



**Accessible Employers**  
a Presidents Group initiative

# 2024 PLEDGE TO MEASURE MARKETING KIT



# About the Pledge to Measure

The Pledge to Measure is dedicated to empowering businesses in British Columbia (BC) to create an accessible and inclusive workplace through a commitment to measuring disability inclusion.

By measuring and benchmarking disability inclusion, businesses in BC create a culture of transparency and accountability. Through this commitment, businesses are not just ticking boxes – they are leading a transformative movement toward eliminating bias-based barriers and supporting a safe space where diversity thrives.

In its fourth year, the Pledge to Measure has seen remarkable participation from 55 employers with workforce sizes ranging from 1 to 34,000 employees. These organizations represent industries from manufacturing to creative services to finance.

These employers see the profound value in surveying for disability inclusion and have made it a priority to engage in the Pledge to Measure.

## Inclusion Is Reciprocal

Making space for others makes  
more space for yourself.



# 2024 PLEDGE TO MEASURE DATA

Please keep in mind that this data is embargoed until September 16, 2024.

**94,208**



**Number of BC Employees**

**68,267**



**Number of Survey Respondents**

**11,232**



**Number of BC Employees Who Self-Identified as Having a Disability**

**543**



**Number of BC Senior Leaders Who Self-Identified as Having a Disability**

# Share Your Progress & Celebrate Your Participation

Your Pledge to Measure data represents a significant milestone in your ongoing journey toward creating an accessible workplace.

Whether your survey results surpassed your expectations or revealed areas for growth, you can celebrate the outcomes of having engaged your staff in this meaningful conversation - you're laying the groundwork for positive change!

## Share progress with your internal and external audiences.





**By reporting back to your employees**, you reinforce that this initiative is more than just a checkbox - but it's a vital step that values each team member's input.

**By reporting publicly**, you uphold the principles of transparency and accountability, setting the stage for continuous improvement and better outcomes in the future.

## Amplify your accomplishments each year.

Just like we're here to support you with developing and implementing your measurement initiative, we can also be a great resource for you to celebrate and amplify your accomplishments each year.

Follow us on social media for Pledge to Measure content, recognition of participating employers, and helpful resources all year long. Keep reading for content you can use on your own channels.

-  Twitter: @AccessEmployers
-  LinkedIn: Accessible Employers
-  Facebook: Accessible Employers
-  Instagram: @AccessEmployers



# Amplify Your Accomplishment

Congratulations on reaching this milestone! Now is the perfect time to celebrate your participation and share your success.

We've designed a variety of marketing materials to help you showcase your achievements, both internally and externally, and to inspire other inclusive employers to join the movement toward a more inclusive BC.



## Participant Badges

This year we're excited to introduce our "Leading Accessible Employer" badge, awarded to all participants. We also have special badges for top participants and year-specific badges reflecting when you first joined the Pledge to Measure.

We encourage you to display these on your website and social channels to highlight your commitment to inclusive workplaces.



## Individual Employer Graphic

Every participating employer has the opportunity to receive a personalized marketing graphic featuring their specific data collected through the Pledge to Measure. These custom graphics are perfect for sharing across your internal or external communication channels.

If you haven't yet requested your custom graphic, let Micaela Evans know you'd like one: [Micaela@AccessibleEmployers.ca](mailto:Micaela@AccessibleEmployers.ca)

# Social Media Ideas

Feel free to copy and paste the text below into your social media posts, internal communications, newsletters, and more.

Promotional graphics can be downloaded here:  
[www.PledgeToMeasure.org/resources](http://www.PledgeToMeasure.org/resources)



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In year four of the Pledge to Measure, over 11,000 BC employees from 55 companies self-identified as having a disability! We're honoured to take part in this annual measurement initiative with Accessible Employers, driving real change in our workplaces. [www.PledgeToMeasure.org](http://www.PledgeToMeasure.org)

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The Pledge to Measure is the only initiative in BC that measures disability inclusion in workplaces, offering employers to see progress over time and measure the success of inclusion initiatives. Join the movement to encourage confidential disability disclosure:  
[www.PledgeToMeasure.org](http://www.PledgeToMeasure.org)

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Each year the Pledge to Measure collects the anonymous self-identification of employees with disabilities from BC employers. In 2024 we measured 11,232 employees with disabilities—over a 500% increase from where we started. We hope you'll join us in 2025:  
[www.PledgeToMeasure.org](http://www.PledgeToMeasure.org)

We took part in year 4 of the Pledge to Measure and are incredibly excited to share the collective data! Alongside 55 employers and over 94,000 employees, 11,232 employees self-disclosed a disability, 543 of whom are senior leaders.

Learn more: <https://PledgeToMeasure.org>



Dont forget you can download the graphic below:  
[www.PledgeToMeasure.org/Resources](http://www.PledgeToMeasure.org/Resources)



Image Description: Ombre blue mountaintops representative of points on a graph, with a faint line graph across the peaks. Title: 2024 Pledge to Measure. Text reads: 55 - number of employers, 94,208 - number of BC employees, 11,232 - number of BC employees self-identified as having a disability, 543 - number of BC senior leaders self-identified as having a disability. Accessible Employers logo.

Please keep in mind that this year's data is confidential until September 16, 2024. Do not share externally until then. Thank you!