

ARE YOU **IN?**

Disability: **IN**

We all have a role to play in building an inclusive global economy, Are You IN?

Campaign Brief

The **Are You IN** campaign invites Companies, CEOs, Investors and Business Professionals to join IN to advance disability inclusion.

As folks join IN, they receive emails to encourage them to advance a roadmap to inclusion.

Campaign was launched at: DisabilityIN.org/AreYouIN

ARE YOU **IN?**

WHO'S IN?

Companies,

CEOs,

Investors and

Business Professionals



WHO WE ARE WHAT WE DO RESOURCES NEWS & EVENTS



ARE YOU IN?

We all have a role to play in building an inclusive global economy.

Raise your voice and tell the world you are in by joining our wall.

ARE YOU IN?

16,562 Hires and counting

Who's IN?



316

CORPORATIONS



48

CEOS



30

INVESTORS



We empower 316 leading companies to achieve disability inclusion and equality.

[See Our Corporate Partners](#)

[View Disability Equality Index top-scoring companies](#)



We're IN.

PRESENTING PARTNERS



The Benefits of Being IN

Making the world inclusive for all isn't only the right thing to do, it's also good for business. A recent report from Accenture found that companies that offered inclusive working environment for employees with disabilities achieved an average of:

28%

HIGHER REVENUE

30%

GREATER ECONOMIC PROFIT MARGINS

2X

NET INCOME OF INDUSTRY PEERS

[Read the Report](#)

Ready to build your roadmap?

Where will your business be in the next 30 years? Start your corporate inclusion roadmap here.

[BUILD YOUR ROADMAP](#)

Who We Are

- About
- Team
- Board of Directors
- Corporate Partners
- Strategic Alliances
- Affiliates
- Committees

What We Do

- Disability Equality Index
- Supplier Diversity
- Inclusion Works
- NextGen Leaders
- Auriam@Work

Resources

- Business Case
- Best Practices
- Global Directory
- CEO Start Guide

News & Events

- Annual Conference
- Blog
- Events Calendar

SUBSCRIBE

[Subscribe](#)

STAY CONNECTED

- Instagram
- LinkedIn
- Twitter
- Facebook


3000 Potomac Avenue
Alexandria, VA 22305

1-800-706-2710
info@disabilityIN.org

Business Professionals are IN

Anyone can join IN.

An opportunity to engage your ERGs, team members, and senior leadership to join IN.



ARE YOU IN?

People all over the world are showing support for disability inclusion standards.

Join industry peers and show support. Add your name.

First Name *	Last Name *
<input type="text"/>	<input type="text"/>
Company *	Country *
<input type="text"/>	<input type="text"/>
Email Address *	Job Title *
<input type="text"/>	<input type="text"/>

I want to help advance inclusion through: *

- Sharing the Business Case (to leadership/cross-functional teams)
- Hiring/Talent Acquisition
- Business Owner with a Disability
- Supplier Diversity
- Culture/Advocacy
- Investment/ESG Strategies
- Other

[Submit](#)

We're all IN.

We're all IN.

ACCENTURE (2) Steve J. Strategist United States Bob Q. Product Developer Japan	AETNA (2) Steve J. Strategist United States Bob Q. Product Developer Japan	AMC (2) Steve J. Strategist United States Bob Q. Product Developer Japan
AMEREN (3) Susan B. QA Tester United Kingdom Paul C. Executive Assistant United Kingdom Todd G. Software Developer United States	AMERICAN AIRLINES (3) Susan B. QA Tester United Kingdom Paul C. Executive Assistant United Kingdom Todd G. Software Developer United States	AMERICAN ELECTRIC POWER (3) Susan B. QA Tester United Kingdom Paul C. Executive Assistant United Kingdom Todd G. Software Developer United States
BANK OF AMERICA (2) Steve J. Strategist United States Bob Q. Product Developer Japan	COMPANY (2) Steve J. Strategist United States Bob Q. Product Developer Japan	COMPANY (2) Steve J. Strategist United States Bob Q. Product Developer Japan
COMPANY (3) Susan B. QA Tester United Kingdom Paul C. Executive Assistant United Kingdom Todd G. Software Developer United States	COMPANY (3) Susan B. QA Tester United Kingdom Paul C. Executive Assistant United Kingdom Todd G. Software Developer United States	COMPANY (3) Susan B. QA Tester United Kingdom Paul C. Executive Assistant United Kingdom Todd G. Software Developer United States

Ready to build your roadmap?

