



Online Resource Directory

A hub of welcoming and inclusive businesses and services providers in the Great Lakes Bay Region and beyond.

Great Lakes Bay Pride's mission is to provide inclusive sexual orientation and gender identity/expression (SOGIE) education, advocacy, networking, and resources to individuals and organizations in the Great Lakes Bay Region.

Bigotry is bad for business. This sentiment has been echoed in Lansing with the passage of key legislation prohibiting discrimination based on sexual orientation and gender identity/expression. Unfortunately, we know there are still businesses and service providers in Michigan who want to refuse services to our LGBTQ+ community.

Our goal in creating an online directory system is to provide an easy-to-use database for connecting all LGBTQ+ welcoming and affirming businesses, organizations, and service providers with individuals and organizations seeking a wide range of needed resources across the Great Lakes Bay Region.

To create a listing in our directory, please review the partner criteria requirements on the next page. After reviewing and affirming that the partner criteria is met, please follow the instructions for adding a listing to our online resource directory. Great Lakes Bay Pride staff will review submissions for final approval. We anticipate new listings to be active on the directory within 1 week of submission.

If your business or organization does not currently meet all the outlined criteria and needs additional training or resources to do so, please contact us and we will be glad to assist. You can reach us at (989) 203-2474 or by email at info@greatlakesbaypride.org.

Thanks to the generous support of grant funds to create this directory, we are waiving the annual listing fee at this time.

We need your help to grow the directory! Please share this information with other welcoming and inclusive businesses and service providers in your networks.

Initial grant funding to support this project was provided by



Statements of Inclusion

The following statements of inclusion apply to your business, organization, or service and are required (*) to move forward with the resource directory listing.

1. Your business/organization agrees to the following non-discrimination statement, which explicitly includes sexual orientation and gender identity/expression.*

“We respect the diversity of our community and strive to create an inclusive environment where everyone can freely be themselves. We provide services, purchasing experiences, products, accommodations, employment or volunteer opportunities to all people regardless of age, race, color, national or ethnic origin, sexual orientation, gender, gender identity/expression, HIV/AIDS status, disability, religion or any other inherent personal characteristic protected by law.”

2. Your business/organization conducts non-discriminatory hiring of employees and volunteers, regardless of their sexual orientation, gender identity/expression, or any characteristic protected by law.*
3. You affirm that all of your employees, providers, volunteers, customers, and clients are welcomed and treated equally and with respect regardless of their sexual orientation, gender identity/expression, or any characteristic protected by law.*
4. If your business/organization provides emergency housing or overnight stays (such as an emergency shelter) that serve gender-specific populations, you affirm that your business/organization provides emergency housing or overnight stays to individuals based on their gender identity and without discrimination.*

Exclusion/Removal Criteria

Approval for inclusion in Great Lakes Bay Pride’s inclusive Online Directory System is based on a continued commitment to adherence with the above inclusion criteria. Approval for inclusion does not guarantee permanent inclusion in the directory. Great Lakes Bay Pride reserves the right to exclude or remove an organization from the directory at any time. Visit our [website](#) for more information.

Inclusion in Great Lakes Bay Pride’s Online Directory System should in no way be construed to constitute endorsement of a business/organization or its services, nor should exclusion constitute disapproval. Great Lakes Bay Pride offers directory listings to those organizations who have affirmed the aforementioned statements of inclusion. It does not provide endorsements, recommendations, or ratings of potential service providers. Great Lakes Bay Pride reserves the right to edit information provided by the organization to meet software and database formatting requirements.

Add a Directory Listing

Follow the steps below to add your welcoming and inclusive business, organization, or service to our online resource directory.

1. Visit our website to [add a directory listing](#).
2. The first screen will show the annual listing fee (\$0). Click NEXT.
3. The next screen will display a list of Partner Criteria which includes language that says you agree to our nondiscrimination policies that include sexual orientation and gender identity/expression. These nondiscrimination questions are required to be added to the directory.
4. The next section is where you'll input your Listing Information. Complete this section with all the details about your business or service and use the listing description area to highlight any programs or services for LGBTQ+ specifically. Remember to add some images and/or your logo!
5. Click **Add to Cart**. Click **Proceed to Checkout**.
6. Complete the billing information for our records. Click **Place order** to complete your registration.
7. All registrations are manually approved by our staff. Once we do so, your listing will appear on the [directory page](#) of our website.

If you have any questions or need assistance setting up your resource directory listing, please contact our office and we would be happy to help!

Phone: (989) 203-2474

Email: info@greatlakesbaypride.org

THANK YOU!