

About Understood

Seventy million people in the United States have learning and thinking differences, like ADHD and dyslexia. They're often misunderstood, overlooked, and dismissed. Many go without being identified or diagnosed, keeping them from getting much-needed help.

Understood provides more than 3,000 expert-reviewed resources to support people who learn and think differently at key stages of life. Each year, we help more than 20 million people discover their potential, find community, and become advocates for themselves and others.

With our wide range of products, content, tools, and other resources, we're shaping a world where everyone can reach their potential.

Read more about [our mission](#).



Quick facts

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

What you may not know...

- 1 in 5 kids in the United States have learning and thinking differences, like dyslexia and ADHD. ([NCLD](#))
- Boys are diagnosed with ADHD about twice as often as girls are. ([CDC](#))
- 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 receiving accommodations in the workplace. ([NCLD](#))

Key products and initiatives



The [Understood Assistant](#) is an AI-powered chatbot on our website that quickly answers questions about learning and thinking differences. It provides tailored information and helpful resources from Understood’s content library.



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



[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 for inquiries, or visit our [media center](#) or [blog](#) for more information.