

Improve Your Bottom Line

Increase Revenues

- According to a National Survey of Consumer Attitudes towards Companies that Hire People with Disabilities, 92% of the American public view companies that hire people with disabilities more favorably than those that do not. And, 87% of the public would prefer to give their business to companies that hire people with disabilities.
- People with disabilities and their network, as reported by the U.S. Census, represent \$1 trillion dollars in discretionary spending.

Having a workplace that reflects the customers it serves is smart business. Employing people with disabilities helps generate revenues by allowing you to tap into the disability market, build brand trust and loyalty, and create new products and services.

Reduce Costs

Employees with disabilities bring unique skills, perspectives, and work ethics to the workplace that help reduce costs. Creating an inclusive corporate culture that values employees, including those with disabilities, allows you to maximize savings by:

- Reducing recruitment costs when you expand your access to talent.
- Avoiding productivity losses incurred from unfilled positions – when you have a larger talent pool, filling your positions can be easier and quicker.
- Reducing turnover costs with a talent pool that tends to stay with an employer longer.
- Creating more efficient work processes as evidenced by such companies as Walgreens and A&F Woods Company, which implemented accommodations for their workers with disabilities and experienced an overall increase in productivity.
- Leveraging tax incentives, when applicable, to realize tax credits ranging from \$2,400 - \$15,000.

Enhance Shareholder Value

“It’s a return on investment that makes it a win/win for an employer. You’ll save money if you are willing to look at alternative candidates and work with current staff.”

Emily Brown, Retention Specialist, Unity Point Des Moines

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