



Now and Tomorrow
Excellence in Everything We Do



New Horizons for Seniors Program

Engaging Seniors, Strengthening Communities



Gaining Community Support

Before applying for New Horizons for Seniors Program funding, find out what community needs your project would address and ensure you have your community's support. Your community could be your town, village or neighbourhood, or it could be a group of people with common interests or goals.

Obtaining community support

Community support means that your community requires a need for your project. It means that your community members endorse your project idea and see it as a benefit to the community.

- Try to put yourself in the shoes of potential supporters. Look for organizations that are interested in similar issues. Talk to them about your project and what you hope to achieve.
- Then, brainstorm with your organization about how you could meet one of your community's needs with the help of the New Horizons for Seniors Program.

Identifying community needs

To find out information on the needs of your community:

- Have a meeting with your organization members to brainstorm ideas;
- Talk with members and leaders in your community;
- Call your municipal government, city hall, or town hall to ask if there is a community plan; and
- Talk to organizations in your community, such as a social planning council, volunteer centre and the local United Way Centraide Canada.

Who you should contact for community support

Do some research to find out which individuals, businesses, councils, and organizations you think might support your efforts.



Letter of community support

When applying for funding from the New Horizons for Seniors Program, you need to provide one or more letters from another organization or group showing support for your project in your community.

It is mandatory that you submit at least one community support letter. Remember that the supporting letter must be current and show that your supporters understand and endorse the following:

- your organization;
- your proposed project;
- the need for the project in your community; and
- the benefits your proposed project will have for your community.

Example of a letter of community support

[Date]

To whom it may concern:

The Wild Rose Region Social Planning Council, which has just celebrated its twenty-fifth year of promoting social service planning and solution development, is pleased to submit this letter of support to the Seniors Outreach project proposed by the MacNeil Seniors Centre.

The MacNeil Seniors Centre provides a place for seniors to meet in a social environment and offers valuable resources, such as information on the support and services available for seniors in the community.

The Seniors Outreach project will extend the reach of the MacNeil Seniors Centre to isolated seniors who would otherwise not be able to access the social activities and networking information

Providing a letter of community support

Community support is an important element of a New Horizons for Seniors Program project. When you apply for funding from the New Horizons for Seniors Program, you are required to provide one or more letters from another organization or group showing support from your community for your project. A positive letter of community support from a local respected organization will be looked upon favourably when your application is assessed.

offered by the Centre. Our Planning Council has long documented the need for such a program and will be pleased to assist the MacNeil Seniors Centre in making it a success.

We feel this will benefit the community as those isolated seniors join the activities and share their knowledge and experience. It provides a way for the community to work together and teach what it has to offer.

Sincerely,

Rhona McQuade
Executive Director, WRRSPC



When you ask a group for a letter of support, remind them that the letters must be current and include:

- the name and a description of the organization sending the letter;
- the name, position title, signature of the letter writer, and the date; and
- where possible, the organization's letterhead.

Letters must clearly endorse the project and clearly demonstrate the following:

- knowledge and support of your organization;
- knowledge and support of the proposed project;
- the need for the proposed project in your community (in one or two sentences); and
- the project's likely benefits to the community.

More information

For information on the New Horizons for Seniors Program, visit Canada.ca/funding-new-horizons-seniors-community or call **1-800-277-9914** and select "0".

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