



CANADA  
MEDIA FUND

FONDS DES MÉDIAS  
DU CANADA

# **ACCESSIBILITY SUPPORT GUIDELINES 2024-2025**

TABLE OF CONTENTS

1. GENERAL INFORMATION .....2

Interpretation, Application, Disclaimer, and other Important Information ..... 2

Provision of Documentation ..... 2

Failure to Comply ..... 2

Misrepresentation ..... 3

PERSONA-ID self-identification information ..... 3

2. HOW ACCESSIBILITY SUPPORT WORKS.....4

2.1 INTRODUCTION ..... 4

2.1.1 Definitions Applicable to Accessibility Support: Persons with disabilities/Disabled persons, Authorized Service Providers ..... 4

3. ACCESSIBILITY SUPPORT - ELIGIBILITY .....5

3.1. ELIGIBLE APPLICANTS ..... 5

3.2 ELIGIBLE COSTS ..... 5

4. ACCESSIBILITY SUPPORT - CONTRIBUTION .....6

4.1 NATURE OF FUNDING CONTRIBUTION ..... 6

4.2 AMOUNT OF FUNDING CONTRIBUTION ..... 6

4.3 RECIPIENT OF FUNDING CONTRIBUITON..... 6

5. HOW TO APPLY FOR ACCESSIBILITY SUPPORT .....7

6. MISCELLANEOUS.....7

To request Accessibility Support, please contact us at [access@cmf-fmc.ca](mailto:access@cmf-fmc.ca); or 1-877-975-0766 (toll free)

# 1. GENERAL INFORMATION

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## **Interpretation, Application, Disclaimer, and other Important Information**

These Guidelines are for the information and convenience of Applicants (as defined in section 3.1 herein). They provide an overview of the objectives of the CMF, the manner in which the CMF is administered, and information on typical administrative practices of the CMF. Compliance with these Guidelines is a prerequisite to eligibility for any CMF funding.

The CMF has full discretion in the administration of its Programs, and in the application of these Guidelines, to ensure funding is provided to those Projects that contribute to the fulfillment of its mandate. In all questions of interpretation of its Programs, Guidelines, Agreements and whether Applicants and/or Projects meet the spirit and intent of any CMF policy, the interpretation by the CMF shall prevail.

All Applicants and broadcasters (where relevant) must abide by the Accounting and Reporting Requirements (ARR) of the CMF and follow applicable business policies as created and amended from time to time. Business policies, including the ARR, may be found in Appendix B of these Guidelines (and as specific appendices to Programs in the Experimental Stream), and are also available from the CMF website at [www.cmf-fmc.ca](http://www.cmf-fmc.ca). Information included in Appendices A and B is an integral part of these Guidelines.

Projects that receive CMF funding in a given year are subject to the Guidelines and the CMF policies that are in effect for that fiscal year. For greater clarity, changes to CMF Guidelines and/or policies made in a subsequent fiscal year will not be applied retroactively, unless specifically stated. The CMF fiscal year is April 1 to March 31.

*Please note: These Guidelines may be changed, or modified as required, without notice. Please consult the CMF website at [www.cmf-fmc.ca](http://www.cmf-fmc.ca) to receive the latest Guideline news and documentation.*

## **Provision of Documentation**

It is the responsibility of the Applicant to ensure the CMF receives all relevant documentation, and to update such documentation and information after a material change. The CMF may request other documentation and information to conduct an assessment and evaluation of the Project and, once assessed, to complete CMF file reviews. For the purposes of Project assessment and evaluation, the CMF reserves the right to rely solely on the written and audiovisual materials initially submitted by the Applicant.

## **Failure to Comply**

If an Applicant fails to comply with these Guidelines, as determined by the CMF, then the CMF may refuse the application, revoke the eligibility status of the Applicant's Project, and may demand repayment of any sums paid to the Applicant.

## Misrepresentation

If, at any time, an Applicant, as required by the Guidelines or as requested by the CMF, provides false information or omits material information in connection with an Application, the Applicant may suffer serious consequences. These may include, among other outcomes:

- Loss of eligibility for funding of the current Project;
- Loss of eligibility for funding of future Projects;
- Repayment of any funds already advanced, with interest; and/or
- Criminal prosecution, in the case of fraud.

These measures may be imposed not only on the Applicant but also on related, associated and affiliated companies and individuals (as determined by the CMF at its sole discretion). Any Applicant receiving approval for funding will be required to sign a legally enforceable agreement, which includes further provisions concerning misrepresentations, defaults, and related matters.

## PERSONA-ID self-identification information

The PERSONA-ID self-identification allows individuals to disclose their demographic information directly and securely to the Canada Media Fund (CMF).

The CMF shall rely solely on the self-identification information associated with each individual's PERSONA-ID number to determine (as applicable) eligibility for Programs, exclusive reserved portions of Program budgets, Performance and Development Envelope credit, Evaluation Grid points and/or for statistical and analytical purposes.

