



# World Institute on Disability 2021 Annual Report



# Table of Contents

World Institute on Disability 2021 Annual Report	1
Table of Contents	2
Message from Executive Director & CEO	3
Who We Are	4
Our Guiding Principles	5
Our Mission	6
Our Vision	7
Our Focus Areas	8
Accessibility & Universal Design Services	9
Accessibility & Universal Design Services (continued)	10
Accessibility & Universal Design Services (continued)	11
Community Inclusion Services	12
Community Inclusion Services (continued)	13
Emergency, Disaster, and Climate Resilience Services	14
Emergency, Disaster, and Climate Resilience Services (continued)	15
Emergency, Disaster, and Climate Resilience Services (continued)	16
Emergency, Disaster, and Climate Resilience Services (continued)	17
Emergency, Disaster, and Climate Resilience Services (continued)	18
Our Financials	19
Our Staff	20
Our Staff (continued)	21
Our Board	22
Our Board (continued)	23
Our Board (continued)	24
Board of Directors Emeritus Members	25
Our Donors	26

# Message from Executive Director & CEO

Welcome to the World Institute on Disability (WID) 2021 Annual Report!



2021 continued to be another year of change. While the pandemic still raged on and new vaccines were introduced to some parts of the globe, many people, especially people with disabilities continued to face immense challenges as the world navigated continual change.

At WID, we are keenly aware of the challenges that people with disabilities face in their daily lives. We continued to make strategic investments to further accelerate our mission to continuously advance the rights and opportunities of more than one billion people with disabilities, and extend our reach to make an even greater impact in the communities we serve.

Specifically, we believe that people with disabilities and others from multiply-marginalized communities should live in a world that is accessible and inclusive for everyone; have access to tools and resources to make informed benefits, housing, and employment decisions about their lives, and live in a world in which their needs and wellbeing are prioritized in emergencies, disasters and climate events.

Our work has been focused on improving these areas for people with disabilities and in 2021, we continued to further this commitment.

As we continue to remove barriers to include people with disabilities globally, we would not be able to do this work if it were not for the generous support from our funders, donors, supporters, allies, and partners!

We are proud of what we accomplished together in 2021 and look forward to continued growth and impact in 2022!

Kind Regards,  
Marcie Roth  
Executive Director and CEO

A handwritten signature in black ink that reads "Marcie Roth".



# Who We Are

## *Solutions for Community Inclusion*

The World Institute on Disability (WID) is dedicated to designing, building, and supporting community solutions by removing barriers to include people with disabilities.

To build a more inclusive global society, WID:



Promotes equity policies



Helps assure that products and services are more accessible



Provides consulting services



Offers training and tools



Supports emergency, disaster, and climate efforts

# Our Guiding Principles

## **Disability-Led**

Valuing lived experience, with 51% or more of our Board and staff identifying as people with disabilities

## **Accelerating Inclusion**

Leading a global effort to eliminate barriers and advance policies that eliminate exclusion and drive inclusion

## **Pan-Disability Movement Solidarity**

Pursuing equality, inclusion, and accessibility for all people with any disability

## **Advancing Human Rights and Supporting Disability Justice Across the LifeSpan**

Securing and enhancing independent and interdependent livelihoods for the whole community

## **Intersectional and Cross-Cultural Competency**

Including the full spectrum of identities and the range of privilege, marginalization, and oppression that impact how disabled people are treated

## **Ethics, Integrity and Accountability**

Directing our focus and uncompromising standards to the needs of everyone with disabilities, especially people who are most marginalized

# Our Mission

On a global scale, to continuously advance the rights and opportunities of more than one billion people with disabilities.



# Our Vision

A world in which people with disabilities live freely where access, inclusion, equity, and resilience are embedded throughout every global community.



# Our Focus Areas

We believe that accessibility and inclusion benefit the whole community. To help create a more inclusive global society, we have developed an expertise and are focusing on three specific areas that profoundly impact the lives of people with disabilities:



**Accessibility & Universal Design:** supporting people with disabilities via disability-led surveys and focus groups, user experience testing, climate assessments and audits, training, and advisory services to drive better product and services design and accessible experiences for employees, clients, and customers.



