



ASSESSING A NEW WEBSITE



Steps to finding a queer-affirming organization



A resource made by:

ODLAN



<https://www.odlan.ca/>



This resource will guide you through the process of identifying 2SLGBTQIA+ friendly online resources. As an example we are going to focus on the organization Rainbow Faith and Freedom.

How to use this guide:

Information will be presented step by step through coloured textboxes such as this one!

A screenshot of search results for "Rainbow Faith and Freedom". The results are outlined in blue. The first result is a tweet from @rainbow_freedom. The second is a news article from GLOBE NEWSWIRE. The third is a LinkedIn company page. The fourth is an overview page from zoominfo.com. The fifth is an Instagram profile page.

Screenshots of website pages will be outlined in blue. Note: your results may look different depending on which web browser you are using (e.g., Google Chrome, Firefox, Safari etc.). We are using Google Chrome for this guide.

To help you follow along, the link for the website page will be on the side in orange boxes like this one.

How do we verify whether an organization is 2SLGBTQIA+ friendly?

1

We can start by visiting the organization's social media pages to find information on the organization and view their recent news items. For example we can start by going to Rainbow Faith and Freedom's Facebook page.

The screenshot shows the Facebook profile of Rainbow Faith and Freedom. The profile header includes the organization's name, a 'Send Message' button, and navigation tabs for Home, About, Events, Photos, and More. The 'About' section is highlighted with a green border and contains a map of the organization's location at 473 Church Street, Toronto, ON, Canada M4Y2C5. Below the map, there is a description of the organization as a global movement to confront religious-based homophobia and improve the human and equality rights of LGBTI people everywhere. The 'News Feed' section is highlighted with a red border and shows a post from Rainbow Faith and Freedom about volunteering. A green callout box with a white arrow points to the 'About' section, containing the text: 'Organization information including a description, website links, contact info, other social media etc.,'.

The "About" section with the organization's contact info is outlined in green. The News Feed section is outlined in red.

