

*dysgraphia.life*

2019 Benefit Report

# Narrative of Public Benefit in 2019

2019 was the initial year of Dysgraphia Life Benefit Corporation. The organization was formally incorporated on April 29, 2019 and the Dysgraphia Life website [www.dysgraphia.life](http://www.dysgraphia.life) was publicly launched on October 22, 2019.

Through the website, Dysgraphia Life provided educational and awareness information to parents, teens, and adults about symptoms, diagnosis, testing, management, accommodation, and remediation of learning differences related to written expression. Information also included online lists of product recommendations of useful resources.

In 2019, despite only being live for just over 2 months, there were 2705 visitors to the site. The average number of pages viewed on the site per session was over 3. There were 10,935 total pageviews with an average of time of 54 seconds spent on each page. These early numbers demonstrate that the community was engaged with the content and was learning useful information on the website that encouraged them to view more pages. 13% of visitors returned during this period and 108 visitors subscribed to the monthly mailing list.

# Stated Purpose of Dysgraphia Life

The Dysgraphia Life articles of incorporation state that the organization's purpose is to create a general public benefit.

The specific purpose is: providing individuals with learning disabilities with information, education, beneficial products, and services.

# Ways that Dysgraphia Life Pursued Public Benefit in 2019

- Launched an always-free educational website for people with dysgraphia, their loved ones, and anyone with writing difficulties
- Provided information and education on dysgraphia including:
  - Dysgraphia Basics, Testing, Science, School (504 & IEPs), Effective Advocacy, and Success Stories
- Started an online community for peer-to-peer support
- Started a blog/news feed for updated content and online newsletter for ongoing information and education
- Recommended products to help with management and accommodation of dysgraphia and writing difficulties

# Extent to Which Benefit Was Created

- All items listed in previous slide were created and are now publicly available (free of charge).
- Over 2700 people accessed the website to view the informational/educational content
- On average, 3+ pages were viewed on the site per session. There were 10,935 total pageviews with an average of time of 54 seconds spent on each page. These statistics indicate the value that the content was providing to each user.

# Circumstances that Hindered Public Benefit

- The organization was brand new in 2019, only going live on October 22, 2019. The short time frame hindered the amount of public benefit and impact that the organization could have in 2019.

# Assessment of the social and environmental performance of the benefit corporation

- Third-party assessment for Dysgraphia Life is done through use of the B Impact Assessment tool by B Labs. This tool is an independent third party assessment based on standards developed specifically for benefit corporations.
- Dysgraphia Life will be assessed annually on the B Impact Assessment for evaluation and improvement of its social and environmental performance.

# Overall B Impact Score - 2019



COMPANY  
Dysgraphia Life Benefit Corporation

## B Impact Report

### Overall B Impact Score

For Calendar Year Ending: **Dec. 31st, 2019**

Your scores below are being compared against 387 Ordinary Businesses that also have 0 employees. [Learn More](#)

34.4



Dysgraphia Life's overall score for calendar year 2019 was 34.4. However, 2019 was the first year of operations and the site was only live for less than 3 months which hurt the overall impact score. We have set goals to improve this score in our first full year of operations in 2020.

# Impact Area Scores

## Impact Area Scores



Dysgraphia Life's strongest area in 2019 was its governance. The weakest area was in environmental-related policies, although as a mostly-virtual organization, we do not have a large environmental footprint. All of these initial scores will be used as benchmarks for future years' assessments.

# Shareholder and Public Display

- Per Virginia code, this benefit report is made available to all shareholders in April of each year (within 120 days of the end of the fiscal year).
- The most recent benefit report is also available to all stakeholders via the website at [www.dysgraphia.life](http://www.dysgraphia.life) (on the “About Us” page).