



## REQUEST FOR COALITION ENDORSEMENT/LETTER OF SUPPORT PROCESS

Last updated: September 2022

### **Endorsement:**

Use of Coalition name/logo as endorsement/support for an event or initiative.

### **Letter of Support:**

Request for a letter on behalf of the Coalition in support of a proposal, funding or grant application.

1. The request for an endorsement/letter of support from the Coalition, for proposals or Call to Action/Advocacy, must come from the individual sitting on the Coalition Council, whose agency is in good standing, and clearly identifies if the letter is from the Coalition as an entity, or individual member agencies.
2. A written request will be submitted to the Coordinator of the Coalition, a minimum of two weeks prior to the date it is required. The Coordinator will forward the request to the chair of the Executive Committee.
3. This item will be added to the next Executive Committee Agenda and the organization may be invited to make a presentation which would include the criteria outlined in the “Criteria for Endorsement Motions at Coalition Council” (attached).
4. To ensure conformity, a standard letter from the Coalition will be provided in response to all requests which will include a paragraph specific to the organization’s request.
5. The Executive Committee makes a recommendation to take the request to Council for approval by members. If there is no Council meeting scheduled before the letter is required, it may be sent out for electronic approval.



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165 Ferris Lane  
Barrie, ON L4M 2Y1

6. The decision by Council members will be relayed to the member organization(s) by the Coordinator.

7. If a letter of endorsement/support is approved, the Executive Assistant will prepare the letter on Coalition letterhead, to be signed by the Chair. An update will be provided at the next Council meeting.

8. If a member organization is not requesting support/endorsement from the Coalition but from individual member agencies, their request will be included in the next Weekly News and Updates.

### **Criteria for Endorsement Motions at Coalition Council**

#### **Preamble**

Since the Coalition was formed in 1999, it has grown to represent the majority of agencies and services in Simcoe County that touch the lives of children, youth, and their families. The Coalition has been a significant tool for funders to obtain advice and consultation around service system decisions, including the provision of resources. The Coalition has also served the community well by strongly encouraging agencies that are considering services system changes, of any form, to be considered within the context of all Coalition members. This helps to reduce duplication of efforts as well as identify gaps in the service system.

Over the years, interest groups have come to the Coalition for support and endorsement of various proposals being submitted to funding sources or to governmental bodies advocating for policy change. Granting of a support letter or other formal endorsements has been generally given if the proposal “makes good sense” to the majority of Council members. Now that the Coalition has gained enhanced legitimate authority (real and perceived) to speak on what is in the best interests of children and youth in the County, the time has come to more formally develop criteria upon which the Coalition can objectively make decisions to support motions for endorsement from member agencies or others regarding the service system.

Motions of Endorsement must be presented by a member who is the representative for the Coalition (or designate) a minimum of two weeks before it is required to be considered. The agency must be in good standing. Endorsement requests will be voted on at a regularly scheduled Coalition Council meeting. Letters of Endorsement will be written on Coalition letterhead, signed by the Coalition Chair (or designate), and copied to Coalition Council members.



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## Criteria for Support

All requests for endorsement will be vetted by the Executive Committee and include the following considerations:

a. Does the request align with the Vision/Mission of CYFS Coalition? Yes No

b. Which strategic direction(s) below does the MS connect with and how?

1. Address Inequities and Injustices through Collective Action.

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2. Strengthen Coalition Infrastructure.

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3. Increase Coalition's capacity to be data-informed and data-driven.

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4. Play an Advocacy Role in Addressing System Change.

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c. Does the MS duplicate any other current service being provided or being considered?

Yes No

If yes, how will it avoid duplication?

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d. Is there a sustainability plan in place? Yes No

If yes, describe the plan.

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