

SWVA Community Guide or “Rainbow Book”

Policy

- A. Oversight
 - a. The RB is overseen by the Programs Committee and the Board of Directors at the RDC
- B. Submission Process
 - a. Submissions will be entered into automated forms via the RDC or RB websites
 - b. Self-Submission
 - i. Businesses and Medical Professionals may submit their own businesses or practices to the RB.
 - ii. The submission process will include signing a form agreeing to the Code of Conduct for RB entries
 - iii. These entries will not require validation from the RDC
 - iv. The Board will vote to approve entries, and following that a confirmatory email will be sent to the submitter detailing the approval and providing a image file for them to incorporate into social media or websites showing they are LGBT-friendly business
 - c. Community Submissions
 - i. Community members may submit businesses and medical personnel to the RB
 - ii. These submissions need to be validated by the RDC by either volunteers or board members
 - iii. Once validated the addition to the RB will be voted on by the Board and a confirmation email/image file sent to the submission.
 - iv. If entries cannot be validated or responses are not received there will be additional attempts made. If unsuccessful these entries will be tabled until another submission or the entry contacts the RDC.
- C. Validation
 - a. Validation of entries will be conducted on any community submissions
 - b. This will consist of two components
 - i. Sending a filled in survey result and asking for any corrections or additions
 - ii. Sending a link to a stand alone Code of Conduct agreement form for the entry contact to electronically agree to
- D. Removal from RB
 - a. Any entry that requests removal from the RB will be removed.
 - i. Re-addition back to RB will follow submission process
 - b. There will be a mechanism to electronically submit a complaint against an entry currently active in the RB
 - i. The entry in the RB will be contacted for a statement regarding the complaint
 - ii. The complaint will be reviewed by the Board at the next monthly meeting and examine it against the Code of Conduct. The board may decide to leave the entry, remove the entry, or request additional information.

Code of Conduct:

1. You agree your business/medical practice is non-discriminating of customers/patients based on their sexual orientation or gender identity
2. You take active efforts to ensure LGBT-aligned persons feel welcome and safe in your business/medical practice. Active efforts can include but are not limited to: encouraging disclosure of personal pronouns in professional communication, participating in LGBT Pride, displaying LGBT themed messages physically or electronically, donating to pro LGBT charitable organizations
3. You agree your business/medical practice is non-discriminating of employee hiring or management based on sexual orientation and gender identity
4. Your business/medical practice does not actively support via participation or donations, organizations that promote hate speech, violence and removal of rights of LGBT aligned persons
5. You understand complaints contrary to the above entry in the RB may be investigated by the RDC and you will be offered the opportunity to provide a response to the complaint. You also agree that if the complaint is not sufficiently satisfied the Board of Directors may vote to remove your entry from the RB