Where will your business be in the next 30 years?
Start your corporate inclusion roadmap here.

[BUILD YOUR ROADMAP](#)

CEOs are IN

To date there are 50+ CEOs that are IN!

As a signatory of the [Disability:IN CEO to CEO Letter](#), your CEO is committing to:

- Participate in the Disability Equality Index (DEI).
[Register](#) for the 2021 DEI.
- Share important information on disability inclusion.
- Ensure that you're aware of increasing investor interest in understanding how companies are inclusive of people with disabilities. [Joint Investor Statement on Disability Inclusion](#), with 30 investor signatories to date.



Understanding that we are all operating in an unprecedented environment with multiple, competing interests for the time and attention of the CEO, we are writing to you – from a CEO to CEO perspective – to ask for your much-needed help in advancing equality and inclusion at a time when the need to make sure that no one is marginalized has never been more important.

July 2020 marked the 30th Anniversary of the Americans with Disabilities Act (ADA). While there is much to celebrate in the progress that has been made since the ADA was created, there is still a great deal of work to be done. Specifically, we want to:

1. Request your consideration to participate in the Disability Equality Index (DEI), the leading corporate benchmarking tool for disability equality, which is administered by the non-profit organizations, American Association of People with Disabilities (AAPD) and Disability:IN;
2. Share important information on disability inclusion that details its impact on business performance; and
3. Ensure that you're aware of increasing investor interest in understanding how companies are inclusive of people with disabilities.

We have experienced first-hand, within our companies, the potential for innovation, sustainability, and profit as a result of disability inclusion. It is important to us, now more than ever, to drive companies aligned with corporate values and meaningful purpose. Without disability inclusion, we will fail to build sustainable futures that empower all.

We kindly request that your company registers for the DEI (www.DisabilityEqualityIndex.org), a corporate benchmarking tool created by non-profit organizations AAPD and Disability:IN.

Our respective companies leverage the DEI to help build better products, stronger workforces, and innovative supply chains. At a larger scale, we stand to boost the American GDP by up to \$25 billion if we hire just 1% of the untapped talent with disabilities.

Over one billion people have a disability across the globe – and it is a strength. We are leveraging this – by hiring inclusively, contracting with disability-owned business enterprises, and creating accessible tools and technology for all. We do this because it's the right thing to do and it makes good business sense. Research reveals that leading disability-inclusive companies stand to gain as much as 28% higher revenue, double the net income and 30% higher economic profit margins than their peers.

This is a growing topic for investors in driving sustainable performance. A global investor coalition, representing more than \$2.8 trillion in combined assets, called on companies they invest in to become more disability inclusive. The coalition is led by New York State Comptroller Thomas P. DiNapoli and Oregon State Treasurer Tobias Read, and includes large institutional investors such as California State Teachers' Retirement System (CalSTRS) and Bank of America.

We understand, firsthand, that many requests come across the CEO's desk, which is why we're reaching out directly to you on this topic. The business case for disability inclusion in the workplace is compelling. Investor interest – along with regulator and legislator interest – on the topic of workplace disability inclusion is increasing at an accelerated pace. And the DEI provides an unbiased and confidential way to benchmark disability inclusion in the workplace.

Thank you for your time and consideration.