**Community Inclusion:** providing people with disabilities and their circles of support training, technical assistance, online tools and resources to make informed decisions about their benefits, housing, and employment options. WID also works to eliminate barriers to achieving the full inclusion of people with disabilities by addressing and influencing systems, policies, and tools.



**Emergency, Disaster, and Climate Resilience:** providing disability-inclusive emergency and disaster preparedness and resilience planning, training, consulting, and other programming to save lives and minimize negative impact.



# Accessibility & Universal Design Services

WID provides customized services to organizations by examining and recommending accessibility and disability inclusion strategies, policies, and practices for their internal and external processes. We value the lived experiences of people with disabilities as part of the vital process to help make organizations' products and services more accessible.



WID is a global expert on user experience testing. Our team will use our extensive registry of user testers with a broad range of disabilities to help you understand how your physical spaces, products, equipment, websites, apps, and services can support a much larger customer base, and an expanded qualified workforce. We provide thorough feedback to assist you in creating more welcoming and inclusive experiences, by reducing access barriers both in physical and digital spaces.



WID works with companies to embed event accessibility into in-person and virtual gatherings. Whether it be regular meetings and trainings, or conferences and special events, WID's accessibility professionals work with companies, government agencies, and organizations to create accessible experiences for all participants.

# Accessibility & Universal Design Services (continued)



WID collaborates with organizations to increase and improve their disability, equity, and inclusion business practices. We also work with our clients to help create inclusive, accessible marketing directed at customers and candidates with disabilities and provide guidance around messaging and imagery.



WID conducts market research via focus groups and surveys to provide constructive conversations and data that offers companies an inside view of the participants' experiences and expectations as customers and employees with disabilities.



WID also provides training and technical assistance regarding document accessibility on a variety of topics, such as Microsoft Office suite and Adobe PDF accessibility how-to's, video accessibility best practices, disability etiquette and bias awareness, remote and in-person workplace accommodations, disability-specific marketing strategies, and general accessibility topics.

# Accessibility & Universal Design Services (continued)

## Key Highlights in 2021:



WID hosted a virtual Global Accessibility Awareness Day (GAAD) event in May. This event helped position our User Experience (UX) model as a powerful model to assist organizations and companies in understanding how accessibility impacts customers and employees, and why lived experience matters when doing inclusive design.



WID doubled its user tester pool! More people with disabilities participating in testing offer a larger variety of voices that can provide impactful perspective and insight.



WID tripled its client base for UX testing. Within that client base, more than half have participated in ongoing testing (eg. monthly or quarterly engagements). We serve and address the needs of small, medium, and large organizations.



WID's disability, equity, and inclusion work has doubled in size in 2021. WID is seeing more companies want to address their internal systems and policies to better employ and support people with disabilities.

# Community Inclusion Services

WID provides training, technical assistance, and online tools to help people with disabilities and their circles of support make informed decisions about their employment, benefits, housing, and inclusive living goals. Our work also drives and responds to US and non-US policies, systems, and tools that seek to eliminate the barriers to full inclusion of people with disabilities.

## Key Highlights in 2021:



WID's flagship digital platform is Disability Benefits 101 (DB101). DB101 is a comprehensive, state-specific digital tool that enables people with disabilities to make informed decisions about competitive integrated employment becoming a part of their lives. This innovative platform is currently offered in the U.S. in ten states: Alaska, Arizona, California, Colorado, Kentucky, Michigan, Minnesota, Missouri, New Jersey and Ohio. Illinois will be the eleventh state to offer DB101, launching in 2022.



In Michigan, the benefits Estimator, which is an innovative feature within the DB101 platform is being integrated with veterans' benefits.



Housing Benefits 101 is a digital platform where people with disabilities can explore specific situations and programs to find the information, resources, and tools that lead to full community inclusion. HB101 was featured on the Accessible Housing Matters Podcast with Stephen Beard to educate listeners on accessible housing.



