

dysgraphia life®

Benefit Report for Fiscal Year 2021

Produced April 2022

Narrative of Public Benefit

In the third 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.

In 2021, a free, live webinar series was expanded to bring expert education directly to the community. In addition, a new Professionals Database allows individuals to search for professionals that can help with dysgraphia and writing difficulties.

As of April 2022, nearly 20,000 unique users have accessed the website. On average, users spend more than 100 seconds on the site and view 2.5 pages. More than 1500 people have subscribed to the (free) mailing list since 2019, indicating that the educational content is useful and they would like to have access to more.

Customer surveys of our community show that individual programs (particularly the webinar series) have extremely high satisfaction rates (>90%) and more than 60% of those surveyed say that Dysgraphia Life's services have had a positive impact on 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 in 2021

- 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 significant expansion of a free, live webinar series that brings dysgraphia experts directly to the community of those affected and their parents
- Launched a new database of professionals that can help with dysgraphia and writing difficulties.
- Recommended products to help with management and accommodation of dysgraphia and writing difficulties
- Began preparations to directly support dysgraphia research in 2022

Extent to Which Benefit Was Created

- All education listed in previous slide were created and are now publicly available (free of charge).
- Over 4000* unique individuals accessed the website over 6000* times to view the informational/educational content
- On average, 2.5 pages were viewed on the site per session. There were 15,370 total pageviews with an average of time of 1:39 spent on each page, indicating the value that the content was providing to each user.
- ~3000 people viewed the educational webinars either live or on YouTube
- Community surveys showed that 65% of people felt that Dysgraphia Life' services had a positive or very positive impact on them. Another 34% said no impact, many writing in that they had just found the organization.

* Due to adherence to privacy restrictions, only users who agree to accept cookies are included in these numbers

Circumstances that Hindered Public Benefit

- The organization is still a young entity, with the initial 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 2020-2022, the COVID-10 global pandemic impacted areas of programming, disallowed for live interactions, and resulted in adjustments in plans.
- 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.