All PERSONA-ID self-identification information in connection with the Project is provided in accordance with the [PERSONA-ID Terms of Use & Privacy](#).

For more information about PERSONA-ID, please visit the [CMF's PERSONA-ID page](#).

## 2. ACCESSIBILITY SUPPORT – OVERVIEW

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### 2.1 INTRODUCTION

Accessibility Support offers financial assistance for individuals who identify as Persons with disabilities/Disabled persons (defined in section 2.1.1 below) in overcoming possible barriers during the application process to the CMF's Programs.

Eligible Applicants (defined in section 3.1) may apply to Accessibility Support to cover costs for specific enumerated activities (defined in section 3.2 below).

Accessibility Support will be awarded on a first-come, first-served basis until funds are depleted, subject to Maximum Contribution amounts (see section 4.2). Service providers must be authorized and approved by the CMF (see section 2.1.1) and any funding through this Program must be spent on Eligible Costs (see section 3.2).

#### **2.1.1 Definitions Applicable to Accessibility Support: Persons with disabilities/Disabled persons, Authorized Service Providers**

##### *Persons with disabilities/Disabled persons*

A Person with disabilities/Disabled person is someone living with one or more physical, mental, cognitive, sensory or communicational conditions or functional limitations that, in interaction with a social, policy or environmental barrier, presently hinders their full and equal participation in society. These conditions or functional limitations – evident or not – may be permanent, temporary, or episodic in nature.

##### *Authorized Service Providers*

An Authorized Service Provider is a provider of services that has been approved by the CMF (see section 5) to assist with an application for CMF funding.

## **3. ACCESSIBILITY SUPPORT – ELIGIBILITY**

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### **3.1. ELIGIBLE APPLICANTS**

An Eligible Applicant for Accessibility Support is a Canadian individual who meets the definition of a Person with disabilities/Disabled person as described in section 2.1.1.

### **3.2 ELIGIBLE COSTS**

Eligible Costs in Accessibility Support are costs exclusively for the services of Authorized Service Providers to assist Applicants with one (or more) of the following activities:

- Completing or making changes to a PERSONA-ID self-identification account;
- Opening a Dialogue account for the Applicant's company on the Dialogue application platform;
- Reading and understanding the CMF's Program requirements & Guidelines;
- Communicating with a CMF or a CMF Program Administrator/Telefilm Analyst to discuss an application including the eligibility of a Project and the Applicant's company to any CMF Program;
- Completing and submitting the online Application form and other required forms to apply for CMF Programs; and/or
- Other assistance as approved by the CMF in consultation with the Applicant.

#### **Ineligible Costs**

Costs for writing or creating the content of an application, including but not limited to the creative elements, contracts, budgets or any other required documents to support an Application to the CMF are ineligible costs. Rather, the goal is to support an Applicant to navigate the CMF's Program requirements, terminology, and application processes.

## **4. ACCESSIBILITY SUPPORT – CONTRIBUTION**

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### **4.1 NATURE OF FUNDING CONTRIBUTION**

Accessibility Support funds shall be provided in the form of a non-repayable contribution.

### **4.2 AMOUNT OF FUNDING CONTRIBUTION**

The Maximum Contribution provided through Accessibility Support shall be \$3,000 per Applicant. The CMF will determine the amount of the contribution on a case-by-case basis.

### **4.3 RECIPIENT OF FUNDING CONTRIBUTION**

If the Applicant is deemed eligible for funding support through this Program (and the Service Provider is recognized as an Authorized Service Provider per section 2.1.1 above) the CMF will contract with and pay the Accessibility Support contribution directly to the Applicant. In the event of oversubscription, the CMF may limit the number of Applications per Eligible Applicant in the fiscal year (from April 1st to March 31st of the following year) or elect to distribute funding in some other equitable manner, to be determined in the CMF's sole discretion.

## 5. HOW TO APPLY FOR ACCESSIBILITY SUPPORT

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Applicants who meet the eligibility criteria in these Guidelines should contact CMF staff to request Accessibility Support. The Applicant will propose their own third-party Service Provider, which the CMF will evaluate. Alternatively, the CMF may recommend a Service Provider at the request of the Applicant.

**To request Accessibility Support please contact the CMF no less than 3 weeks before the Program Opening Date.**

Please note that it can take significant time to complete an Application for CMF Programs and that first-come, first-served Programs are commonly over-subscribed as early as the Opening Date.

Please see [here](#) for a list of 2024-2025 key dates.

To request Accessibility Support, please contact us at [access@cmf-fmc.ca](mailto:access@cmf-fmc.ca); or **1-877-975-0766 (toll free)**

Applicants will be requested to complete or provide the information for the Accessibility Support Application.

## 6. MISCELLANEOUS

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The receipt of Accessibility Support does not guarantee the Applicant's submitted projects will receive funding in any CMF Program.