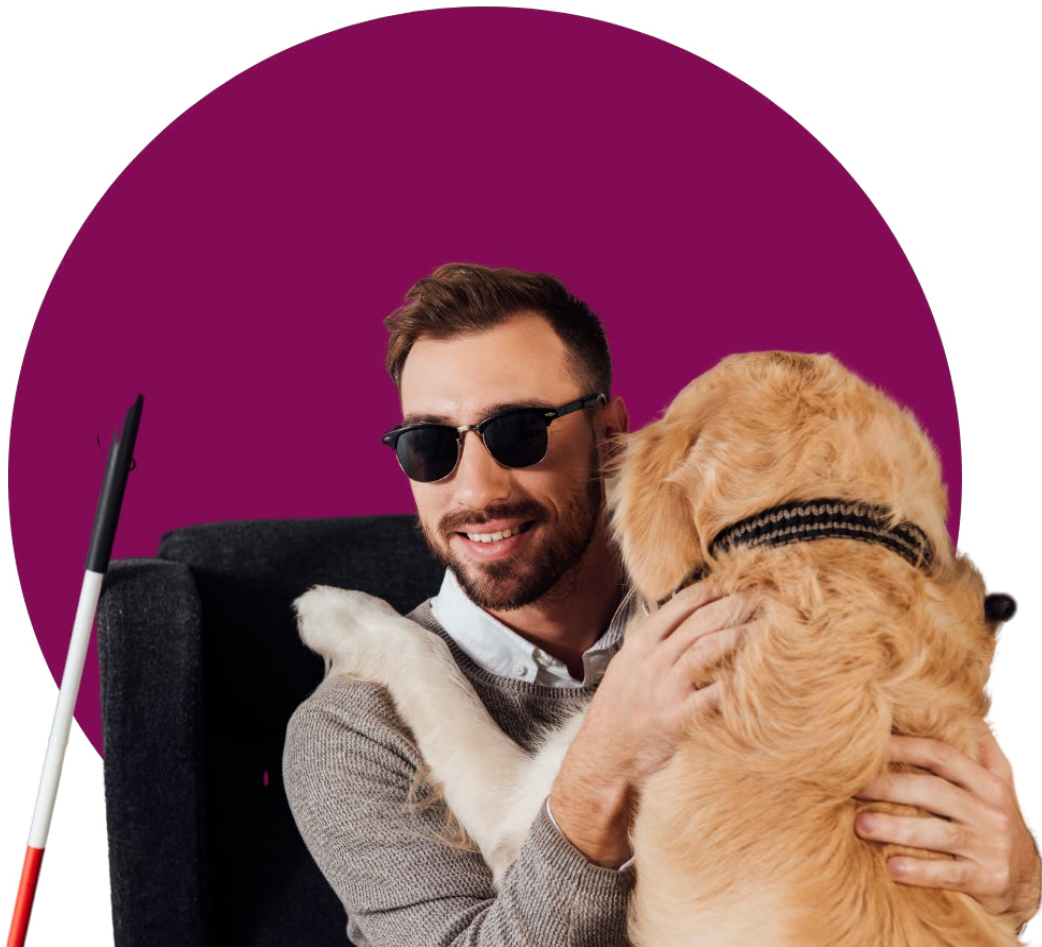
# Community Inclusion Services (continued)



In response to the Work Innovation Opportunity Act (WIOA) in the U.S., directives secured braided-funding for the development of financial planning for people with disabilities on a learning management system currently under development to expand accessible learning tools for people with disabilities.



WID continues to work collaboratively nationally and globally to analyze and bridge the gaps among research, policy, and practice in alignment with our 2021 strategic priorities.



# Emergency, Disaster, and Climate Resilience Services

WID provides inclusive disaster preparedness and resilience planning, training, consulting, and other programming to save lives. By leveraging the assets of the whole community, we are helping to build disability inclusion into global sustainable resilience. With increasing frequency, intensity and complexity of natural and human-caused disasters, this work is needed more than ever in local communities and on a global scale.



One of our signature programs for organizations is our Disability Inclusive Emergency Preparedness and Disaster Resilience program (DIEPDR). DIEPDR provides a scaled analysis of corporate, business, organization and public agency preparedness plans, policies, and responsibilities. DIEPDR provides an opportunity for businesses to demonstrate and improve their level of competence in inclusive emergency preparedness, response, and recovery planning. DIEPDR also provides improvement and remediation support to move businesses forward towards full integration of disability- inclusive emergency plans. With DIEPDR, you are provided accurate and inclusive disaster and continuity-of-operations plans in advance of a disaster.