Sincerely,

ARE YOU **IN?**

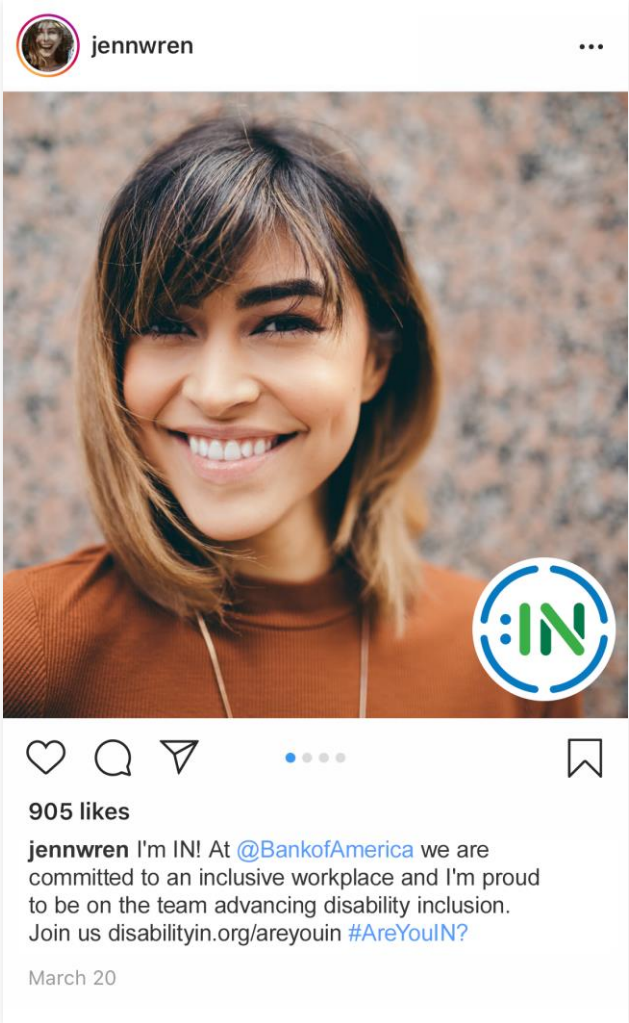
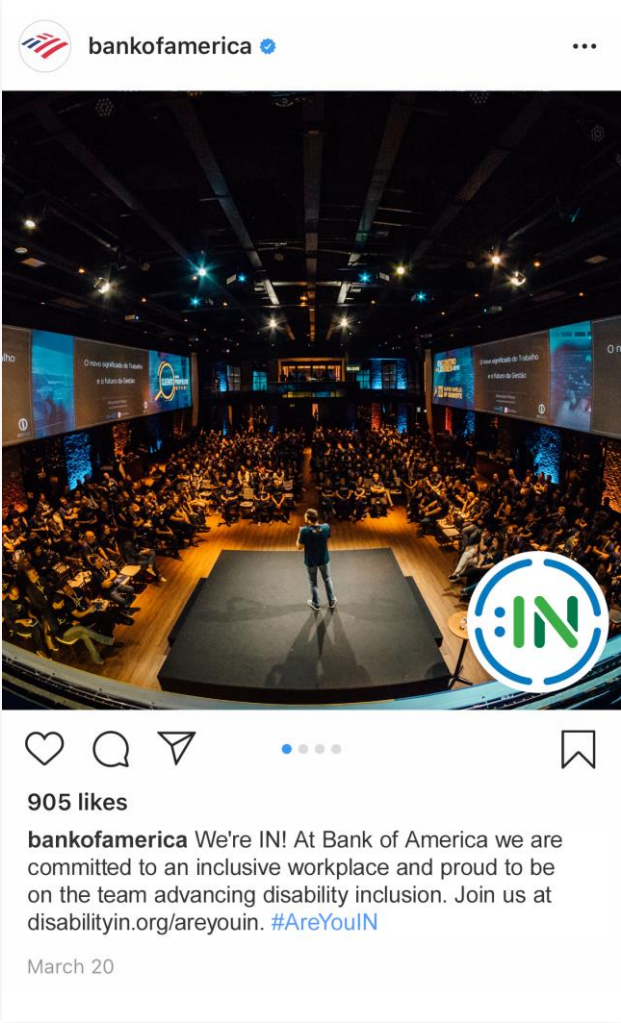
Show the world you are IN

PARTNER ENGAGEMENT MATERIAL

Now that you're IN – use our INSIDER toolkit to engage your employees, customers and communities that you're committed to advancing inclusion.

Example 1: Share Stories with the community

With our toolkit you can join in on the campaign too and post to your channels.



Example 2: Empower Executive Leaders

Use our executive letter and handouts to spread the word.



ARE YOU **IN?**

Disability:**IN**

To learn more about the Are You IN campaign, please contact diana@disabilityin.org

We look forward to continuing the disability inclusion journey together for the next 30 years and beyond.

 DisabilityIN.org

 [/disabilityin](https://facebook.com/disabilityin)

 [/disabilityin](https://twitter.com/disabilityin)

 [/disabilityin](https://instagram.com/disabilityin)

 [/company/disability-in](https://linkedin.com/company/disability-in)

DEI OVERVIEW



247

Companies participated in the 2020 DEI.

[View 2020 DEI Report](#)

WHAT IS THE DEI?

- Participating companies receive a score, on a scale of zero (0) to 100, with those earning 80 and above recognized as “Best Places to Work for Disability Inclusion.”
- Developed by the DEI Advisory Committee, a diverse group of business leaders, policy experts, and disability advocates.

