



GAYTHER

Peter Williams | 2023 | London, United Kingdom

01 | OVERVIEW



Gayther is an online service home to one of the world's largest collections of current and relevant LGBTQIA+ information. Tools and guides designed to be fun and easy to use, all within a platform which offers positive content intended to inform, showcase and connect the global community and its allies. Though Gayther focuses on the LGBTQIA+ community, it works on the

principle that no one is excluded. Regardless of their sexuality or gender identity, everyone is welcome. Free to learn more about the diverse community and its long history to inform and unite people and dispel misinformation and mistrust.

Gayther is one service providing three unique websites, known as the Gayther Trinary. Three dedicated sites tailored towards and that focus on different aspects, subjects and themes, referred to as Core, Care and Share. The Trinary was created to help visitors navigate and access the extensive range of Gayther tools, guides, and services quickly and easily.

Gayther Core (gayther.com) is the leading website within the Trinary, and its theme and focus are the areas of information and research. The website provides community-related information from the extensive range of LGBTQIA+ travel guides to the worldwide equality status, based on an index which highlights how every country treats the community through the rights and any protection it has in place. The interactive and user-friendly platform offers users various tools and ways to build connections, whether through community-inspired articles or by taking time out to have some fun with the many games and activities available on Gayther.

Gayther Care (care.gayther.com) provides specialist content with its theme, which focuses on support and care. Young, old, vulnerable or healthy, sometimes we all need help and advice. Gayther Care is a service tailored to community members during the various stages of their lives, and at its core, it is about health and well-being. Care offers dedicated services and tools for those most vulnerable, including specialist content for the elder LGBTQIA+ community and country guides providing all of the vital information needed by refugees and migrants. Gayther Care takes pride in all groups and people that make up the community and offers easy tools and methods to help connect people to the right services for them fast.

Gayther Share or Affinity (gayther.lgbt) is a private social platform for the LGBTQIA+ community, focusing on sharing and connecting with the global community. Gayther Affinity is an online space that allows the community to be themselves, helping members connect with people with similar interests or positions and from all ages and backgrounds. Members can participate in group discussions, ask questions, or search for inclusive businesses, services, and events. Safeguarding is important; Gayther protects its users by offering the service through a closed network where user registration is required and operates a zero-tolerance policy concerning online abuse. With moderation, reporting and user tools, community members can be confident to be themselves in a safe online space.

Gayther has expanded into three unique websites for usability; however, it prides itself in still being one global service. The introduction of the Trinary has meant that each website can now deliver tailored content and focus on different aspects and community themes. The range of services and support available has meant that Gayther has become a representative service for the global community designed to help with the daily challenges many people face from across all sections of the LGBTQIA+ community.

"The journey of acceptance for many within the LGBTQIA+ community can be difficult. From self-acceptance to coming out to friends and family, self-discovery and living as your true self is not always easy. We developed Gayther as a positive platform that dispels misconceptions and outdated stereotypes. We created a range of guides, tools, and articles to showcase and reflect the modern community to help empower people at all stages throughout their lives," says Peter Williams, founder of Gayther.

"Gayther is a service that informs and highlights the unique identities, special groups and sexualities that make up this exceptional global community. Ultimately, the aim is to show community members and visitors alike that regardless of a person's sexuality or gender identity, we all have more in common than what sets us apart. We all have similar hopes, fears, aspirations and desires, and who we choose to love or how we wish to identify should not be something that segregates us or should be used to polarise large groups within our societies."

02 | TAGS

gayther, gay, lesbian, bisexual, transgender, lgbtqia, business, profile, community, overview

03 | KEY FACTS

- The name Gayther originates from combining the terms Gay and Together
- Gayther has over 1,200 pages and contains more than 16 thousand images across the three dedicated websites
- Gayther has many community-related guides, 908 to be precise. There are six hundred and thirty LGBTQIA+ travel guides, six elder community, twenty-one pride-in-series and two hundred and thirty-three refugee and migrant country guides. In addition, there are twelve on a more general theme, such as world currencies, and six showcase pages, and the number keeps on growing
- Gayther has many community-inspired articles on a range of different topics and subjects, colour-and-learn drawings, word searches, crosswords and downloadable trivia material, all designed for people to have fun as they learn more about the community
- Gayther contains twenty-one guides providing definitions and supporting information relating to sexualities, gender identities and special groups known as the Pride in Series, as well as ten sections dedicated to personal pronouns