

Letters of support

A letter of support is a letter from someone outside your group confirming that the problem is real and that your group is the right one to take the project on. Funders use them to check who you are. Two or three letters is usually enough.

Who you can ask

Who	Why it carries weight
Elders, traditional owners, chiefs, community leaders	Shows the project has the community behind it, not one person.
The people who will use it	Families, a women's group, a school. Funders do not receive many of these.
A church, school, clinic or co-op you work with	Shows your group works alongside others.
Anyone who has funded or worked with you before	Shows money or responsibility has been trusted to your group before, even a small amount.
Someone who knows the technical side	A builder, nurse, teacher or engineer who can confirm the plan will work.

How to ask

Give people about two weeks to write it.

Send them a draft. Use the letter on the next page and tell them they can change anything or sign it as it is. Many people find it easier to sign a letter than to write one from scratch.

Send your proposal as well, or a short summary, so their letter matches it.

Letterhead is not required. A signed and dated letter is fine.

Ask each person to write something different. Letters that all say the same thing carry less weight than ones describing what each person has seen.

What to put in the letter

Half a page is enough. It needs four things: who the person is, how they know your group, why the problem is real — ideally something they have seen themselves — and anything they will do to help, such as letting you use a building.

Template letter

Fill in the shaded parts and send it to the person you are asking. Tell them they can change anything in it.

Date

To

The funder's name, or "To whom it may concern".

Re: Letter of support for [project name]

Who I am

My name is [name]. I am [for example: an elder of this community / the head teacher at the school / the nurse at the clinic] in [place].

How I know this group

I have known [group name] for [how long]. [How you know them — you live here, you work with them, they helped with something before.]

Why this project matters

[Describe what you have seen yourself. For example: children come to school tired because they have carried water for two hours. Last dry season the clinic saw many families sick from dirty water.]

Why this group is the right one

[Why you trust them. What they have done before.]

What I will do to help

[Anything you can offer — use of a building, your time, help checking the work. You can leave this out if there is nothing.]

Closing

I support this application and I hope you will fund it.

Signature

Name

Role

Contact

Consent: before you name someone in your proposal or share their letter, check they know where it is going and agree to it.