***[Date]***

***[Address of Recipient]***

Dear **[Name of Recipient**],

I write to you today to introduce the Mississauga Festival Family of Choirs (MFFC) and ask for your consideration in supporting the organization. MFFC is a community-centred organization committed to life-long singing.

MFFC began in 1984 in celebration of Mississauga’s 10th anniversary and has been growing in strength to the organization it is today. It is the success it is thanks to its non-audition chorus of more than 100 voices, and Resonance, a youth and young adult ensemble now in its fourth season.  Joined by the auditioned Chamber ensemble, the MFFC organization is constantly growing. Pre-pandemic, the Mississauga Festival Choir had seen incredible growth by more than 45%, growing to a 170-voice choir. While we have seen challenges over the past two years, our choral community has remained strong and active offering both in-person and remote singing opportunities. We are delighted to return to full in-person singing for our 2022-23 season.

By supporting MFFC, and our choral community, you help make it possible for us to deliver everything from choral rehearsals, the purchase of new repertoire, bursaries for low-income families, concerts, and much more. Your support is also a critical component for MFFC to offer Raising Voices. This program is an initiative in close cooperation with Alzheimer Society of Peel.  Participants are individuals with Alzheimer’s and dementia, their family caregivers, youth volunteers from Cawthra Park Secondary School and members of the MFC chorus.

As with many other charitable organizations we made the decision in 2021 to continue the MFFC season as a remote choir and while we did deliver two outstanding virtual concerts that raised significant donations, we were unable to deliver on all of our commitments due to budget challenges. Along with choir-generated revenue and grants, our Community Partnership Program has been a vital avenue to enable the growth and outreach the choir has been able to achieve. I would like to ask if you would consider becoming a Community Partner and supporting a strong and growing arts organization. I would be pleased to answer any questions you might have about MFFC and how our Community Partnership works and thank you for your time and consideration.

Sincerely,

[***Your Name]***