

THINK THE DISABILITY MARKET ISN'T PART OF YOUR TARGET MARKET? **THINK AGAIN.**

NATIONAL DISABILITY INSTITUTE

is a national non-profit organization dedicated to building a better economic future for Americans with disabilities.

The first national organization committed exclusively to championing economic empowerment, asset development and financial stability for all persons across the full spectrum of disabilities, National Disability Institute affects change through public education, training, technical assistance and policy development.

PROVEN TRACK RECORD OF SUCCESS

National Disability Institute's Real Economic Impact Tour expands tax and financial education for low- to moderate-income people with disabilities in 100 cities, touching more than 1 million people and resulting in more than \$1 billion (*yes, billion with a "b"*) in tax refunds.

TRUSTED PARTNER

PRIVATE SECTOR PARTNERS

Bank of America, AT&T, Walmart, Acorda Therapeutics, Sealund and Associates and Alaris Financial Literacy.

PUBLIC SECTOR PARTNERS

Federal: IRS, FDIC, Federal Reserve, U.S. Departments of Labor, Education, Health & Human Services, the Social Security Administration, National Council on Disability, National Institute on Disability and Rehabilitation Research.

Research & Community Development:

Burton Blatt Institute at Syracuse University, University of New Hampshire, Virginia Commonwealth University, World Institute on Disability, National Council on Independent Living, National Federation of Community Development Credit Unions, Wall Street Without Walls.

People with disabilities are an integral part of every major demographic on the planet. Unlike other target populations, disability knows no bounds – cutting across age, gender, ethnicity, income, region, and nearly every major category important to business. If disability is so pervasive, why don't more companies factor this important population into their business and employment strategies?

Common misconceptions and misinformation are to blame. But, once examined, the facts are clear: ***people with disabilities represent one of the largest consumer and employee growth markets in American business.*** Consider the facts:

DISABILITY BY THE NUMBERS

- **54 million Americans with disabilities** – 1 out of every 5 Americans¹
- **22 million** American families have a family member with a disability¹
- The overall number of Americans with disabilities may grow:
 - U.S Military Veterans
 - A published report from Harvard's John F. Kennedy School of Public Policy states nearly one-half of the 1.4 million men and women deployed in Iraq and Afghanistan will require Veterans Administration medical attention when they return.²
 - Due to medical advances and technology, the ratio of wounded soldiers to fatalities in these conflicts is four to eight times higher than any previous conflict.²
 - Baby Boomers
 - Of the more than 78 million baby boomers, many will be entering their 60s with more age-related disabilities than the previous generation.³

DISABILITY IN THE MARKETPLACE

- Of the \$8.1 trillion in pre-tax income for U.S. households, **17.8% or \$1.44 trillion** is held by households with at least one person with a disability.²
- **\$220 billion discretionary spending power²**
 - More than African-American, Latino and gay markets combined²
 - More than double the spending of teens²
 - More than 17 times the spending of tweens age 8-12²
- 70 percent buy from retailers that support persons with disabilities.²
- 92 percent of Americans feel more favorable toward companies that hire people with disabilities.²

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DISABILITY IN THE WORKPLACE

- Of the 22 million working age adults with disabilities, only 7.6 million are employed.¹
- The majority of employees with disabilities require no accommodations to perform their jobs.⁴
- For employees with disabilities that do require accommodations, two-thirds cost less than \$500.⁴

NATIONAL DISABILITY INSTITUTE

A Trusted Non-profit Partner Championing One of the Most Important Economic and Social Issues of Our Time

Disability and community development are to our era what the environmental agenda was a decade ago – a movement gaining momentum and demanding a solution. As the future of federal entitlement programs remains uncertain and the need grows for Americans to take their financial futures into their own hands, people with disabilities need to be part of that conversation or risk falling short of their dreams.

As the first national nonprofit organization committed exclusively to championing economic empowerment, asset development and financial stability for all persons with disabilities, National Disability Institute invites you to join us and be part of the solution to one of the greatest economic and social issues of our time.

National Disability Institute is a strong strategic partner for your company and can help your organization:

- Develop national recognition for work in disability;
- Increase corporate and/or philanthropic presence in a 100-city, 50-state network;
- Promote cause-related marketing agenda with trusted national partners;
- Empower your employee resource groups to include/expand disability strategies and volunteer effectiveness;
- Create new opportunities to meet local, state and federal disability and non-disability partners;
- Participate in national webinars/conferences/ social media/video contest to share corporate message;
- Change existing myths and perceptions about employment and disability;
- Receive timely and effective information from national experts;
- Expand corporate awareness of current disability public policy issues relevant to strategic markets.

BE PART OF THE CONVERSATION. BE PART OF THE SOLUTION. BE PART OF LASTING CHANGE FOR THE ECONOMIC FUTURE OF PEOPLE WITH DISABILITIES.



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¹ U.S. Census, 2008 Data

² Federal Reserve Bank of Boston (2010). *Opportunities for Community Development Finance in the Disability Market*

³ American Journal of Public Health (Jan. 2010). UCLA Division of Geriatrics, David Geffen School of Medicine at UCLA study.

⁴ U.S. Department of Labor, Office of Disability Employment Policy (ODEP), "The ADA: Myths and Facts"