<https://www.facebook.com/rainbowfaithandfreedom>

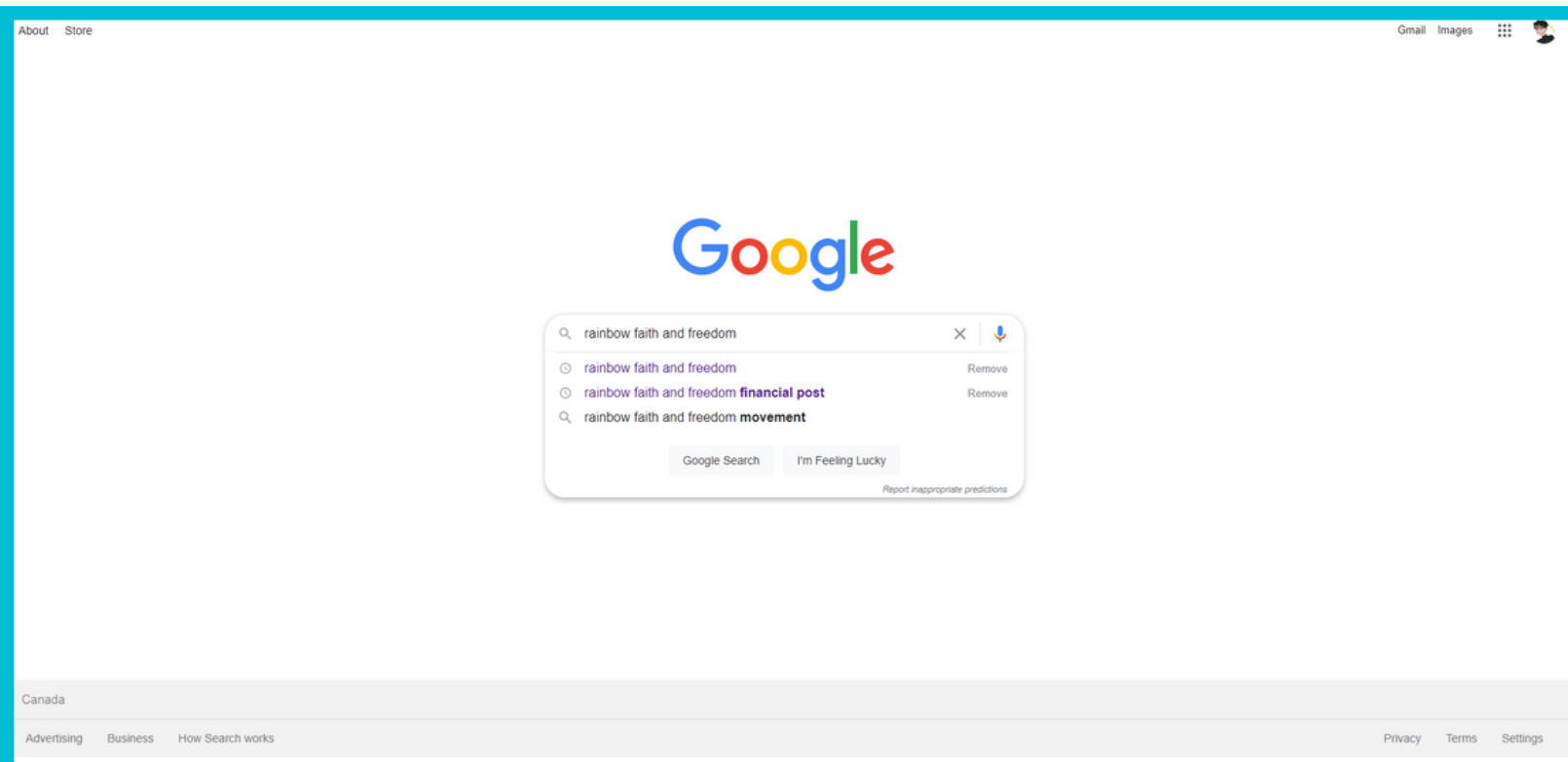
2

We should conduct more research online before messaging the organization or visiting their website to ensure this is an appropriate resource for what we're looking for.

Don't click direct links

Be careful when navigating yourself to an organization's website from their social media. Clicking directly on links may potentially land us on sites where we don't feel safe or comfortable. Or we might find that we're not engaging with an 2SLGBTQIA+ friendly resource.

Find more information using your web browser



Before navigating directly to a website, open a separate tab in your browser to search for information about the resource. Type the organization or resource name into the search bar. Here we are using Google.

<https://www.google.com/>





[All](#)
[News](#)
[Images](#)
[Shopping](#)
[Videos](#)
[More](#)
[Settings](#)
[Tools](#)

About 27,400,000 results (0.60 seconds)

<https://rainbowfaithandfreedom.org>

Rainbow Faith and Freedom

Rainbow Faith and Freedom is a global movement to confront religious discrimination and improve the human and equality rights of LGBTI pe...

About us

Rainbow Faith and Freedom is a global movement to confront ...

Events

Events page of Rainbow Faith and Freedom: Working to inspire ...

Contact Us

Contact page of Rainbow Faith and Freedom: Working to ...

[More results from rainbowfaithandfreedom.org »](#)

Get Involved

Get Involved - Volunteer and Donate with Rainbow Faith and ...

Programs

Rainbow Faith and Freedom is focused on three pillars of ...

Blog

We have no new Queer Devotions podcast episode this week ...

<https://www.facebook.com> > Places > Toronto, Ontario

Rainbow Faith and Freedom - Home | Facebook

Rainbow Faith and Freedom, Toronto, Ontario. 953 likes · 14 talking about this. Rainbow Faith and Freedom is a global movement to confront...

https://twitter.com/rainbow_freedom

Rainbow Faith and Freedom (@rainbow_freedom) · Twitter

We are always incredibly appreciative of the commitment, inspiration and expertise of our volunteers ... but this week, in particular, we want to take a moment to publicly recognize how much they do for us. A huge and heartfelt THANK YOU to all of our amazing volunteers! 🌈🙏

<pic.twitter.com/W54gnXP...>

Twitter · 14 hours ago

You will be redirected to a page listing search results with further information about this organization.

<https://www.google.com/search?q=rainbow+faith+and+freedom>



Sometimes there will be advertisements at the top of search results. They will likely be marked "Ad" so be careful when reading over the results.

