

COMPANY OVERVIEW: Dyslexia Advocation, Inc., is a 501c3 charitable organization located in Baltimore City, Maryland. We educate, empower, and equip adults and parents of children with dyslexia and other language-based learning disabilities so they will be empowered with accurate knowledge and instructional strategies to advocate for themselves and their child(ren) successfully.

CHALLENGE: For many neurodiverse individuals, difficulties with employment begin with challenges in the education system. Taking a look at the 2019 National Assessment of Educational Progress (NAEP) reading scores are broken out by race, the picture is grim: only 22% of Black and Hispanic students scored at or above proficient in reading, and 78% scored at a basic or below basic level. When looking at literacy rates among adults, the picture is even more startling. According to the U.S. Department of Education, 54% of U.S. adults 16-74 years old - about 130 million people - lack proficiency in literacy, reading below the equivalent of a sixth-grade level. Literacy correlates with several important outcomes: personal income, employment levels, health, and overall economic growth. Moreover, a 2020 study released by Gallup and the Barbara Bush Foundation for Family Literacy found that low literacy levels among U.S. adults could be costing the economy \$2.2 trillion annually.

SOLUTION: We have three main focuses. First, we equip parents of children with dyslexia and other language-based learning differences with the necessary tools to advocate for their children who learn differently successfully. In particular, we help offset the cost of advocacy services, specialized tutoring, and access to neuro-evaluations. Second, we help businesses integrate neurodiversity into the workplace for improved performance and success by providing a Neurodiversity 101 online course, role specific training, and personalized 1:1 or group executive coaching. Third, we are focused on public awareness and advocacy through events, online courses, digital products and the launch of our Podcast, to raise awareness to reach more Black and underrepresented minorities.

MARKET: NIH research has found that dyslexia affects 20% (1 in 5) of the population. Despite this number, only 1 in 10 children with dyslexia will qualify for an IEP and special education that will help them get the reading support needed. In minority and high poverty schools, 70-80% of children have inadequate reading skills. When translated into adulthood, we see neurodiverse individuals represent at least 20% of the population. This cuts across race, gender, and orientation. This means that neurodiversity deserves a seat at the table in conversations around diversity, equity, and inclusion. According to McKinsey Featured Insights (2017), approximately \$8 billion is spent on diversity trainings in the United States annually.

MILESTONES: We have helped ten families access advocacy and or specialized tutoring services and secured five partnerships to scale our Parent Solutions Program. Also, we have secured 50 licenses to launch our Workplace Solutions program to offer businesses the Neurodiversity 101 online course. Lastly, we received funding from the Morgan CARES and the Center for Urban Health Disparities Research and Innovation awarded by the National Institute of Minority Health and Health Disparities (NIMHD 1U54MD013376-01A1) to launch our Black and Dyslexic Podcast as part of our Dyslexia Awareness program.

REVENUE MODEL: Our revenue model is via online products and training, Podcast advertisement and sponsorships, Anthology book collaboration, fundraising, and literacy grants.

COMPETITIVE ADVANTAGE: While there are support organizations that exist, we have built our solution around needs in the existing market. We are the only advocacy organization in Maryland helping parents offset the cost, focusing on reaching more Black and underrepresented minorities and assisting businesses to focus on ADHD / Dyslexia.

COMPANY NEEDS: We are looking for financial support of \$120K to help us build our capacity and fully fund our Parent Solutions Program and help cover more virtual tutoring sessions for parents during Covid-19.

Dyslexia Advocation, Inc.

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E-mail: wwinston@soallcanread.org

Website URL: www.soallcanread.org

Social Media Accounts:

www.instagram.com/soallcanread

www.facebook.com/soallcanread

www.linkedin.com/company/soallcanread/

www.twitter.com/soallcanread

■ KEY PERSONNEL

Gregory D. Stewart, CEO/President

Since 1984 Greg has led several small business efforts. He is currently President of EMTAC Group, and CEO at Xpert Business Solutions. Greg expanded these small businesses into IT support by adding a CMIT Solutions franchise, CMIT Solutions of Baltimore County West.

Winifred A. Winston, Founder/Vice President

Proud Dyslexia Mom, who is a bestselling author, passionate advocate, and enthusiastic speaker. Winifred also worked as an administrator of a special education school and taught high school students with learning disabilities.

LeDerick Horne, Podcast Co-Host

International learning disabilities advocate. His workshops, keynote speeches, and performances reach thousands of students, teachers, legislators, policy makers, business leaders, and service providers each year.

Total # Employees/Team Members: 6

Total # Advisors: 4

■ COMPANY STATUS

Founded: 2020

Industry: Special Education / Literacy

Company Registration Status: Approved 501c3

Total Funds raised to date: \$10,233.00

■ RECOGNITION

CLLCTIVLY [More than One Way to Win](#)

Johns Hopkins University [press release](#)

EduMatch [SnapShot in Education 2019 & 2020](#) Co-Author

PBS American Portrait [Looking Ahead](#) and [To Me Work Means](#)

NNMA Nonprofit on the Rise