



Pledge to
Measure

2025 Marketing Kit





About the Pledge to Measure

The Pledge to Measure is dedicated to empowering organizations in Canada to create an accessible and inclusive workplace through a commitment to measuring disability inclusion.

By measuring and benchmarking disability inclusion, organizations 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 fifth year, the Pledge to Measure has seen remarkable participation from **74 employers** with workforce sizes ranging from 1 to 34,000 employees. These organizations represent industries from manufacturing to creative services to finance.

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

2025 Data

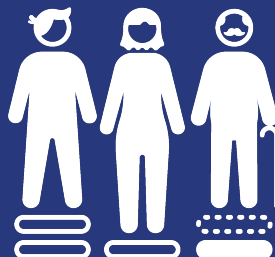


95,489

Number of employees across

74

participating organizations



11,590

Number of employees
self-identified
with disabilities



670

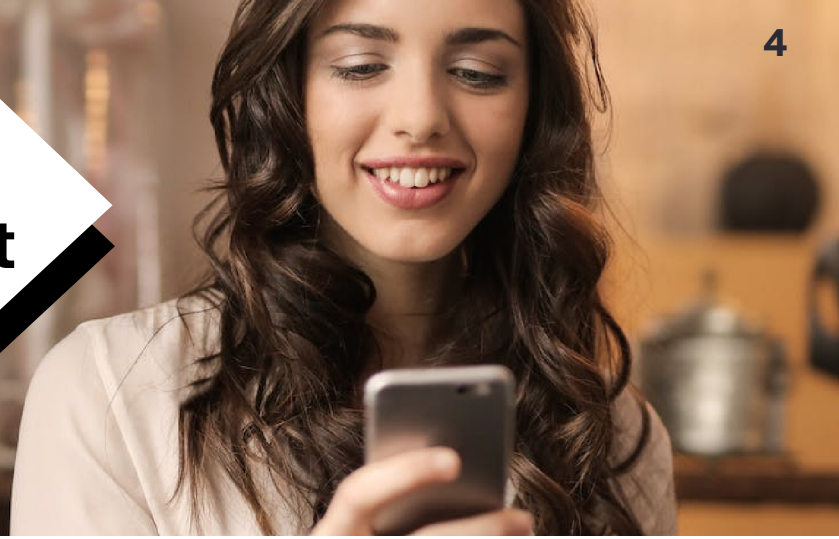
Number of senior
leaders self-identified
with disabilities



The 2025 data is confidential until September 22, 2025.
Please do not share externally until then. Thank you!



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 Canadian workforce.



We're continuing with the annual "Leading Accessible Employer" badge for all employer participants!

We also have exclusive badges for top participants (already received by email) and year-specific badges reflecting when you first joined the Pledge to Measure.

Some employers have used these in email signatures, website banners or career pages, and social media. This can highlight your commitment to inclusive workplaces to your staff, clients, and peer organizations.

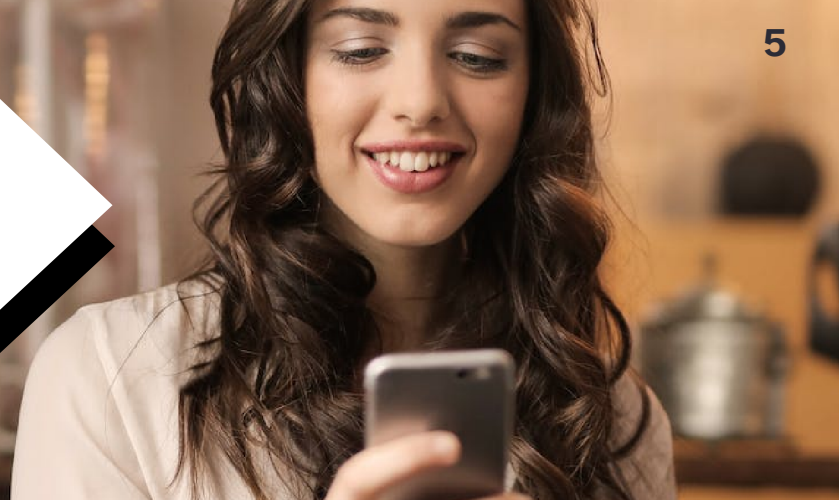


Download the Pledge Badges:

PledgeToMeasure.org/Resources



Social Media Ideas



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

In year five of the Pledge to Measure, over 11,000 Canadian employees from 74 companies self-identified as having a disability! We're honoured to take part in this annual measurement initiative, creating real change in our workplaces. www.PledgeToMeasure.org

The Pledge to Measure is the only initiative in Canada 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

Each year the Pledge to Measure collects the anonymous self-identification of employees with disabilities from Canadian employers. In 2025 we measured 11,590 employees with disabilities and 670 senior leaders with disabilities. We hope you'll join us in 2026! www.PledgeToMeasure.org

We took part in year 5 of the Pledge to Measure and are incredibly excited to share the collective data! Alongside 74 employers and over 95,000 employees, over 11,000 employees self-disclosed a disability, 670 of whom are senior leaders. www.PledgeToMeasure.org



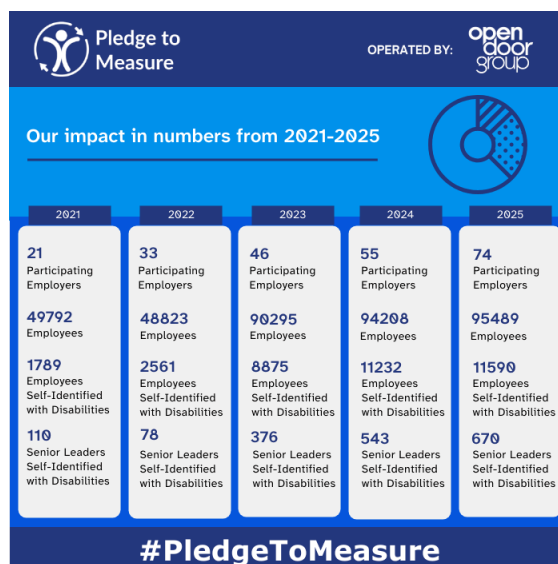
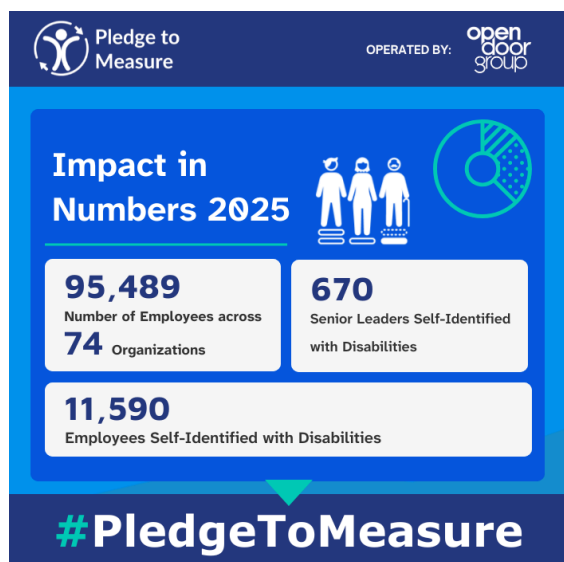
Don't forget: this year's data is confidential until September 22, 2025. Please do not share externally until then. Thank you!



Social Media Ideas



Feel free to copy and share these visual assets in your social posts, internal updates, newsletters, and more.
Please tag us! @OpenDoorGroup #PledgeToMeasure



Download the graphic assets:

PledgeToMeasure.org/Resources



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