

# The World Association of Persons with disAbilities

[www.wapd.org](http://www.wapd.org)

## A New Found Hope

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The network marketing industry consists of approximately 15 million distributors in North America and is approaching 100 million representatives worldwide. 1.3 million Canadians are involved in direct sales with a growth rate of 25% over the past two years.

There are more than 60 million disAbled individuals living in North America who would benefit from what network marketing has to offer. In some cases, direct sales may be their only hope. [People with disAbilities](#) are more than likely to be unemployed or underemployed. The disAbled in Ontario are only allowed to collect \$14,400 in financial assistance a year. Assistance in BC is considerably lower. Not only is the lack of funds a source of great anxiety, it creates a financial burden for families, governments, and taxpayers, and forces the disAbled person to live in poverty.

The physically disAbled are usually quite capable of working from home. If an individual is able to communicate by using the phone, internet, or do mailings, they have the basics to build a successful network marketing business. Interestingly, the product being offered quite often helps the disAbled with their physical, emotional, and mental needs.

Many individuals receiving income assistance fear losing their benefit if they find employment. A network marketing business could, however, buffer the impact of living at or below the poverty level. Working successfully in your own [network marketing business](#) creates a sense of accomplishment allowing for some measure of independence. In a recent survey, 76% of Canadian network marketers said that direct selling built their self-esteem

and another 64% reported that money earned through direct sales paid for daily living expenses. Operating a direct sales business is challenging and exciting at the same time, offering an opportunity to be connected to ones community.

An organization founded by Dr. George Kerford and Dr. Keith Laggos has created a “Prosperity Team” which offers direct sales/network marketing opportunities for the disAbled. *The World Association of Persons with disAbilities* and the “Prosperity Team” are working together to form a long term strategy for assisting disAbled persons in becoming successful network marketing leaders.

If you are interested in finding out more information on the Canadian Prosperity Team please go to [www.wapd.org](http://www.wapd.org) or contact the Canadian Chapter Representative, Christina Limmer at 778-886-GOOD.