

your NEEDS

Do you want to help **promote effective communication in a diverse workplace?**

Are you an apartment, condominium, or single-family home builder interested in **learning more about accessibility compliance issues?**

Are you a housing provider, management company, or real estate broker who wants to ensure that **“fair housing” is part of your everyday commitment?**

Are you a restaurateur, retailer, hotelier, or other business owner interested in **promoting equal access to people with disabilities?**

get INVOLVED!

No matter what your business, the CPT Program can help you to **promote equal access and opportunity for all** as part of a sound business strategy.

Contact our CPT staff to discuss how we can assist your business or for more information about the CPT Program:

- Call the ERC directly at, **(202) 234-3062**
OR
- Email us at,
partnerships@equalrightscenter.org

www.equalrightscenter.org



The Equal Rights Center (ERC) is a national non-profit civil rights organization dedicated to promoting equal opportunity for all. The ERC, and our thousands of members across the country, address issues of discrimination in housing, employment, disability rights, immigrant rights, LGBT rights, and access to public accommodations and government services.

The Equal Rights Center
11 Dupont Circle N.W., Suite 450
Washington, D.C. 20036

Main 202.234.3062
Toll Free 866.719.4372
Relay 711
Fax 202.234.3106

www.equalrightscenter.org
partnerships@equalrightscenter.org

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Civil Rights Compliance is Smart Business



The Equal Rights Center
Advancing Civil Rights for All

the CORPORATE PARTNERSHIPS and TRAINING PROGRAM

By making goods, services, and facilities equally available to everyone, the private business sector plays a vital role in preventing and ending discrimination.

The ERC's Corporate Partnerships & Training (CPT) Program relies on a unique, collaborative approach to assist and guide private businesses in not only maintaining compliance with civil rights laws, but in making "equal access and opportunity for all" part of their corporate culture.

To maximize efficiency and "value added," each CPT Partnership is tailored to fit within that partner's existing business model.

These collaborations demonstrate that a sensitivity to civil rights is not only the right thing to do, it's also smart business.

SERVICES

Because knowledge of civil rights requirements is critical to ensuring equal treatment of all clients, customers and employees, training initiatives are an integral part of all CPT Partnerships. In addition to traditional in-person training sessions, the CPT Program utilizes **new and innovative technologies to convey information**, such as e-learning segments and webinars. All CPT trainings are **individually designed to meet the needs of the participants and the corporate culture** in which they work.

Training topics include, but are not limited to:

- **Accessibility requirements for public accommodations under the ADA**
- **Diversity in the workplace**
- **Fair housing basics**
- **Accessible design and construction requirements for multifamily housing under the Fair Housing Act**

Training is just one aspect of the ERC's approach to working with its corporate partners. CPT staff also collaborate with partners to:

- **Improve existing, or create new, internal policies and procedures to promote equal opportunity**
- **Review advertisements and on-line materials to help ensure partners are promoting equal opportunity through marketing**
- **Identify "best practices" consistent with each partner's business model**
- **Share effective communication strategies to prevent discrimination before it occurs**

the IMPACT

Through the ERC's work with a wide variety of partners, we have helped make **nearly 60,000 housing units, and 50,000 retail locations more accessible** for people with disabilities.

We've trained thousands of administrators, managers, and staff on **fair housing laws, accessibility regulations, diversity in the workplace, and other civil rights issues.**

We've helped dozens of partners **expand their customer bases** by making "equal access and opportunity for all" part of their business strategy.

the OUTCOME

"NVR has been consistently pleased with the quality of the trainers provided by the ERC and their willingness to utilize training techniques and practices that work well within our overall program. We believe as a consequence that our sales people have a strong sense of what the law requires and what customers expect and we certainly intend to maintain our relationship with the ERC."

-Melyssa Cornell, NVR, Inc.

"The ERC has helped Panera Bread enhance the welcoming nature of our cafes across the nation. Their expert staff has provided practical, feasible recommendations to help ensure that all of our cafes are as inviting and accessible as possible to our diverse customer base."

-Robert Crumpton, Panera Bread