

Understood's impact

Making a difference for families

Our commitment: Ensuring that people with learning and thinking differences have equal access to opportunity, whether they're school-age kids or adults navigating work and life

Founded in 2014, [Understood.org](https://www.understood.org) is a leading nonprofit whose goal is to empower the almost 70 million people in the United States who have learning and thinking differences, such as ADHD and dyslexia.

One of Understood's biggest goals is to give every child's parent, caregiver, and teacher access to the knowledge and resources to help that child thrive. Through innovative digital products – resource libraries, an extensive podcast network, app-based interventions, social media, and email content – we provide millions of people with the tools and information they need to navigate challenges and find support.



At the heart of our mission is the desire to create that impact at scale. And the best way we can do that is by offering access. This means free, digital, proven-to-work resources.

Equally important, we closely track our work and measure the impact of our initiatives through web and app analytics, ad-hoc surveys, and dedicated impact studies. This work demonstrates compelling evidence that Understood is making a difference for the families it reaches.

Why this matters

We know that health care and education systems can be challenging to navigate. This is even more true for parents whose kids learn and think differently and face additional struggles as they grow up. These kids are significantly more likely to be bullied. Without support and resources, they're **three times more likely to drop out of high school, and twice as likely to become jobless as adults**. And the CDC says that **kids with ADHD are more likely to develop childhood depression**. It's important and urgent for us at Understood to know and track our impact on these families.

Understood helps parents feel more supported.

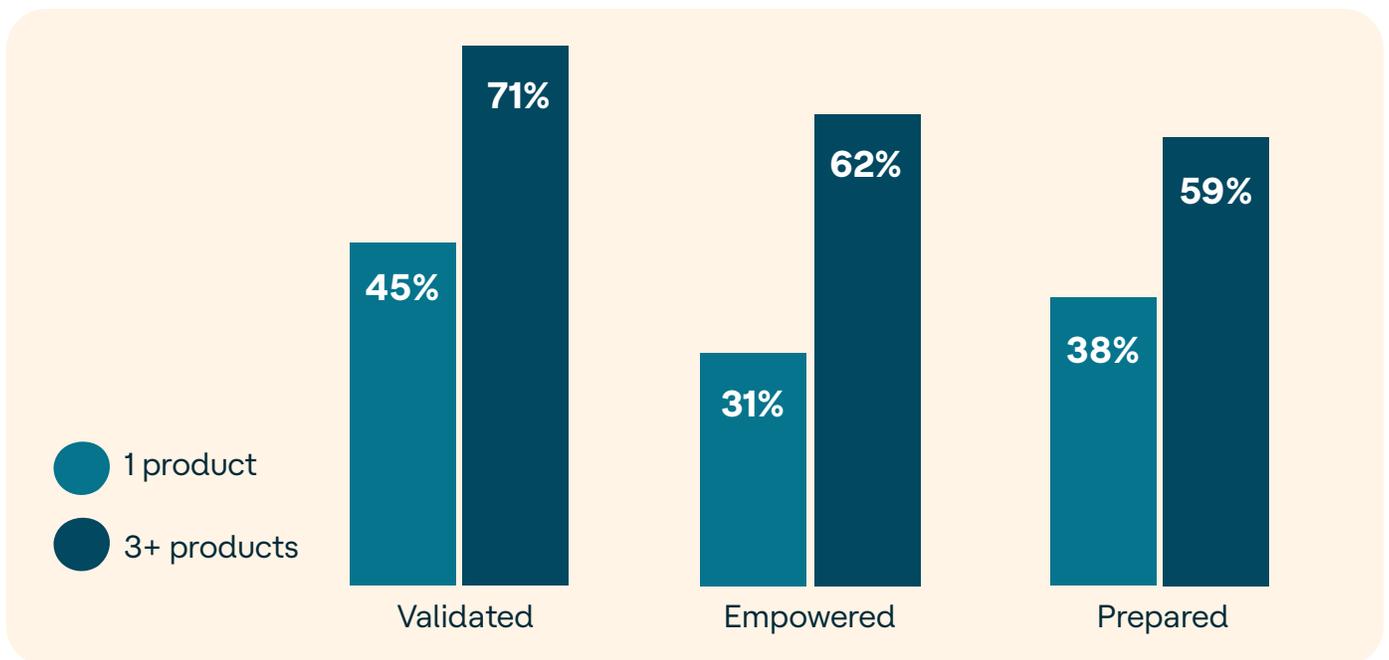
Every parent feels better after using Understood and its resources. 100% of parents surveyed felt a positive emotion after using Understood — knowledgeable, validated, empowered, connected, certain of their parenting, confident, prepared, or optimistic.

“Power users” feel even better after using Understood and its resources.

Compared to light users...

- 55% more power users felt **connected**
- 37% more power users felt **validated**
- 31% more power users felt **prepared**

Our multimodal approach across a range of digital products makes it easy for parents to engage with us — and they see a difference when they do. Parents who use three or more products feel significantly more validated, empowered, and prepared compared to parents who use just one of our products.



This data is based on analysis of responses from our user panel, over multiple waves, starting in 2021. We compare “power users” (those who used our resources 5+ times in the last 6 months) to “light users” (those who used our resources 1–2 times in the last 6 months); as well as users who use 1, 2, or 3+ of our products (website, app, email, social media community, exercises, podcasts). See Methodology: Impact Study, below, for more details.

