Below are a few tips that may help you when preparing your letter of support.
Please contact us at info@londonarts.ca if you have any questions or concerns.

• If you are writing on behalf of your organization, please prepare the letter on your organization’s letterhead and limit to a single page if possible.

• Please refer to the London Arts Council’s business case by name when preparing the letter:

**#P-8: Expansion of London Arts Council’s Arts in Communities Programs** and/or **#P-38: City of London Community Arts Investment Program Expansion**.

• If you or your organization have received support from The London Arts Council, please be specific about the nature of the support in the letter.

• Traditionally, a letter of three paragraphs tends to work best within the spatial limitations.

• One common format includes:

 o Paragraph 1 – Introduce yourself and your organization (if applicable)

 o Paragraph 2 – State why you or your organization supports the London Arts Council

 o Paragraph 3 – Provide details of the support you’ve received relevant to the business case. Provide definitive statement of support and impact of the business case on the community.

• Please sign letter

• If possible, please provide letter via e-mail in pdf format.

[SAMPLE LETTER OF SUPPORT]

Date:

To Councillor (please include the last name of ward councillor)

Re: Supporting business cases #P-8 and #P-38

I am writing you this letter to show my support for the London Arts Council’s business cases: **#P-8: Expansion of London Arts Council’s Arts in Communities Programs** and **#P-38: Community Arts Investment Program Expansion** through the City of London’s Multi-Year Budget.

I believe that the London Arts Council has a proven track record of successfully supporting the local arts sector through their fair and equitable processes and programs that provide invaluable paid opportunities. These programs sustain the livelihood of local artists, promote the health and wellbeing of our community members, and make Londoners feel inspired, proud, and optimistic about the future of London.

I see Arts in Communities programs, such as London Ars Live (LAL), supporting hundreds of diverse artists with performance opportunities throughout London while providing inclusive and accessible cultural experiences for Londoners and visitors. These curated activations contribute to the vibrancy and safety of London, especially in the core area, by bringing people together through live art and music performances and thus changing the atmosphere and streetscape.

I believe that the Community Arts Investment Program (CAIP) contributes to the creative vibrancy of London and enhances London’s desirability as a community of choice and visitor destination. CAIP provides direct financial support and investment for the local arts sector and its diverse artistic and musical talent for creation, production, and presentation. However, the CAIP budget has never seen an increase in 23 years since its inception. Without a healthy budget for the CAIP program, our community will lose diverse artists and arts organizations that enrich the cultural life of London.

As a UNESCO City of Music and a member of the UNESCO Creative Cities Network, I believe that London must demonstrate how our community prioritizes creativity as a strategic factor for sustainable urban development and recognizes participating in arts and cultural activities as a basic human right.

Given the growing demand for the arts and cultural activities for London’s growing populations and increasing concerns regarding mental health crises, inflation, and financial difficulties for the arts workers and organizations, I believe that the London Arts Council’s request is minor compared to the significant impact on the local arts sector, which includes approximately 7,000 local arts and culture workers.

For these reasons, I hope you consider #P-8: **Expansion of London Arts Council’s Arts in Communities Programs** and **#P-38: Community Arts Investment Program Expansion** as top contenders for a budget increase. If you have any additional questions, please feel free to contact me at 123-456-7891.

Sincerely,

(Include your name and signature)