# Emergency, Disaster, and Climate Resilience Services (continued)

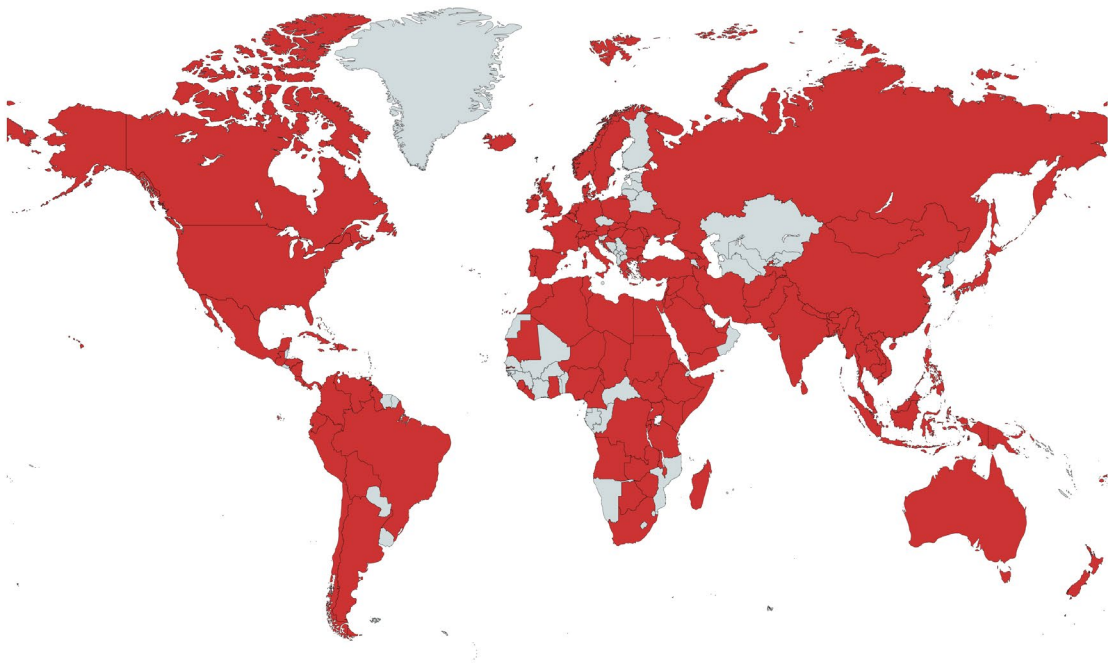
The Global Alliance for Disaster Resource Acceleration (GADRA) is an initiative in collaboration between WID, The Partnership for Inclusive Disaster Strategies and ONG Inclusive that provides an avenue for corporations, foundations and others interested in providing direct support to disability-led organizations experiencing disasters. GADRA facilitates connecting disability-led organizations and the people they serve directly with corporations, funders, and support in a manner that best suits the disability-led organization's needs and maximizes impact to the affected community.

## GADRA's Founder's Circle



# Emergency, Disaster, and Climate Resilience Services (continued)

WID and its GADRA partners include DPOs, funders, and allies from over 125 countries.





# Emergency, Disaster, and Climate Resilience Services (continued)

## Key Highlights in 2021:



### Awarded New Grant Projects:

- Health and Human Services Assistant Secretary for Preparedness and Response Grant for Public Private Disaster Health Equity Cooperative Grant 5 year project
- Department Of Defense contract for subject matter expertise (SME) technical assistance in disaster preparedness
- Neilsen Foundation Grant for COVID pandemic guidance resources for individuals with spinal cord injuries
- Verizon Disability Inclusion in Climate Justice Program
- New grants increased capacity for national impact to people with disabilities, disability organizations, businesses and government agencies



### Held 5 international GADRA events:

- Two events regarding inclusive disaster planning and response to better support multiply-marginalized people including Black and Indigenous People of Color (BIPOC) and disabled populations
- Three-Part Series: Deaf-led Disaster Leadership and Action (with reach to over 90 countries), co-hosted in partnership with Gallaudet University

# Emergencies, Disasters, and Climate Resilience Services (continued)

## Key Highlights in 2021: (continued)



Organized and facilitated summit for the Florida Developmental Disabilities Council. This helped to unify emergency managers, health and public health professionals, public and private agencies with the disability community.



