

# About Understood

In the United States, almost 70 million people have learning and thinking differences, like ADHD and dyslexia.

They're often misunderstood, undiagnosed, and dismissed. Their differences are 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 on their journey with learning and thinking differences. Our products, content, expertise, community, and resources shape a world where everyone can thrive.

Read more about [our mission](#).



## Quick facts

- We're a tax-exempt 501(c)(3) charitable organization, head-quartered in New York.
- We employ 100+ people and work with **80+ external experts**.
- We're committed to **making our content accessible**.

## Learning and thinking differences

- 1 in 5 kids in the United States have learning and thinking differences, like dyslexia and ADHD. **(NCLD)**
- 7.3 million public school students (15 percent) received special education and related services in the 2021–22 school year. **(NCES)**
- Experiencing childhood with learning and thinking differences is linked to higher levels of chronic stress. **(NIH, Glob Adv Health Med)**
- Students with disabilities are more than twice as likely to be suspended as students without disabilities. The loss of instructional time increases the risk of repeating a grade and dropping out. **(NCLD)**
- Only 5% of young adults with learning disabilities reported that they were receiving accommodations in the workplace. **(NCLD)**

- 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 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 and initiatives



The **Understood content library** has more than 3,000 articles, downloads, and more – in both English and Spanish. Users can choose their own topics to get tailored recommendations.



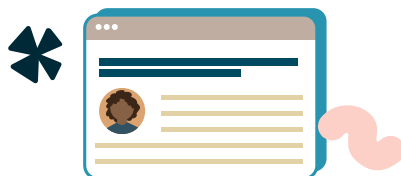
The **Understood app** is a free skillbuilding app for parents of kids with learning and thinking differences, like ADHD and dyslexia. Learn techniques developed by psychologists to help reduce outbursts and improve your child's behavior over time – all at your own pace.



The **Understood Podcast Network** includes *In It*, *Opportunity Gap*, *Understood Explains*, *ADHD Aha!* and more. It offers real talk and personal stories for and from people who learn and think differently.



**Take N.O.T.E.** was developed in partnership with the American Academy of Pediatrics. The memory device “N.O.T.E.” helps families spot signs of possible learning disabilities or ADHD in their kids.



The **Understood blog** has the latest news from Understood, expert insights, personal stories, partnership announcements, and more.



**Understood's research and surveys** reveal insights and data that help us and others empower people who learn and think differently.

## Get in touch

Understood **experts** and **leadership** are available for interviews, speaking engagements, and events. Email [media@understood.org](mailto:media@understood.org) for inquiries, or visit our [media center](#) for more information.