[date]

Dear Mayor/Councillor [name],

I am writing on behalf of [Club name], an affiliate of CFUW (Canadian Federation of University Women), a national, self-funded organization founded in 1919. With 94 Clubs across Canada and over 6,600 members, CFUW works nationally and within our communities to achieve equality and social justice through continuous learning and empowerment, granting over $1 million a year in scholarships and awards.

We are writing to request the City of [city]’s support for the **16 Days of Activism Against Gender-Based Violence campaign by lighting City Hall in orange (the international colour) or purple (the Canadian colour).**

The 16 Days of Activism begin on November 25, the International Day for the Elimination of Violence against Women, and ends on December 10, International Human Rights Day. The United Nations’ UNiTE Campaign invites governments, civil society organizations, and individuals around the world to mark the 16 Days with events and actions that increase awareness of gender-based violence and create opportunities for discussions about challenges and solutions. The UNiTE Campaign uses the colour **orange** as a uniting theme symbolizing a brighter future. In Canada, the colour **purple** is used to raise awareness about gender-based violence, through campaigns such as the Purple Ribbon Campaign and Wrapped in Courage.

In the past, this campaign has been very successful, as cities across Canada have lit up their key buildings in orange and/or purple. These cities have included Vancouver, Toronto, Halifax, Ottawa, Montreal, and Oakville. For the 16 Days of Activism against Gender-Based Violence, we would like to see our city lighting up our City Hall in **orange** or **purple** on one or more days from November 25 to December 10 (especially on the first day of the campaign), thereby drawing attention to the issue of gender-based violence in our community, Canada, and around the world. We want to keep the issue of eliminating gender-based violence at the top of local, national, and global agendas.

The 16 Days is an opportunity for the Mayor and Council to issue a reaffirming statement of the City’s commitment to ending gender-based violence, and the need for resources to help prevent violence and support the victims who have experienced it here.

Please consider lighting up [city] City Hall in **orange** or **purple** as a symbol of solidarity with the cause and let us know if the City is planning any other activities for the 16 Days of Activism. We will be happy to participate and assist.

Thank you very much for your attention and support on this important matter.

Yours sincerely,

[signature]

[Name]

President, [Club name]