



Disabilities At Work

Disabilities At Work provides the opportunity for businesses to acquire and display a visible symbol of their support for people with disabilities, and, as a result, the potential for increased customer patronage.

HERE'S HOW IT WORKS

To earn the right to display the *Disabilities At Work* logo, a business must do one of two things:

- Be endorsed by a *Disabilities At Work* Registered Agent (a service provider, government agency, Business Leadership Network, or similar entity) that attests to the company's commitment to support people with disabilities. Service providers can become Registered Agents at no cost.

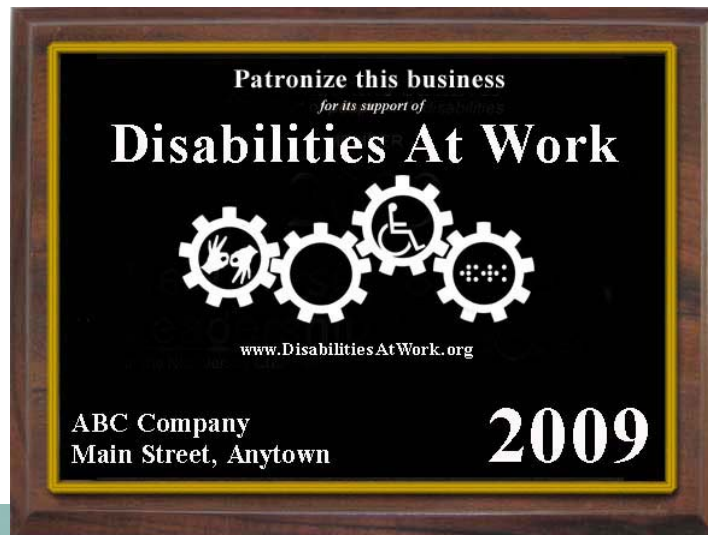
These entities can endorse businesses who make special efforts to recruit and hire people with disabilities, contribute to causes that support adults or children with disabilities, or help with efforts like Disabilities Mentoring Day.

- Contribute to the *Disabilities At Work* campaign as per a prescribed contributions requirement based on business size.

About People with Disabilities

- ♦ Philanthropy for programs that serve the disabled is down 20% and is expected to decline further in coming months.
- ♦ Over 30.7 percent of white people with disabilities have less than a high school education. Over 43 percent of minorities with disabilities have less than a high school education.
- ♦ Nearly one in four working-age individuals with disabilities were below the poverty line in 2007, and if past recessions are any indication, the gap between those with and without disabilities will continue to increase.
- ♦ More than 30 million Americans between the ages of 16 and 64 have a disability. Of this number, only 18 million are currently employed, leaving an unemployment rate of more than 45 percent within the disability workforce.

A concurrent consumer advocacy campaign driven by national media events, press coverage, commercial PSAs, web optimization, and a national newsletter, will encourage people with disabilities, their supporters and families, to 'Back the Plaque' and patronize businesses that display the *Disabilities At Work* logo on-site or on-product.



COSTS PER PACKAGE

Standard Package: plaque, 6 decals/signs, website logo

Provider-endorsed company of any size:

one package \$350
two - ten packages \$300
over ten packages \$250

Contributing business with up to 100 employees:

one package \$500
two - ten packages \$350
over ten packages \$250

Contributing business with 101 to 500 employees:

one package \$1,000
two - ten packages \$500
over ten packages \$300

Contributing business with 501 to 999 employees:

one package \$1,500
two - ten packages \$750
over ten packages \$350

Contributing business with over 1,000 employees:

one package \$2,500
two - ten packages ... \$1,000
over ten packages \$400

Product license:
call for more information.

National Committee Membership:
by invitation only.



Disabilities At Work

Disabilities At Work is a national project that aims to reward businesses that support people with disabilities.

The largest minority group in the country, people with disabilities, their family members, service providers, and other supporters, control over \$200 billion in disposable income – an amount that exceeds that of the highly coveted teen market. *Disabilities At Work* converts this latent consumer power into an ongoing campaign that will reward businesses that support people with disabilities.

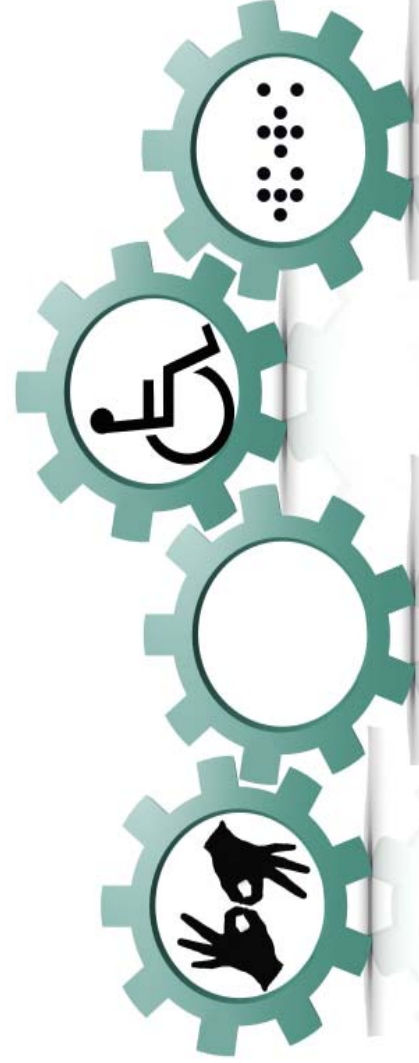
The *Disabilities At Work* logo, displayed in business facilities via plaque, window decals, public point of contact signs, on websites, and/or on products, will provide a visible symbol for targeted consumer advocacy and increased customer patronage.

To find out how your business can earn the right to display the *Disabilities At Work* logo, call

908-975-3211.



Disabilities At Work
216 West State Street
Trenton, New Jersey 08608



Disabilities At Work

Patronize businesses that have earned the right to display the Disabilities At Work logo.