

Drafting Letter of Support (Quick Reference)

| Criteria | Key questions | Options |
|-------------------------------|---|---|
| Style | Is the letter original (as opposed to using a template)? | <p>Style could include:</p> <ul style="list-style-type: none"> • Intent of letter stated up front • Well organized and clear • Personalized to applicant |
| Background information | <p>Is the relationship of the letter writer/organization to the project clearly outlined?</p> <p>Is the relationship of the letter writer/organization to the applicant clearly delineated?</p> | <p>Background could include:</p> <ul style="list-style-type: none"> • Credentials of letter writer • Letter writer's role in organization • How organization is linked to project • Background information of organization—demonstrates link to project • Previous involvement in topically similar project • Previous support of valuable projects • Role letter writer will play in project • Letter writer's familiarity with credentials, work and goals of applicant • History of prior work with, collaboration with or support of applicant's projects • Status of partnership |
| Relevance | <p>Is the timeliness of the project articulated?</p> <p>Is the applicability of the project to the letter writer and/or the organization (goals, vision, mandate) outlined?</p> | <p>Relevance could include:</p> <ul style="list-style-type: none"> • How/why this project addresses a customer need or gap • How/why this project improves/develops existing knowledge • How/why this project can serve as foundation for future work • How this project addresses/fulfills the goals, vision, and/or mandate of the organization • How the letter writer and/or organization will move the results into practice (this point bridges both relevance and impact) |
| Impact | Are the potential outcomes and impact of the project and findings described with some detail? | <p>Impact could include:</p> <ul style="list-style-type: none"> • How the letter writer and/or organization will move the results into practice (this point bridges both relevance and impact) • What the project results will contribute to the proposed aging and brain health challenge sets • How the letter writer and/or organization will move the results into practice (this point bridges both relevance and impact) |
| Support | Is the extent and level of support that the letter writer and/or organization will provide specified? | <p>Support could include:</p> <ul style="list-style-type: none"> • Duration and kind of support • Time allotted to, and type of in-kind contributions (e.g. time volunteered, staff or, help/mechanisms in place to facilitate project etc.) • Specific tasks that in-kind support will consist of • Names, expertise and titles of people willing to contribute support • Contributions that the letter writer and/or organization have made to date • Confirmation of organization's role and responsibilities |
| Signatory | Letter of support must be signed by a person who has been granted formal authority by the organization's management team to sign letter of support for funding applications | <p>Signatory, for example may include:</p> <ul style="list-style-type: none"> • 'C' Level executive • Chief Financial Officer |