

## Why Diversify Your Talent?

It makes dollars and sense – removing barriers and investing in efforts that promote inclusion positively impacts your bottom line and the community.

### Increase Your

- **Brand Awareness and Reputation:** 87% of consumers say they prefer to give their business to an organization that employs people with disabilities.  
*Source: Workplace Initiative*
- **Customer Base:** people from the disability community collectively spend \$490 billion dollars per year.  
*Source: American Institute of Research*
- **Job Applicants:** 80.9% of working age adults are not in the workforce.  
*Source: U.S. Bureau of Labor Statistics*
- **Productivity:** data supports that people with disabilities tend to be highly motivated.  
*Source: DiversityInc*

### Decrease Your

- **Recruitment Cost:** hire people with disabilities directly by connecting with local advocacy organizations, rather than sourcing employees through a staffing or talent agency.
- **Turnover:** data supports that people with disabilities have a 20-30% lower attrition rate than people without disabilities.  
*Source: Workplace Initiative*

### Additional Incentives

- **Barrier Removal Tax Deduction:** organizations may claim up to \$15,000 per year for qualified expenses that remove architectural and transportation barriers for people with disabilities and the aging population.
- **Disabled Access Credit:** small organizations can receive a non-refundable tax credit for expenditures that increase access.
- **Ticket to Work Program:** through this program, organizations can apply to be an Employment Network, a service that provides employment support to Social Security beneficiaries.
- **Work Opportunity Tax Credit:** organizations can receive a credit to hire people who consistently face barriers to employment.

Improve  
your workplace.  
Enhance  
our communities.

## Work/Life™

- Rent the exhibit at your organization
- Sponsor the exhibit to appear in a public space

## Invest in Disability Inclusion

- Organization-wide trainings
- One-on-one consultation
- Accessibility evaluation and recommendations

[lifeworks.org/worklifemn](http://lifeworks.org/worklifemn)  
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Since 1965, Lifeworks Services Inc. has been a champion for inclusion. Lifeworks was founded by families who recognized the importance of advocacy and removing barriers for people with disabilities to be part of the community. As an industry leader, Lifeworks continues our commitment to self-determined support, careers with competitive wages, and developing innovative opportunities that enhance everyday lives.