



HIRE GAUGE

How high can your business score?

Each new hire impacts a company's bottom line and its culture. With so much at stake, why hire a person with a disability?

Let us help you count the reasons—and the cash. Grab your calculator, and when prompted by the Cash Meter, add or subtract the suggested amount.

1. Are you a US business?

Yes

You're off to a good start! Skip ahead to question 2.

No

We're sorry. This tool was designed for US businesses based on US federal and state programs. But the benefits of hiring people with disabilities extend beyond financial incentives. Visit thinkbeyondthelabel.com to learn more.

2. Are you planning to hire a person with a disability?

Yes

Nice. And smart. The Federal Work Opportunities Tax Credit gives US employers 2,400¹ compelling reasons to hire a qualified person with a disability.

Cash meter: + \$2,400

No

Maybe it's time that you did. The Federal Work Opportunities Tax Credit gives US employers \$2,400¹ worth of reasons to hire a qualified person with a disability.

Cash meter: + \$0

Culture cultivator

Image matters. Businesses that promote inclusiveness enjoy a much larger applicant pool to draw from—including younger members of the workforce who prefer more diverse, innovative environments.²

3. Does your business generate less than \$1 million annually OR have less than 30 full-time employees?

Yes

You should like this. The Disabled Access Credit⁹ offers businesses like yours up to \$5,000¹ to defray the cost of providing access to workers with disabilities.

Cash meter: + \$5,000

No

Sorry. Your business is too large to qualify for this deduction. But there are plenty more chances ahead—starting with question 4.

Cash meter: + \$0

Culture cultivator

Employees with disabilities bring unique experiences and perspectives with them to the workplace. Smart businesses have been known to tap into this special know-how to customize products and services, increase profitability and foster innovation.⁴

4. Would hiring a worker with a disability require your business to remove physical, structural or transportation barriers?

Yes

Yep. There's a tax deduction for that, too—the Architectural Barrier Removal Tax Deduction gives you up to \$15,000¹ per year to cover expenses incurred to remove physical, structural and transportation barriers for employees with disabilities.

Cash meter: + \$15,000

POTENTIAL BONUS! If you meet the criteria for both, you can claim the Disabled Access Credit and the Architectural Barrier Removal Tax Deduction in the same year.¹

No

That makes it easier. But if requirements change, you may qualify for the Architectural Barrier Removal Tax Deduction, which gives you up to \$15,000¹ per year to cover expenses incurred to remove physical, structural and transportation barriers for employees with disabilities.

Cash meter: + \$0

POTENTIAL BONUS! If you meet the criteria for both, you can claim the Disabled Access Credit and the Architectural Barrier Removal Tax Deduction in the same year.¹

Culture cultivator

The disability community is the third largest market segment, ahead of African Americans, Hispanics and teens. Nearly 30% of US families have a family member with a disability.⁵ That's a lot of families—and potential customers—whose needs and interests you'll be accommodating.

The next two cash meter calculations require that you know your new hire's estimated annual salary. If you don't know, take a guess. (Keep in mind your cash meter total is an estimate only).

5. Are you recruiting your new hire through a vocational rehabilitation program?

Yes

Good move. Recruiting and training costs can add up to an additional 25% of a new hire's salary.⁶ Businesses that hire through a vocational rehabilitation program may be eligible to recoup those costs.

Cash meter: + 25% of new hire's estimated annual salary

Formula: New hire's salary x .25 = X (add result to your total)

No

It's something to think about. Recruiting and training costs can add up to an additional 25% of a new hire's salary.⁶ Businesses that hire through a vocational rehabilitation program may be eligible to recoup those costs.

Cash meter: + \$0

Culture cultivator

Loyalty pays. Replacing an employee can cost over 150% of that employee's annual salary.⁶ Ouch. Here's a tip: as a group, people with disabilities have higher than average retention rates.⁷

6. Are you planning to hire a veteran with a service-connected disability?

Yes

Nice way to pay it forward. Also, hiring an eligible veteran with a service-connected disability makes you eligible for an added \$2,400¹ Work Opportunity Tax Credit AND a VA reimbursement equaling up to 50% of your new hire's salary over 6 months.⁸

Cash meter: \$2,400*
+ 25% of new hire's estimated annual salary**

Formula: New hire's salary x .25 = X (add result to your total)

