

dysgraphia.life

Benefit Report for Fiscal Year 2020

Produced April 2021

Narrative of Public Benefit

In the second year of the organization, Dysgraphia Life's website 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.

As of April 2021, over 15,000 unique users had accessed the website. On average, users spent more than 90 seconds on the site and viewed 2.5 pages. More than 500 people subscribed to the (free) mailing list since 2019, indicating that the educational content is useful and they would like to have access to more.

The organization has also launched a free, live webinar series. The first webinar had 300 registrants and a 100% satisfaction rate from those who completed the end-of-webinar poll, indicating high quality information and education.

Based on community feedback, the organization also began to develop the new Professionals Database (expected to launch Summer 2021) to directly address community need in finding appropriate professionals to help them.

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.

Vision, Mission, and Core Values

Our Vision: Dysgraphia never holds anyone back from achieving their full potential.

Our Mission: Provide information, education, products, and services that benefit those with dysgraphia and writing difficulties.

To accomplish the mission, representatives of the organization should embody the following organizational values:

- **Passion** – We exist to serve our community and their experiences drive and motivate our work
- **Integrity** --- We hold ourselves to the highest standards in order to maximize community benefit
- **Inclusivity** – We embrace the differences in others and respect everyone’s individuality
- **Excellence** – Our work is results-oriented and evidence-based and we strive for continual improvement

Ways that Dysgraphia Life Pursued Public Benefit

- Hosted and updated always-free educational website for people with dysgraphia, their loved ones, and anyone with writing difficulties
- Provided new information and education on dysgraphia including:
 - Orton-Gillingham Approach, Virtual Learning Resources, Assistive Technology, new Success Stories
 - Articles from multiple professional guest writers including Dr. Peter Chung and Dr. Rachna Varia
- Started a free, live webinar series to deliver video-based educational content
- 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).
- There have been over 15000 unique users who accessed the website to view the informational/educational content. On average, users spent more than 90 seconds on the site and viewed 2.5 pages. More than 500 people subscribed to the (free) mailing list since 2019, indicating that the educational content is useful and they would like to have access to more.
- The organization has also launched a free, live webinar series. The first webinar had 300 registrants and a 100% satisfaction rate from those who completed the end-of-webinar poll, indicating high quality information and education.
- A community survey had low response rates but the Net Promoter Score question revealed a mean of 7.5 and score of 25. Positive comments included educational content for students, raising awareness of dysgraphia, and how this was a unique resource.

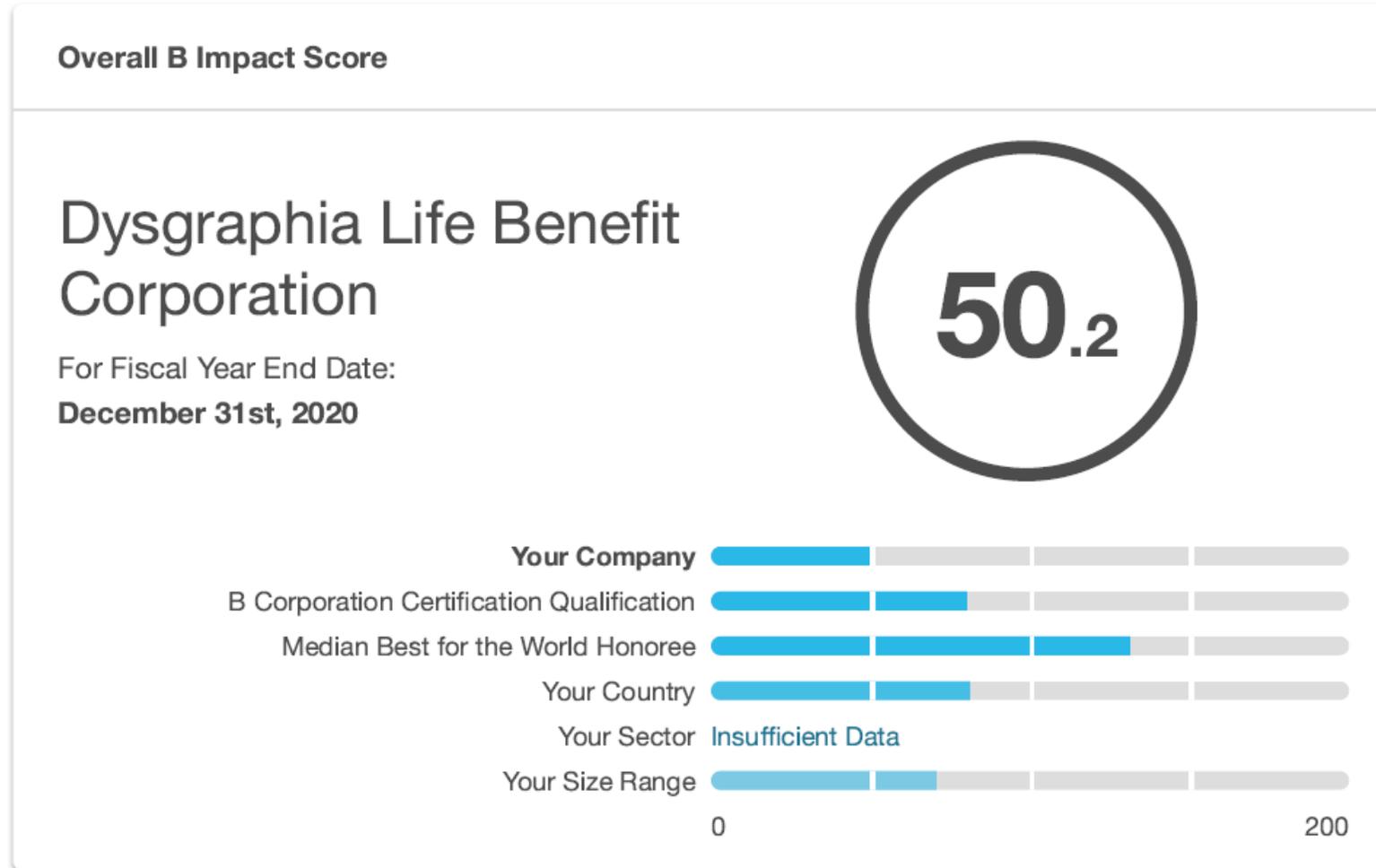
Circumstances that Hindered Public Benefit