4

Looking at independent resources

Before going directly to the site, we might want to review independent resources to verify the information on their website and Facebook page. Let's look through the search results.

https://twitter.com/rainbow_freedom

Rainbow Faith and Freedom (@rainbow_freedom) · Twitter

We are always incredibly appreciative of the commitment, inspiration and expertise of our volunteers ... but this week, in particular, we want to take a moment to publicly recognize how much they do for us. A huge and heartfelt THANK YOU to all of our amazing volunteers! 🌈🙏

<pic.twitter.com/W54gnXP...>

Twitter · 11 hours ago

<https://www.globenewswire.com> > 2020/11/16 > Rainb... ▾

[Rainbow Faith and Freedom Presents Virtual Event Week ...](#) ✓

Nov. 16, 2020 — TORONTO, Nov. 16, 2020 (GLOBE NEWSWIRE) -- **Rainbow Faith and Freedom** (RFF), a Canadian-based not-for-profit organization, founded ...

<https://ca.linkedin.com> > company > rainbowfaithandfree...

Rainbow Faith and Freedom | LinkedIn ✓

Rainbow Faith and Freedom is a global movement to confront religious-based homophobia and improve the human and equality rights of LGBTI people ...

<https://www.zoominfo.com> > rainbow-faith-and-freedom ▾

[Rainbow Faith and Freedom - Overview, News & Competitors ...](#) ✓

Rainbow Faith and Freedom: Working to inspire faith communities and families to be safe places for LGBTI people by changing the hearts and minds of ...

<https://www.instagram.com> > rainbowfaithandfreedom

[Rainbow Faith and Freedom \(@rainbowfaithandfreedom\)](#)

<https://www.google.com/search?q=rainbow+faith+and+freedom>

Here we have a link to an article published by GlobeNewswire, a third party source where we can look for information.

TIP:

When navigating online and clicking links, use things like news outlets to see what information exists outside of the self-published resources on an organization's website.

We can review the article to see if it aligns with our goal of finding an 2SLGBTQIA+ friendly website. In this case, their mission aligns with what we're looking to find on their site.

Rainbow Faith and Freedom Presents Virtual Event Week: Faith In Crisis

November 16, 2020 09:30 ET | Source: Rainbow Faith and Freedom



TORONTO, Nov. 16, 2020 (GLOBE NEWSWIRE) -- Rainbow Faith and Freedom (RFF), a Canadian-based not-for-profit organization, founded in 2019 by the Reverend Dr. Brent Hawkes, has created a multi-faith resource portal to help to address religious-based LGBTQ2S+ discrimination in Canada. A virtual launch week, Faith In Crisis, will introduce these resources to the Canadian public, driving community awareness by providing access to information, inclusive learning and working for progressive social change.

RFF's Faith In Crisis Launch Week will be held virtually from Tuesday, November 24th to Sunday, November 29th. Faith In Crisis aims to connect over 100 Canadian LGBTQ2S+ organizations with RFF's resource portal and attract over 500 participants to the virtual Launch Week events.

High rates of religious-based discrimination against LGBTQ2S+ people in Canada result in an increase in mental health and marginalization issues in "normal" times. For LGBTQ2S+ Canadians, the COVID-19 pandemic has further exacerbated pre-existing inequalities, with social distancing isolating many LGBTQ2S+ people from their chosen support networks and social services, many of which provide access to food, medicine and peer support and stability. While the internet is saturated with negative,

Vetting multiple sources



Finding additional sources is important to ensure that the information is accurate and verifiable by multiple news outlets. Avoid self-published information (e.g., Twitter) and try to stick to third-party sources.

<https://www.globenewswire.com/news-release/2020/11/16/2127451/0/en/Rainbow-Faith-and-Freedom-Presents-Virtual-Event-Week-Faith-In-Crisis.html>

4

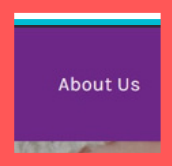
Here is another article by the Financial Post about Rainbow Faith and Freedom's event. We now verified two external sources that confirm this is an 2SLGBTQIA+ organization. We can now go to their website directly.