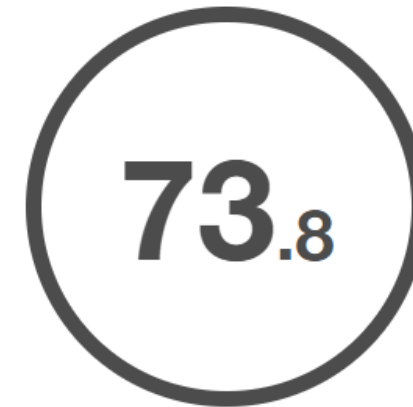
Overall B Impact Score - 2021

Overall B Impact Score



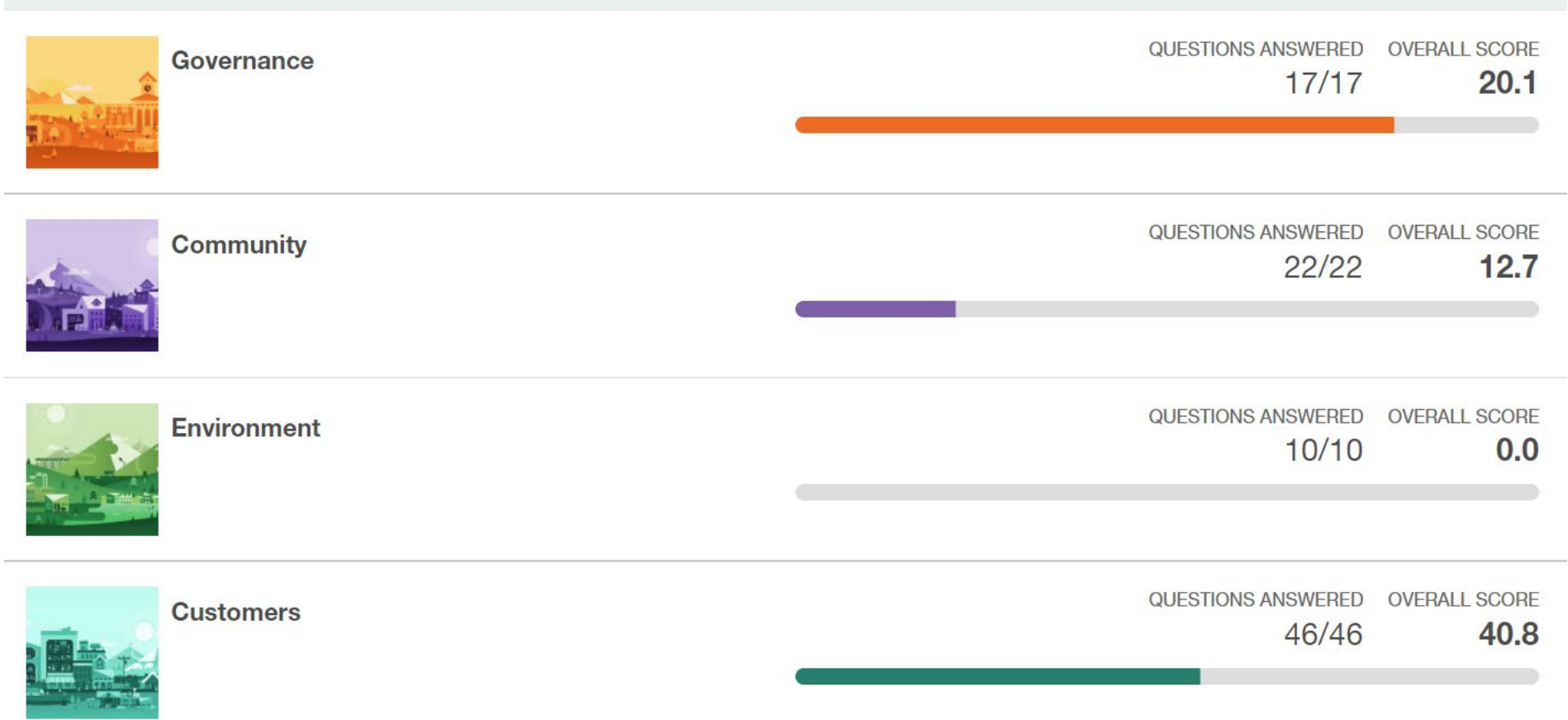
Dysgraphia Life Benefit Corporation

For Fiscal Year End Date: **December 31st, 2021**



Dysgraphia Life's overall score for calendar year 2021 was 73.8. This has represented a significant score increase year over year, since 2019. We are still below the level needed for B corporation certification but are continually seeking to improve our impact as the organization grows and matures.

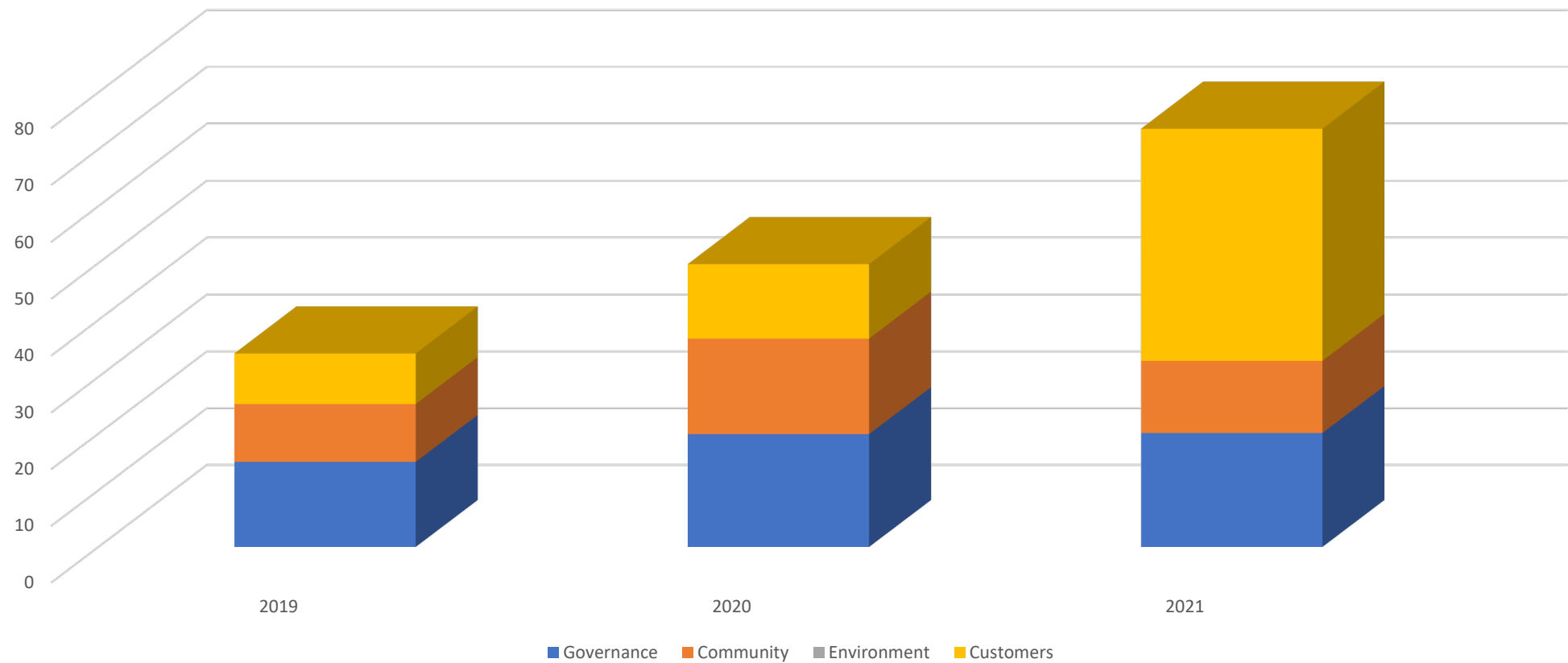
Impact Area Scores



Dysgraphia Life continues to increase its impact area scores. The strongest area remains 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. Our biggest jump was in customers as we started tracking more information in this area and our customer base of people with learning differences are considered an underserved community in our education track.

B Impact Score Over Time

B Impact Score By Year



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).