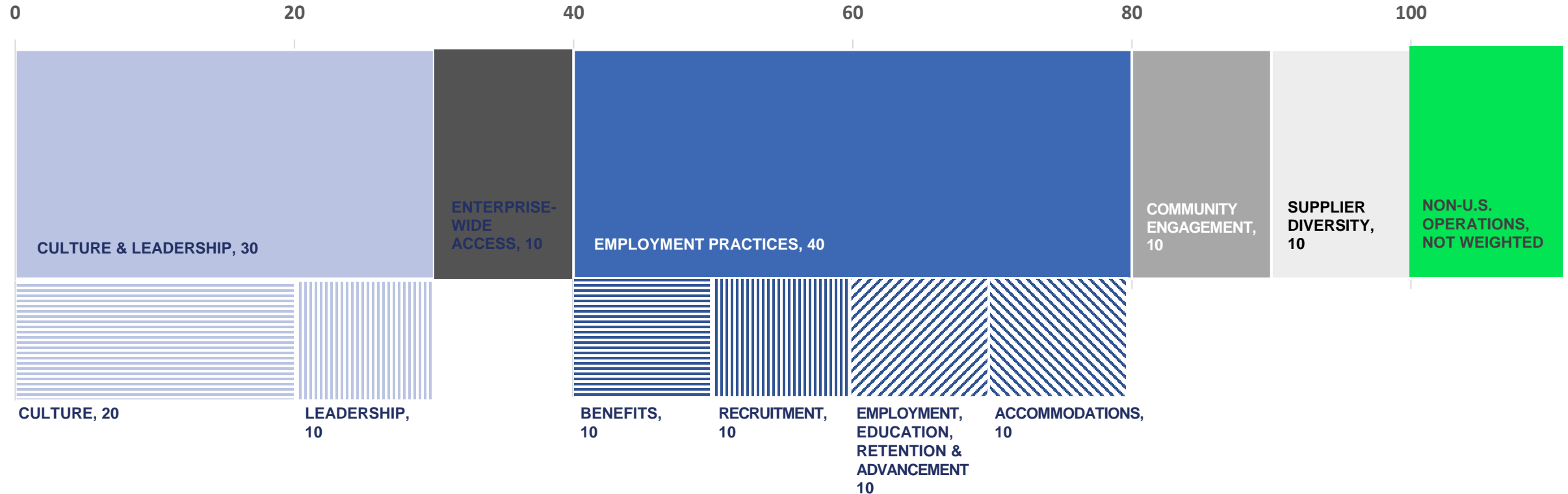
IT MEASURES:

Culture and Leadership | Enterprise-Wide Access |
Employment Practices | Community Engagement |
Supplier Diversity | Non-U.S. Operations (not weighted)

ACTION INSIDE THE DEI

MORE THAN JUST A PLEDGE

Disability Equality Index Points Distribution (100 Total)



2021 DEI TIMELINE



- July 14, 2020: 2021 DEI Registration opened
- February 1, 2021: Registered companies start receiving access to the benchmark
- February 12, 2021: 2021 DEI Registration closes
- April 9, 2021: Final company benchmark responses due
- June 2021: DEI benchmark scores finalized
- July 15, 2021: Top-scoring companies (score of 80 or above) announced and DEI Report available

**The above dates are provided for planning purposes only and are subject to slight modification.*

DEI BENEFITS

WHAT DO PARTICIPATING COMPANIES RECEIVE?



- Scored Report provides:
 - Company score, broken down by DEI category
 - Company responses to all DEI questions
- Scorecard provides:
 - Company score, broken down by DEI category and question set
 - Recommendations for improving your disability inclusion practices based on your responses to questions
 - A “Response Comparisons” table
 - 1st column: How company responded to DEI multiple-choice questions last year (if applicable) and this year
 - 2nd column: Recognizes the percentages of how your company responses compare to industry
 - 3rd column: Recognizes the percentages of how your company responses compare to all companies

RECOGNITION

TOP-SCORING COMPANIES RECOGNIZED HERE:

- [DEI Website](#)
- [DEI Report](#)
- [Disability:IN Website](#)
- [AAPD Website](#)
- Various Events
 - Involving Disability:IN, AAPD, or the DEI
 - Press releases
 - Other similar channels



Thank You!

Diana Codispoti
Director, Corporate Stakeholder Engagement
Disability:IN
Diana@DisabilityIN.org

Becky Kekula
Director, Disability Equality Index
Disability:IN
Becky@DisabilityIN.org

 /disabilityin

 /disabilityin

 /disabilityin

 /company/disability-in