

Understood:

- Is a nonprofit, social impact organization
- Is a U.S.-based 501(c)(3) private operating foundation
- ▲ Is headquartered in New York
- ◆ Employs approximately 100 people and works with dozens of external experts

Read more about our mission [here](#).

About Understood

Understood is the only lifelong guide for those who learn and think differently.

1 in 5 Americans have learning and thinking differences, such as ADHD and dyslexia. They are often misunderstood, undiagnosed, and dismissed, and their differences usually viewed as a weakness. This leaves many on a journey that is stacked against them and costs society billions of dollars.

Understood is the only lifelong guide for those who learn and think differently. Each year, we help more than 20 million people discover their potential, learn how to take control, find community, and stay on a positive path along each stage of life's journey. When others join this journey, and people are broadly embraced, everyone thrives.

Understood offers personalized, accessible, and expert-driven experiences and support for people in the moments that matter most in their journey with learning and thinking differences. Our products, content, expertise, community, and resources shape a world where everyone can thrive.

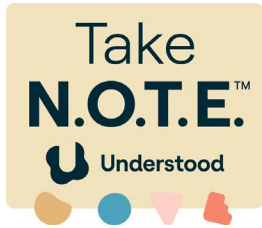
Learning and thinking differences: The facts

- 1 in 5 people in the United States have a learning or thinking difference. That's 20% of all Americans — 70 million of us. (NCLD)
- People with learning and thinking differences are twice as likely to end up living in poverty. (NCLD)
- Children with learning and thinking differences are 31% more likely to be bullied. (Rose, C. & Gage, N., 2016)
- Students with learning and thinking differences are 2 to 3 times more likely to drop out of school. (NCLD)
- 45% of incarcerated individuals have ADHD — often undiagnosed. (Ginsberg, Y., Hirvikoski, T., & Lindefors, N., 2010)

Supporting research

- 48% of parents believe their kids can grow out of learning differences, and 33% of classroom teachers attribute educational challenges to laziness. (NCLD's State of Learning Disabilities, 2017)
- 57% of parents whose children learn and think differently feel isolated in their concern for their child and aren't sure how to help (Understood's 2021 Pandemic Learning Impact Study)
- 44% of parents don't know how to start a conversation with educators about their child's challenges. (Understood/UnidosUS 2021 Back to School Study)

Key Products & Initiatives



Take N.O.T.E.™ is an initiative developed in partnership with the American Academy of Pediatrics (AAP). It centers on the memory device “Take N.O.T.E.” to help families spot signs of possible learning disabilities or ADHD in their children.



Wunder by Understood is a free, first-of-its-kind community app for parents raising kids with learning and thinking differences, such as ADHD and dyslexia. Wunder was designed to alleviate feelings of isolation through meaningful connections with other parents.



The **Understood Podcast Network** features four podcasts: “In It,” “How’d You Get THAT Job?!” “The Opportunity Gap,” and “ADHD Aha!” Our podcasts consist of real talk and personal stories for and from people who learn and think differently, bringing new voices and perspectives you won’t hear anywhere else.



Understood builds **inclusive workplaces** through tailored disability inclusion training, workplace assessment, action planning, and guided implementation support for employers invested in building inclusive workplaces.



Understood’s **research and surveys** reveal insights and data that help us and others empower the 1 in 5 people who learn and think differently.

Get in touch:

Understood experts and leadership are available for interviews, speaking engagements, and events. Please email speakers@understood.org for speaking opportunities.

Email media@understood.org for media inquiries or visit our [media center](#) for more information.