Provided disability-inclusive subject matter expertise to Verizon Social Responsibility Climate Justice Advisory Group. This helped to ensure that people with disabilities are included, represented, and afforded equity in climate justice actions and other social responsibility programs.

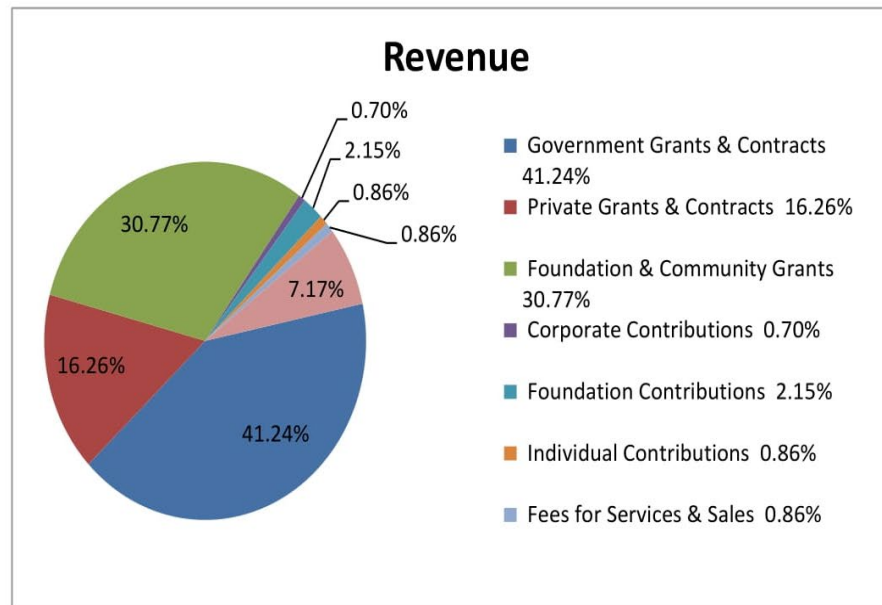


# Our Financials

1/1/2021-12/31/2021

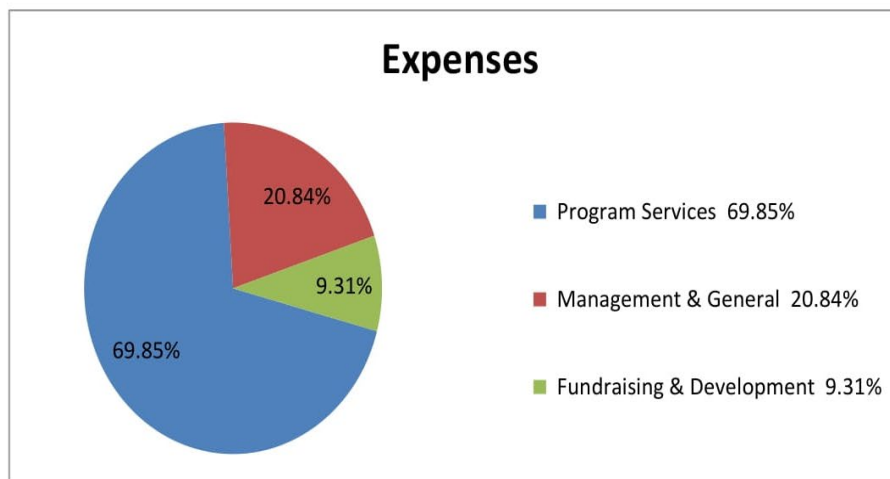
## Revenue

Government Grants & Contracts	41.24%	\$ 1,183,761
Private Grants & Contracts	16.26%	\$ 466,773
Foundation & Community Grants	30.77%	\$ 883,255
Corporate Contributions	0.70%	\$ 20,083
Foundation Contributions	2.15%	\$ 61,633
Individual Contributions	0.86%	\$ 24,604
Fees for Services & Sales	0.86%	\$ 24,772
Investment Income & Other Income	7.17%	\$ 205,721
<b>Total</b>		<b>\$ 2,870,602</b>



## Expenses

Program Services	69.85%	\$ 2,112,870
Management & General	20.84%	\$ 630,549
Fundraising & Development	9.31%	\$ 281,586
<b>Total</b>		<b>\$ 3,025,005</b>



