fringe media

Building Accessible, Compliant Non-Profit Websites

Make Your Mission Reach **Everyone** and Meet Current WCAG Standards with Confidence

This guide helps non-profits understand what accessibility means online, why it matters, and how to ensure their website meets WCAG 2.2 and AODA standards.

(!) Accessibility is not just a legal checkbox — **it is a reflection of inclusion and respect for your entire community.**

1. Accessibility Is About People
Inclusive design starts with empathy.

Accessibility begins with understanding real people and the barriers they face online.

✓ 1 in 4 Canadians lives with a disability — including vision, hearing, mobility, or cognitive impairments.*.

✓ Barriers like poor colour contrast, missing image descriptions, or unlabelled form fields prevent users from connecting with your mission.

✓ Accessible design benefits everyone — from mobile users to seniors to search engines.

*Statistics Canada, 2023

2. Understand the Standards
Key requirements every non-profit needs to meet.

These standards guide how to make your site usable for everyone.

✓ WCAG: Global accessibility guidelines focused on four principles — Perceivable, Operable, Understandable, and Robust.

✓ AODA: Ontario's Accessibility for Ontarians with Disabilities Act, requiring AA compliance for public-facing sites.

✓ What compliance level is right for me? Level AA is the practical and legally recognized goal for most non-profits.

3. Common Barriers — and Quick Fixes

Small adjustments that make a big difference in usability.

✓ Low colour contrast: Check using free tools (e.g. Wave, Contrast Checker).

✓ No alt text: Add concise, descriptive alt text for every meaningful image.

✓ Keyboard traps: Ensure navigation works without a mouse.

✓ Unreadable PDFs: Use tagged, accessible templates.

✓ Missing form labels: Make every field screen-reader friendly.

5 Steps to a Compliant, Inclusive Website

1. Understand your audience's needs.
2. Follow WCAG 2.2 and AODA guidelines.
3. Fix common accessibility barriers.
4. Test regularly with real users and tools.
5. Keep accessibility part of your workflow.

Helpful tools:
- WAVE Web Accessibility Evalutation Tool wave.webaim.org
- WebAIM Contract Checker webaim.org/resources/contrastchecker

4. An Ongoing Priority

Schedule quarterly or annual accessibility reviews.

✓ Train staff who update the website to check alt text, heading hierarchy, and colour contrast.

✓ Use both free and enterprise-grade tools for regular accessibility scanning.

✓ Include accessibility goals in digital policies and reporting.
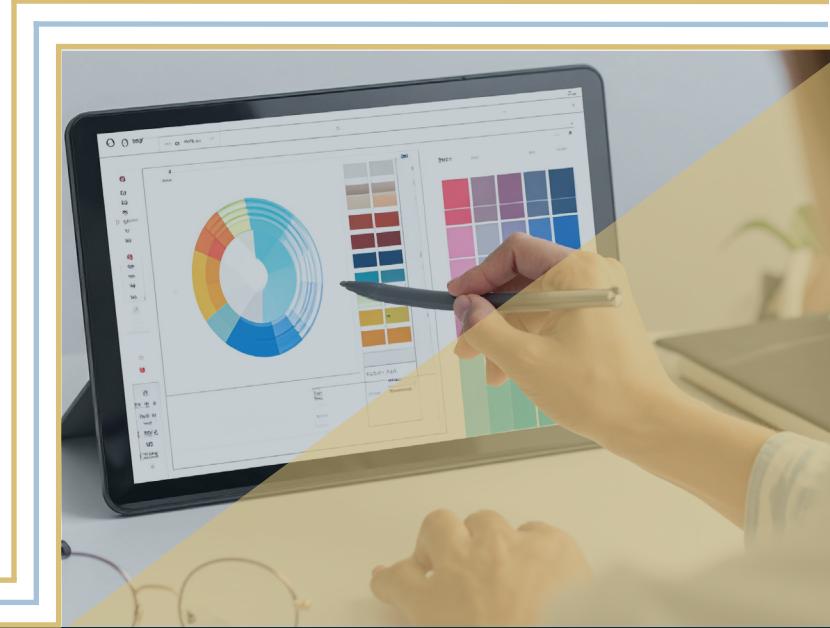
How Fringe Can Help

Fringe Media designs and maintains websites that meet WCAG 2.2 AA standards while staying visually dynamic and true to your brand.
We combine accessibility audits, design improvements, and compliance monitoring to ensure your digital presence is inclusive, compliant, and future-ready.

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