
RESOURCE LIBRARY TOOL #300-11 *LETTER OF SUPPORT EXAMPLES*

Each of the following four examples of a letter of support is for the same project. It is important to note that each letter is both unique and follows a similar pattern. By making each one different, your letters of support will create a more robust and comprehensive picture of your project and its support among stakeholders. By following a similar pattern, you will make sure that each letter includes the five components of an effective letter of support. Once you have seen some examples, you will be better prepared to start writing your own letters of support.

Below are the five components of an effective letter of support:

- 1. Personalization** – A personalized letter is more effective than a generic one. Take the time to figure out a specific individual to whom the letter should be addressed, rather than submitting one, “To Whom It May Concern.”
- 2. Introduction** – Introduce the letter writer and their specific connection to the project.
- 3. Brief project summary** – Provide a brief description of the aspect of the project that is of interest to the supporter. Try to keep it to a sentence or two, as your application itself will provide the necessary details.
- 4. Project benefits** – This is your chance to really emphasize the benefits of your project.
- 5. Funding priority alignment** – Make an explicit connection between your project’s goals and how they align with the funder’s priorities as outlined in the funding guidelines. For the examples that follow, the funding priority is to protect a water source’s, “safety and continuous supply.”

If another component, a statement of commitment, is present in the letter of support, it changes and becomes known as a letter of commitment.

6. Statement of commitment – State exactly what your organization plans to provide to the project. This could be a contribution of cash, in-kind project support, or could outline a partnership to complete the proposed scope of work.

This vital sixth piece separates standard letters of support from letters of commitment. For instance, in Example 4 below, the supporter actually commits to providing money for the proposed project, so it is technically a letter of commitment.

[DATE]

Example 1

Great Funding Agency (1)
ATTN: Ms. Angela Holt
725 Main Street, Suite 100
My Town, USA

Dear Ms. Holt,

As the Water Champion Foundation's Field Director for the state, (2) I have worked closely with the City of Glen Cove on several projects. For the past three years, Water Champion Foundation has been testing water at Rye Beach and in other areas to monitor and help improve the City's water quality. More recently, Water Champion Foundation and the City of Glen Cove partnered on a demonstration study to evaluate the performance of a bioretention installation and its impact on decreasing nutrient load and contaminate levels. In the next fiscal year we will be submitting a joint application to the Environmental Protection Trust to help fund this project.

I have been informed that the state's dam engineer has identified Barker Dam as the second highest priority dam project in the state due to its risk of serious damage or complete failure in the event of an earthquake. Considering that this dam provides Glen Cove's sole source of potable water, Water Champion Foundation agrees that repairing the dam as quickly as possible is a high priority. (3) If the dam fails it will destroy Glen Cove's source of drinking water until major repairs are made. Even without a complete failure, damage to the dam still poses a high threat to the water's safety and continuous supply. (5)

Fortunately, if Glen Cove is able to repair the dam before a seismic event occurs, the quality of their water source will be protected for decades to come. (4) Depending on the type of repair undertaken, this project also has the potential to improve the overall quality and safety of the City's existing water supply. However time is clearly of the essence.

In my years of working with the City I have found them to be a dedicated steward of the environment. The City consistently strives to improve recreational and drinking water quality while maintaining fiscal responsibility, a characteristic illustrated by the current efforts to assess remediation at the Barker Dam.

The Water Champion Foundation fully supports the City of Glen Cove's application to The Great Funding Agency's Grant Program. We thank you for considering their application.

Sincerely Yours,
Beverly Williams
Field Director, Water Champion Foundation

[DATE]

Example 2

Great Funding Agency (1)

ATTN: Ms. Angela Holt
725 Main Street, Suite 100
My Town, USA

Dear Ms. Holt,

I am writing to express my full support for the City of Glen Cove's application to the Great Funding Agency's Grant Program. As the congressional representative from District 1, (2) I consider the safety of the residents in my district the highest of priorities. The state's dam engineer has designated Barker Dam as the second highest priority dam project in the state. The dam is at serious risk of severe damage or complete failure in the event of an earthquake.

Given that these reservoirs hold the City's sole source of drinking water and the dam's upstream location to residents and businesses, the result of either dam completely failing would be catastrophic. (3) The resulting floods would cause considerable damage to person and property — and very likely fatalities. Furthermore, it would destroy the sole source of drinking water for the entire city until major repairs can be made, which could take months or years. Even without a complete failure, damage to the dam poses a high threat to the water's safety and continuous supply. (5)

Glen Cove alone has a population exceeding 10,000, but other communities depend on Glen Cove for their drinking water as well. Because of the City's rural location and the lack of other sources of water immediately available for treatment, providing drinking water to Glen Cove in the aftermath of an emergency would be an expensive, complex undertaking. Any level of damage that interrupts the availability of potable water will not only affect Newport residents, it will cause significant strain on nearby communities as well as the entire state. (4)

I therefore concur with the state dam engineer's assessment that repairing Barker Dam as quickly as possible is of the utmost priority.

Sincerely,
Representative Bill Heath,
District 1 – Central Coast