The screenshot shows the Financial Post website interface. At the top, there is a red banner for 'ADVANTAGE ALBERTA' and a blue navigation bar with the 'FINANCIAL POST' logo, a search bar, and a 'Subscribe' button. Below the navigation bar, there are several menu items including 'News', 'Personal Finance', 'FP Comment', 'FP Picks', 'Investing', 'Markets', 'Economy', 'Executive Women', 'Entrepreneur', 'Real Estate', 'Commodities', 'Innovation', 'National Post', and 'Videos'. The main content area features an article titled 'Rainbow Faith and Freedom Virtual Event Week "Faith In Crisis" Starts TOMORROW' by Intrado, published on November 23, 2020. The article text begins with 'TORONTO, Nov. 23, 2020 (GLOBE NEWSWIRE) — Rainbow Faith and Freedom (RFF), a Canadian-based not-for-profit organization, founded in 2019 by the Reverend Dr. Brent Hawkes, has created a multi-faith resource portal to help to address religious-based LGBTQ2S+ discrimination in Canada. A virtual launch week, Faith In Crisis, will introduce these resources to the Canadian public, driving community awareness by providing access to information, inclusive learning and working for progressive social change.' To the right of the article, there is a 'TRENDING' section with three items: 1. 'Trudeau government's federal budget enters housing fray with tax on foreign owners', 2. 'Five ways the federal budget could affect your taxes', and 3. 'Posthaste: "Unwise": Economists are pleading with Ottawa not to pursue this policy measure in the budget'. At the bottom of the screenshot, there is a 'NOTICE FOR THE POSTMEDIA NETWORK' cookie consent banner.

<https://financialpost.com/pmnr/press-releases-pmnr/globe-newsire-releases/rainbow-faith-and-freedom-presents-virtual-event-week-faith-in-crisis>

5

Now we go back to the search results and directly go to Rainbow Faith and Freedom's website. Websites will likely have an "About Us" section with information about the organization itself and the people who run it. Let's go to the "About Us" section to learn more about this organization.



Rainbow Faith
and Freedom

About Us

Programs

Events

Resource Portal

Blog

Get Involved

Press

Contact

We are a global movement that confronts religious-based LGBTI discrimination and improves the human and equality rights of LGBTI people everywhere.

We use cookies to provide you with a great experience and to help our website run effectively. We don't collect any personal info and we don't share data with anyone else. By using this website, you agree to our use of cookies.



<https://rainbowfaithandfreedom.org/>

5

Additional information

We can use this "About Us" page to learn more about this organization. For example, the rainbow flag in the header is a good sign that this is a 2SLGBTQIA+ friendly source.

Rainbow Faith and Freedom

About Us Programs Events Resource Portal Blog Get Involved Press Contact

About Us

A Global Movement

Rainbow Faith And Freedom Is A Global Movement To Confront Religious-Based LGBTI Discrimination

and improve the human and equality rights of LGBTI people everywhere. Decreasing and lessening the effects of religious-based LGBTI discrimination can, and will, make changing punitive laws easier and improve the lives of LGBTI people so they can be who they are, love who they want, and find safe and accepting places to practice their faith (worship).

Vision

Rainbow Faith & Freedom will improve the lives of LGBTI (I) people globally by confronting and decreasing religious-based LGBTI discrimination.

Mission

Working to inspire faith communities and families to be safe places for LGBTI people by changing the hearts and minds of individuals around the world.

Values

Learning

We are a learning organization made up of a community committed to expanding our own hearts and minds and expanding learning through listening and engaging with others.

Respect

We will embody respect for all people, cultures, and those of all faiths, no faith and beliefs respecting diverse experiences and perspectives. We will create safe spaces for people and organizations that we work with.

Compassion

We will be a community grounded in humility, acceptance and our deep connection to create empathy. We will create a culture of joy, loving kindness, and belonging.

Teamwork

We are a faith-based, human-centered community, which collaborates creating partnership, friendship & deep relationships. We will support each other, respect dissenting views and work together to build community.

Results

We will be results-oriented, effective and impact the world to achieve our vision. We will have an impact on communities while building loving kindness with others.

