



# Bottom Line

## Social and Business Impact

**\$220 BILLION**

People with disabilities in the United States have an annual discretionary spending power of \$220 billion, which does not take into account family, friends and supporters



**87%**

of consumers said they “agreed” or “strongly agreed” that they would prefer to give their business to companies that employ people with disabilities

## Benefits

- **Reduced Turnover:** By recruiting and hiring individuals with disabilities, turnover can be reduced by 20-30% compared to other labor pools, and the costs associated with turnover are decreased.
- **Reduced Recruiting Costs:** By taking advantage of recruiting resources of states, community-based organizations, and schools, businesses can reduce the need for recruiting with ads, temporary agencies, and HR and recruiting department hours.
- **Untapped Labor Pool:** Out of the approximately 56 million people with disabilities in the US (19% of US population), 13.3 million reported difficulty finding a job but are able and seeking work.
- **Increased Productivity & Workplace Safety:** In the right environments, employees with disabilities can thrive. Results from programs have shown workers with disabilities have had equal to or greater productivity with fewer safety incidents.
- **Tax Credits & Incentives:** Sites may be eligible for Work Opportunity Tax Credits (WOTC) with direct credits per hire with a disability. Companies can tap state grants and incentives to set up training programs in partnership with vocational rehabilitation programs, schools, and community-based organizations. This will result in having trained workers available immediately with little ramp up time.
- **Customer Outreach:** By setting up specific disability-related programs and completing a targeted marketing effort, companies can expect an increase in patronage from the disability community.
- **Business Results:** Companies can expect the same or better business results in terms of costs, productivity, and throughput.