- The organization is still a young entity, with the website going live on October 22, 2019. The short time frame hindered the amount of public benefit and impact that the organization has made.
- During 2020-2021, there is a global pandemic of COVID-19. This has impacted areas of programming, disallowed for live interactions, and resulted in adjustments in plans.
- Negative comments on the Net Promoter Score survey indicated that there were not enough resources for adults, but marketing metrics indicate that this is not the primary audience that has been reaching the site, so this population hasn't been prioritized yet.
- At this time, there are still no paid employees of the organization. Having only volunteer hours limits the amount of time and effort expended and consequently, the amount of public benefit.

Assessment of the social and environmental performance of the benefit corporation

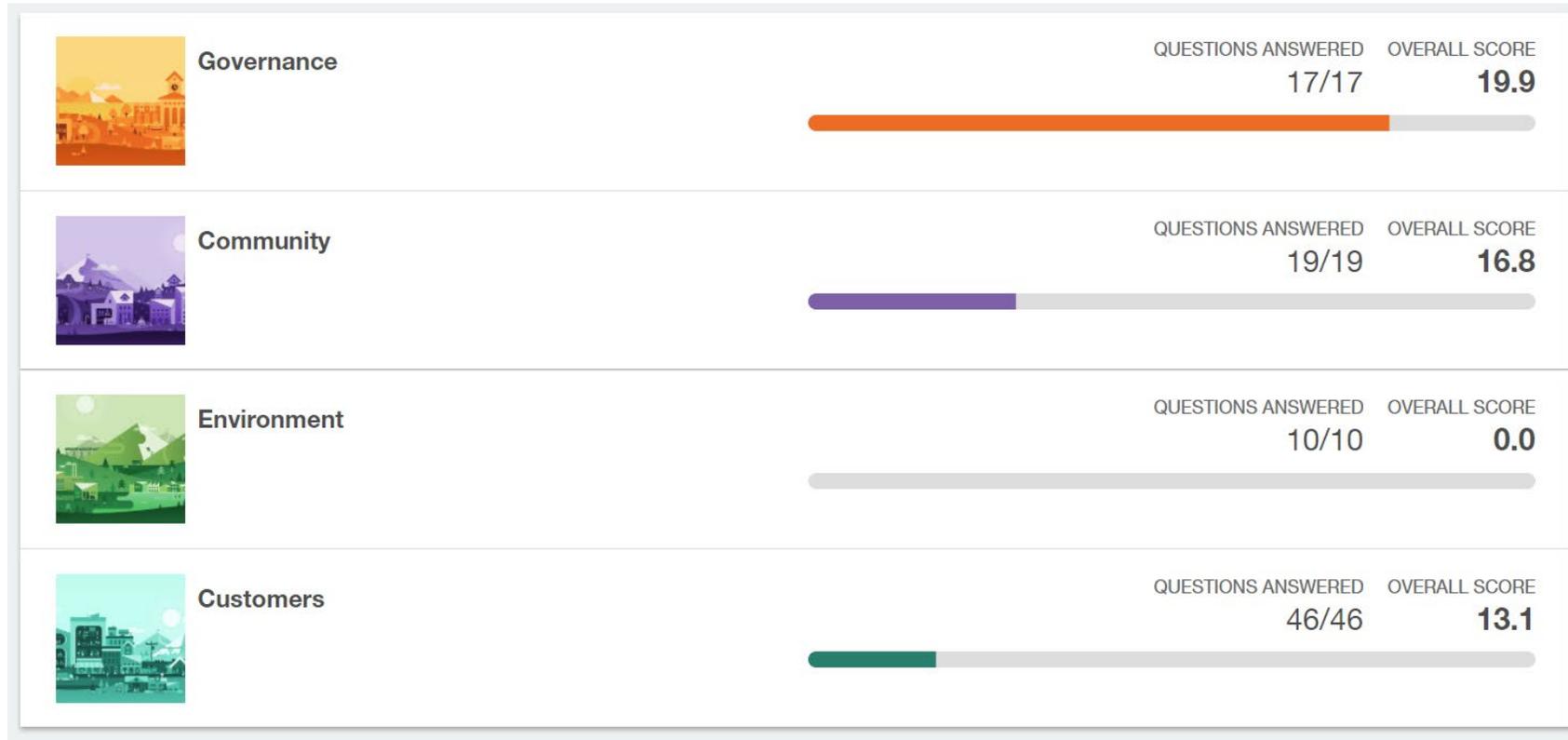
- Third-party assessment for Dysgraphia Life is done through use of the B Impact Assessment tool by B Labs. This tool is an independent third party assessment based on standards developed specifically for benefit corporations.
- Dysgraphia Life is assessed annually on the B Impact Assessment for evaluation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