No

Maybe this will change your plans. Hiring an eligible veteran with a service-connected disability makes you eligible for an added \$2,400¹ Work Opportunity Tax Credit AND a VA reimbursement equaling up to 50% of your new hire's salary over 6 months.⁸

Cash meter: + \$0

Culture cultivator

What about health care costs, you ask? Won't they go up? Not likely. Health, life and disability costs rarely rise in response to hiring people with disabilities.²

7. Concerned there might be other hiring costs associated with on-boarding a worker with a disability?

Yes

A new hire is always an investment. But if an employee with a disability requires any accommodations, 56% cost nothing to make.⁹ The rest typically cost around \$500.⁹

Cash meter: — \$500

No

You don't work in accounting, do you? A new hire is always an investment. But your instincts were right. If accommodations are required, 56% cost nothing to make.⁹ The rest typically cost around \$500.⁹

Cash meter: — \$500

Culture cultivator

So, what's the catch to all this? We can't find one. Research shows that employees with disabilities are as on-time, productive and capable as any other type of employee.¹⁰ And the diversity they bring to the workplace spurs innovation and inspires customer loyalty.

And that's it! If you haven't hit the equal sign, do so now. That total*** could be beefing up your bottom line. And that warm glow you felt after reading each of those Culture Cultivator facts? That's what a more inclusive business feels like.

Want us to perform the calculations for you? Check out the interactive Hire Gauge at ThinkBeyondtheLabel.com.

The question now isn't whether hiring a person with a disability is a good decision for your business, the question is what are you waiting for?

Spread the word.

Share your results. [Twitter](#) | [Facebook](#) | [Email](#)

Follow us. [Twitter](#) | [Facebook](#)

[Register](#) to learn more about TBTL.

[Contact us](#).

See the resources behind the numbers.

For local hiring resources, visit

ThinkBeyondtheLabel.com and

select your state.

1. "Tax Benefits for Businesses Who Have Employees With Disabilities." IRS.Gov. Internal Revenue Service. 14 April 2010. Web. 1 June 2011. <http://www.irs.gov/businesses/small/article/0,,id=185704,00.html>

2. Lengnick-Hall, Mark L., ed. Hidden Talent: How Leading Companies Hire, Retain, and Benefit from People with Disabilities, Westport, CT: Praeger Publishers, 2007.

3. See the types of projects that qualify: <http://www.irs.gov/pub/irs-pdf/f8826.pdf>

4. Source: "Innovation." AskEARN.org. Employment Assistance and Resource Network. 2010. Web. 7 June 2011. http://www.askearn.org/BusinessCase/innovation_index.asp

5. Wang, Qi. "Disability and American Families: 2000, Census 2000 Special Reports." U.S. Census Bureau. U.S. Department of Commerce, Economics and Statistics Administration. July 2005. Web. 1 June 2011. <http://www.census.gov/prod/2005pubs/censr-23.pdf>

6. Source: Bliss, William G., "The Business Cost and Impact of Employee Turnover." Bliss Associates. http://www.blissassociates.com/html/articles/employee_turnover01.html

7. "Convention on the Rights of Persons with Disabilities: Some Facts about Persons with Disabilities." United Nations. UN Web Services Section, Department of Public Information. Aug. 2006. Web. 1 June 2011. <http://www.un.org/disabilities/convention/facts.shtml>.

8. "Vocational Rehabilitations and Employment Program: Information for Employers." United States Department of Veterans Affairs. U.S. Department of Veterans Affairs. 7 April 2010. Web. 1 June 2011. http://www.vba.va.gov/bln/vre/emp_resources.htm

9. Job Accommodation Network (Original 2005, Updated 2007, Updated 2009, Updated 2010). Workplace accommodations: Low cost, high impact. Retrieved 1 June 2011, from <http://AskJAN.org/media/LowCostHighImpact.doc>

10. Green, Howard & Thompson, Katie. "The Realities of Hiring People with Disabilities." Worksupport. Virginia Commonwealth University. June 2005. Web. 1 June 2011.

* If you answered NO to Question 2, add \$4,800 (the full Work Opportunity Tax Credit for hiring an eligible veteran with a service-connected disability).

** Or 50% of new hire's salary for 6 months

*** The Total Savings suggested by the Hire Gauge's Cash Meter are estimates based on current Federal credits, deductions, rebates. This number is not intended to reflect the actual cash benefit available to your business.

Evolve your workforce.®