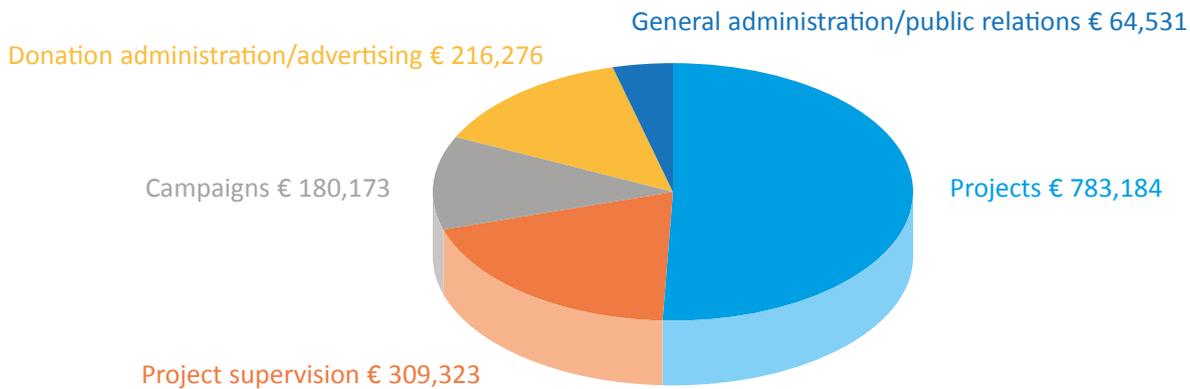
## Without “administration” it is not possible

In 2017, the association continued its educational work in wealthy countries such as Germany and Switzerland to point out the problem of global visual defects and the sometimes dramatic consequences for those affected. We have spent a total of € 180,173 on our campaign work. In 2017, we spent € 216,276 on fundraising and administration.

In the pre-Christmas period in particular, we drew more attention to our concerns in regional and national newspapers with supplements; the expenses were more than compensated by a significantly higher donation income. Through professional fundraising, we have also been able to convince foundations to support us in the successful implementation of our projects.

# EXPENDITURE

€ 1,553,488



Staff costs of € 62,636 were incurred for the proper administration of donors and the processing of donation receipts. In 2017, we developed a new modern software program that makes our donation management more efficient. Due to the great commitment of our volunteer IT experts, we were able to keep the costs for this within a manageable framework.

General administrative activities accounted for € 64,531, € 27,340 of which was for personnel costs. The item "Other" (€ 26,168) mainly included expenses for external accounting and tax consultancy. Despite increasing administrative requirements, advertising and administrative expenses accounted for only 18.1 % of total expenditure.

## Annual financial statements with positive result

The accounting prepared by the external tax office was audited by the elected auditors Claus Güllich and Bernd Schwamb. Based on its positive audit results, the general meeting approved the Board of Directors at the annual general meeting in March 2018.

## Assets ensure sustainable project development

At the beginning of 2017, the association had cash assets totalling € 1,467,375. At the end of the year, the credit balance had increased to € 2,257,887. The high level of assets is due to the balance sheet date, as the majority of donations are received by us in November and December. In return, however, we must ensure that our projects have sufficient financial resources throughout the year to ensure long-term and sustainable project work.

With another good result for 2017, we have created the economic conditions for further developing existing projects and tackling new ones in 2018. As in previous years, we have set up a strategic planning process. Based on the top-down requirement that total expenditures should not exceed the funds available to us at the beginning of the year, we have prepared a detailed bottom-up plan for our most important project countries and our future strategic direction which allows us to react to changing conditions within the framework of certain parameters. Based on this planning, we expect to reach an administrative rate of under 20 % for 2018.



One Dollar Glasses   
help for 150 million people

Donation account: Sparkasse Erlangen  
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