Overall B Impact Score - 2020



Dysgraphia Life's overall score for calendar year 2019 was 50.2. This is a significant increase over our first year, which was 34.4. We are still below the median levels and level needed for B corporation certification but are continually seeking to improve our impact as the organization grows and matures.

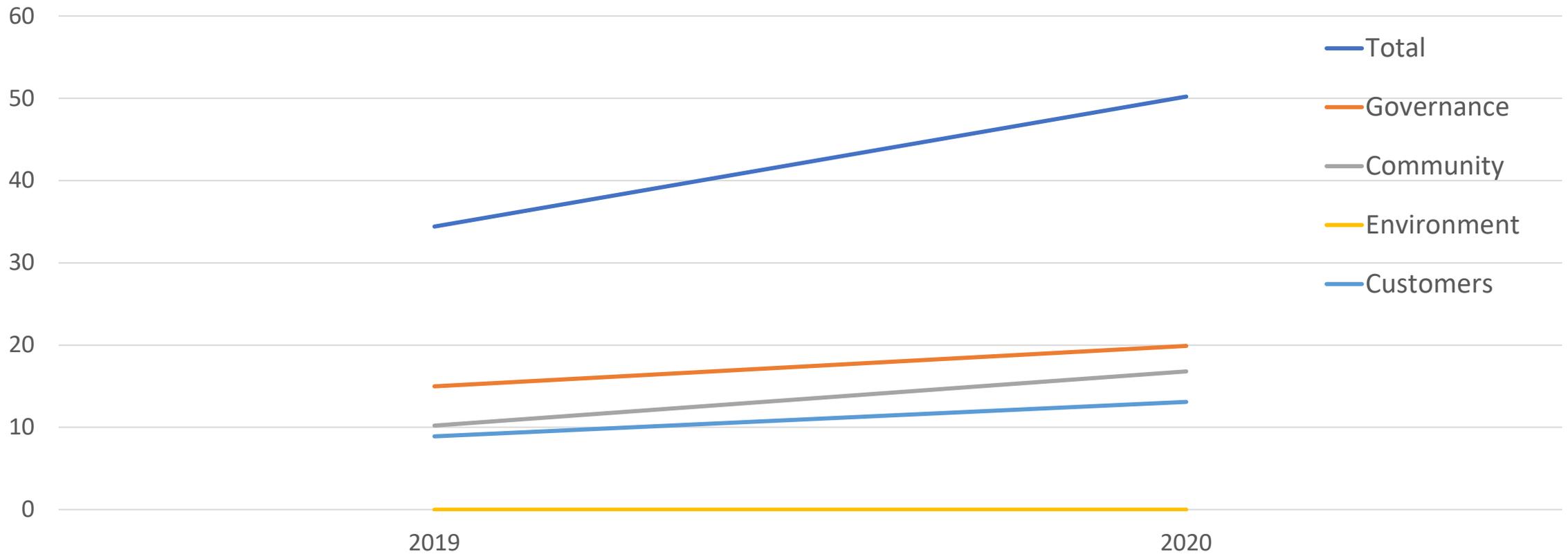
Impact Area Scores



Dysgraphia Life's strongest area remains its governance. The weakest area continued to be in environmental-related policies - although as a very small, virtual organization, we do not have a large environmental footprint. Scores in all categories increased in 2020, except environment.

B Impact Score Over Time

Dysgraphia Life B Impact Score and Subscores Over Time



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 in the community via the website at www.dysgraphia.life (on the “About Us” page).