Audited

# Our Staff



**Marcie Roth**  
Executive Director  
& CEO



**Kat Zigmont**  
Senior Director of  
Operations  
& Deputy Director



**Reggie Johnson**  
Senior Director of  
Marketing &  
Communications



**Cara Brskat**  
Finance Manager



**Nicholas Love**  
Director of Community  
Inclusion



**Dawn Skaggs**  
Director of Emergency,  
Disaster and Climate  
Resilience



**Josephine Schallehn**  
Operations  
Manager



**Heather Duncan**  
Strategy Manager  
and Board Liaison



**Michelle Lantini**  
Corporate and  
Foundation  
Engagement Manager



# Our Staff (continued)



**Moya Shpuntoff**  
Senior Marketing  
and Communications  
Specialist



**Ashley Inkumsah**  
Marketing and  
Communications  
Specialist



**Megan Lang**  
Accessibility and  
Universal Design  
Specialist



**Nicole Keller**  
Accounting Clerk



**Christina Alfaro**  
Emergency, Disaster  
and Climate Resilience  
Project Coordinator



**Allysa Rapadas**  
UX Specialist



**Gina Griffiths**  
Community  
Inclusion Specialist

# Our Board

## Board of Directors Executive Committee



**Susan Mazrui**

*Board Chair*

Director, Global Public  
Policy, AT&T Services, Inc.



**Kamilah Martin-Proctor**

*Board Vice Chair*

Chair, DC Commission on  
Persons with Disabilities



**Rachel Wolkowitz**

*Board Secretary*

Partner, Wilkinson  
Barker Knauer LLP



**Michael Palmer**

*Board Treasurer*

UX Programs &  
Operations, Ads  
Accessibility Lead, Google



**Miguel Quinones III**

*Board Committee*

*Coordinator*

User Experience Research  
Manager, Google



**Zachary Bastian**

*Board Marketing and*

*Communications*

*Coordinator*

Manager, Public Policy, &  
Strategic Alliances,  
Verizon



**Kevin Foster**

*Immediate Past*

*Board President*

Consultant, First Track  
Solutions

# Our Board

## Board of Directors



**Joyce Bender**

Founder and CEO of Bender Consulting Services & Bender Leadership Academy



**Tali Bray**

Executive Vice President (EVP), Head of Technology Diverse Segments, Representation and Inclusion, Wells Fargo



**Dr. Rory Cooper**

Founder, Director, and CEO of the Human Engineering Research Laboratories (HERL), University of Pittsburgh



**Bryanna Evans**

Grassroots and Strategic Initiatives Director, American Council of Life Insurers (ACLI)



**Eli Gelardin**

CEO, Marin Center for Independent Living (MCIL)



**Malcom Glenn**

Fellow, New America



**Darlene Hemerka**

Hearing Examiner at the Pennsylvania Human Relations Commission



**Aliou Jaiteh**

Teacher & Social Entrepreneur



**Carmen Daniels Jones**

Disability Market Advocate and Strategist

# Our Board

## Board of Directors (continued)



**Lorrell D. Kilpatrick**  
Advocacy Services  
Coordinator, Everybody  
Counts Inc



**Sevana Massih**  
Inclusion & Diversity Program  
Manager, Accessibility, Aira



**Julie E. McCarthy**  
Human Resources Professional



**Neil Milliken**  
Vice President Global Head  
of Accessibility, Atos



**Benjamin Nadolsky**  
JD/MBA Candidate, University  
of Pennsylvania, Carey Law  
School and Wharton Business  
School



**Elise Roy**  
Principal Architect,  
Salesforce



**Debra Ruh**  
CEO and Founder, Ruh  
Global IMPACT



**Brian Scarpelli**  
Senior Global Policy  
Counsel, ACT | The App  
Association



**Sarah Storelli**  
Global Marketing Leader,  
Amazon Web Services



**Yves Veulliet**  
EMEA Inclusion, Diversity &  
Equity Leader, Human  
Resources, Kyndryl

# Our Board

## Board of Directors Emeritus Members



**Judy Heumann**  
WID Co-Founder



**Joan Leon**  
WID Co-Founder



**Zona Roberts**  
Mother of WID Co-Founder, Ed  
Roberts



# Our Donors

Thank you to our donors for your support! You make WID's vital work possible by helping us to build a more inclusive global society!