Our History

Building A Community

During his 40 years as the Senior Pastor of Metropolitan Community Church of Toronto, Rev. Dr. Brent Hawkes was involved in not only building a faith community but also in numerous LGBTI human rights causes. He decided to retire so he could devote more time to this passion for LGBTI human rights.

In 2015, Brent took a three-month sabbatical, during which time he focused on global LGBTI human rights. He visited over 10 LGBTI international organizations, allied organizations and numerous individual activists in New York, Washington and Geneva, including the International Lesbian and Gay Association (ILGA) World, Human Rights Watch, AIC International, the World Council of Churches, the Global Justice Institute, the International Gay and Lesbian Human Rights Commission (IGLHRC), the Council for Global Equality, Souffronce, Center for Social and Information Initiatives Action, European Forum of LGBTI Christian Groups, and Franciscans International.

Changing Hearts And Minds

Brent looked at the shape of LGBTI rights internationally, especially related to religious-based discrimination. He discovered that most international LGBTI groups are secular and not addressing religious-based LGBTI discrimination. He constantly asked if these organizations were proudly secular and the response was always yes. He followed up with a question about whether they were involved with LGBTI Christians, Muslims or Jews in the struggle for human rights. The answer was usually no they were not. He then outlined his plan to start an international organization to combat religious-based LGBTI discrimination, changing hearts and minds. He asked if they would work with him and this new organization and he received overwhelming support.

In 2018, he formed and led a steering committee that has drafted the Vision, Mission, 3 key Pillars and Manifesto for Rainbow Faith and Freedom (RFF). RFF is a registered non-for-profit and has engaged a legal firm to obtain charitable status. The committee has worked on the description for 5 teams (Communications and Technology,

Keep an eye out for these sections on About Us pages:

Vision

Mission

Values

Our Team

Our History

Check if these align with the goal of finding online resources within the 2SLGBTQIA+ community.

<https://rainbowfaithandfreedom.org/about-rainbow-faith-freedom>

6

Contact info



You can usually find an organization’s contact information at the bottom of the site. Connecting to resources directly allows you to ask questions about who they are, what their values are and if they align with the information that you’re looking for.

This can help you figure out whether this is an 2SLGBTQIA+ resource or if you should look elsewhere.

SUBSCRIBE TO OUR NEWSLETTER NOW

Sign up with your email address to receive news and updates. We respect your privacy and will not share your info with anyone.

First Name Last Name Email Address

SIGN UP

RAINBOW FAITH AND FREEDOM, 473 CHURCH STREET, STE 327, TORONTO, ON M4Y 2C5,
CANADA +1-833-791-1733 INFO@RAINBOWFAITHANDFREEDOM.ORG

Rainbow Faith and Freedom
Suite 327 - 473 Church Street
Toronto, ON M4Y 2C5
Canada



Here is the footer with the organization’s contact info and newsletter sign up found at the bottom of their website.

<https://rainbowfaithandfreedom.org/>

Keep yourself safe when contacting organizations

Be cautious when emailing/messaging organizations directly if you are using a personal or work address. Make sure you use an email address (or contact information) that you are comfortable with the organization seeing or responding to.



7

Accessing resources




Now we can access the resources we're looking for. Rainbow Faith and Freedom resources are located under "Resource Portal" which can be navigated to from the menu at the top of the website. From earlier steps, we know these resources come from an 2SLGBTQIA+ identified source.

Rainbow Faith and Freedom

About Us Programs Events **Resource Portal** Blog Get Involved Press **Contact**

Resource Portal

 We have curated this collection of useful resources to help you find support, encouragement and new wisdom.

[Home](#) [Search](#) [View All](#)

Welcome!

Welcome to the beta version of the Rainbow Faith and Freedom Resources page!

We have curated this collection of useful resources to help you find support, encouragement and new wisdom. Please use the search form below, or click the View All menu to see the entire list of our resources.

<https://rainbowfaithandfreedom.org/resource-portal>

THANK YOU!

We hope you have learned from this informational guide how to effectively assess new websites and organizations to see if they are 2SLGBTQIA+ affirming.



This resource is from the Ontario Digital Literacy and Access Network.

Resource information adapted from https://www.youtube.com/watch?v=L_G0jTlIV34&t=1s (presented by Alex Latter)