Understood helps parents learn new strategies that change their parent-child dynamic for the better.

Parents surveyed report feeling more certain and optimistic after using Lessons on the Understood app. The Lessons feature is a collection of techniques and skillbuilding activities.

These parents felt...

- More hopeful about their ability to parent effectively
- Greater understanding of their child's challenging behaviors
- Increased well-being

And...

- 80% felt more confident about handling their child's challenging behavior
- Almost half felt closer to their child

This data is based on a Lessons pilot pre/post study conducted in March 2024. See Methodology: Pilot Understood App Study, below, for more details.

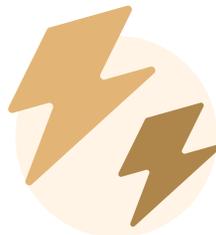
When we help these parents, we help their kids.

Kids whose parents use Understood are more likely to thrive compared with kids whose parents don't. Kids who learn and think differently whose parents used Understood even once in the last six months were more likely to be:

Resilient



Aware of their strengths



Able to use strategies to cope with their challenges



This data is based on analysis of a nationally representative panel that included both Understood users and non-users, over multiple waves starting in 2022. We compare "Understood engaged" (those who have used our resources 1+ times in the last six months) vs. "not aware of Understood" (those who have never heard of Understood before). See Methodology: Impact Study, below, for more details.

Kids whose parents use Understood are more likely to need us. The families most engaged with us are up against more than parents who don't know or use Understood.

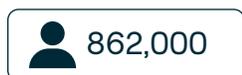
Parental engagement with Understood	% of kids with a formal diagnosis	How long challenges have been occurring
Kids who learn and think differently whose parents have high engagement with Understood	72%	6 years
Kids who learn and think differently whose parents don't know or use Understood	42%	4 years

To assess severity, we compare our engaged users recruited directly to those who were not aware of Understood (recruited via independent survey panel). See Methodology: Impact Study, below, for more details.

Understood is helping parents and kids at scale.

Understood is looking to make a difference with parents and their kids on a grand scale. Today, we help 20 million people worldwide each year – 10 million in the United States alone – through a wide range of digital channels.

We've seen great traction on our owned channels:

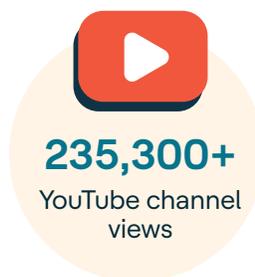
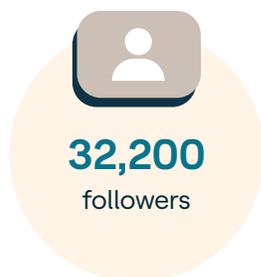


In 2023, we reached 862,000 followers **on our social channels** – a 30% increase from 2022.



The **Take N.O.T.E.** tool on Understood.org helps parents and educators recognize challenges in kids. Since its launch, Take N.O.T.E. has reached more than 2.5 million parents, educators, and health care providers in the United States.

Our podcasts are freely available wherever parents are searching and have been one of our most engaging products. In 2023, our **podcasts** had:



These statistics are calculated by Understood's internal analytics team. See Methodology: Understood Analytics, below, for more details.

Connect with us

We'd love to discuss our impact with you! We're always looking to collaborate and partner with others on our research, and we have many exciting ideas for further research we want to do around measuring our impact. Reach out at knowledge@understood.org.

Methodology

This report draws from several different sources of data to showcase the impact and potential of Understood. Details around sources and sample sizes are noted below.

Impact study

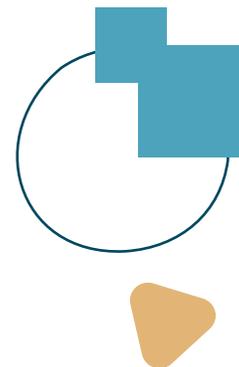
In 2021, Understood embarked on its first of many studies to better understand the role of Understood and its resources on families. After four waves of data collection, we're seeing trends among this population and positive correlations between Understood use and outcomes on children and parents. "Thriving" is defined as a composite score of 40 statements that parents rate their children on over a mix of academic, social, and emotional areas. All results shared are statistically significant at the 95% confidence level. Self-reported usage data from this study was also compared to analytics data, and we see significant alignment between self-reported usage and tracked, real usage.

From externally recruited panels, we reference the following samples:

- Understood Engaged: N=131
- Not aware of Understood: N=2761

From directly recruited users, we reference the following samples:

- Understood Engaged: N=734
- Users using 3+ products: N=222
- Power Users: N=372
- Users using only 1 product: N=121
- Light Users: N=108



Pilot Understood app study

In early 2024, we conducted a pre- and post-pilot study to assess the effectiveness of "Lessons" launched on the Understood app (previously known as Wunder). The study population included 88 parents of children ages 7 to 12 with ADHD. Parents used the app for two weeks (minimum of 50 minutes), including the "Behavior Tracker" and "Understanding Challenging Behavior" exercises. All participants were recruited by an independent, third-party agency. All results shared are statistically significant at the 95% confidence level.

Outcomes measured included validated scales such as the [Parental Self-Efficacy Scale](#), [State Hope Scale](#), and [Cantril Scale](#) (for well-being).

Understood analytics

Understood's internal analytics team has built-in tracking measures to monitor user reach, usage, and engagement across all our platforms, including site, app, and podcasts.