

Changing Narratives Fund (CNF) Frequently Asked Questions (FAQs)

Year 1, 2024 - 2025

Timeline of Critical Dates for Fund Applicants

- **November 1, 2024:** CNF Guidelines Posted
- **November 21, 2024:** CNF Applications Open
- **December 20, 2024:** CNF Applications Deadline (11:59 pm ET)
- **February 2025:** Decisions Released

Background

In Fall 2022, the Department of Canadian Heritage conducted extensive consultations to identify obstacles and propose measures to promote diverse voices. These consultations included four roundtables, interviews, and an online questionnaire with nearly 500 responses. Please refer to the [Changing Narratives Fund Report on Consultations](#) for further details.

Subsequently, the Minister of Canadian Heritage created the Changing Narratives Fund (“CNF” or “the Fund”) to support creators from Diverse Communities, including Indigenous, Black, racialized, ethno-religious minorities, Persons with disabilities/Disabled persons, and 2SLGBTQ+ communities in telling their own stories and promoting diverse voices in arts, culture, and media.

As outlined in the [Program Guidelines](#), the CNF aims to:

- Fund professional development, training, and mentorship initiatives that will help increase the number of qualified and skilled diverse creators in the industry.
- Support organizations to develop and deliver innovative, high-impact activities that build capacity and maintain resilience within the Canadian audiovisual sector.
- Ensure diverse stories and perspectives are authentically represented in Canada’s media and culture sectors.
- Foster new economic opportunities and promote greater equity within the media sector.
- Encourage all Canadians to appreciate the rich diversity of the population through media, arts, and culture that accurately reflect diverse voices and experiences.

The FAQs below are intended to help applicants understand key aspects of the CNF and facilitate the application process.

General Information

1. What is the Changing Narratives Fund (CNF)?

- The CNF is a new initiative to support creators from diverse communities, including Indigenous, Black, racialized, ethno-religious minorities, People with Disabilities/Disabled persons, and 2SLGBTQI+ communities. It aims to ensure diverse stories and perspectives are authentically represented in Canada's media and culture sectors.

2. What are the main objectives of the CNF?

- The CNF aims to fund professional development, training, and mentorship initiatives; support organizations to develop and deliver innovative, high-impact activities that build workforce capacity and maintain resilience within the Canadian audiovisual sector; foster new economic opportunities; promote greater equity within the media sector; and help all Canadians appreciate the rich diversity of the population through media, arts, and culture.

3. Who is eligible to apply for the CNF?

- Eligible applicants include Canadian-owned and -controlled non-profit corporations with a primary mandate in the Canadian audiovisual (ie: linear, immersive digital media or cinematic) sector, organizations incorporated at the time of application.

Application Process

4. How do I apply for the CNF?

- Applications must be submitted through the Dialogue online application portal. Applicants will be required to provide PERSONA-ID numbers for board members and key personnel.

5. What is the deadline for CNF applications?

- The deadline for CNF applications is Friday, December 20, 2024, at 11:59 pm ET.

6. What types of projects are eligible for funding?

- Eligible categories for funding under this program include *Professional Development* and *Capacity Building*. Projects that qualify include mentorship, training, apprenticeships, and initiatives that support international business growth.

7. What documents do I need to submit with my application in Dialogue?

- To complete your application, the following documents are required to be uploaded in the "Required Documents" section in Dialogue:
 - a. Activity Proposal (see Question 8 for details)
 - b. Budget (including additional funding sources)
 - c. Recommendation letter(s) or letter(s) of support (optional)
 - d. Project timeline

- e. Proof of non-profit status

8. What should be included in the Activity Proposal document?

- a. Please provide a brief summary of your project.
- b. Please explain the need for this project. What is the barrier or issue that it seeks to address?
- c. What is your proposed solution to this barrier or issue?
- d. Who will participate in this project and how will it benefit them?
- e. Is your project national, provincial/territorial, or regional? Please specify, including all the provinces, territories, and/or regions that apply.
- f. Will your project be in-person, virtual, or hybrid? Choose one.
- g. How is your organization well-positioned to undertake this project? If applicable, speak to your expertise, history, and/or successes in delivering this or similar activities.
- h. How are you approaching community engagement and/or outreach?
- i. Who will lead this project and how are they qualified? (E.g. facilitators, leaders, experts, mentors)? Please detail their skills and expertise, as well as those of any other relevant consultants.
- j. What is your approach to accessibility and inclusion for the initiative? (E.g. support services, accommodations, selection processes, etc.)

9. What is the maximum funding amount available per project?

- o The CNF contribution will be up to \$300,000 for projects with a national, regional, or provincial/territorial reach.

10. What costs are eligible for funding?

- o Eligible costs include consulting fees, project management fees, marketing and promotion, travel and accommodation, facility and equipment rental, online platform fees, administrative expenses, and participant stipends/honorariums.

11. Can I reapply to CNF if my project was not selected in a previous intake?

- o Yes, applicants may reapply with an unsuccessful project at future CNF intakes. They are encouraged to request feedback on their new application prior to reapplying at industries@cmf-fmc.ca.

Project Requirements

12. What are the key criteria for project selection?

- o Eligible projects are evaluated based on need/rationale, proposed solution, feasibility, third-party support, inclusion and accessibility, positioning, and impact.

13. What types of activities are considered ineligible for funding?

- Ineligible activities include content development and production, events, panels, exhibitions, showcases, festivals, research and literature review, software and digital products, and student films.

14. What are the reporting requirements for funded projects?

- Once the project has been completed, successful applicants must submit a Final Form Questionnaire, final cost report, and any other deliverables specified in the project agreement. A participant exit survey will also be required for internal tracking purposes.

Specific Inquiries

15. Can for-profit organizations apply for the CNF?

- No. For-profit organizations are not eligible to apply for the CNF audiovisual program.

16. Are there any specific requirements for non-diverse organizations?

- Non-diverse organizations may receive a limited portion of the funding but must demonstrate that the activities supported by the CNF will exclusively serve members from diverse communities.

17. What is the definition of a diverse organization for the CNF?

- A diverse organization is defined as one that has 30% or more of its board filled with diverse members and/or serves diverse communities and their intersectionalities.

18. How will the CNF ensure the inclusiveness of its funding?

- The CNF maintains a flexible and broad definition for diverse-led and mandated organizations to ensure the program is as inclusive as possible.

19. What is the role of the Canada Media Fund (CMF) in the CNF?

- The CMF will distribute CNF funding through industry activities that build capacity, primarily training and mentorship, to support the Canadian audiovisual sector.

20. How will the CNF measure the success of funded projects?

- The CNF will measure success through various performance indicators, including the number and profile of funded projects, the number of realized activities, and the impact on diverse communities.

21. What are the expected outcomes of the CNF?

- Expected outcomes include increased professional development opportunities for diverse communities, greater participation of diverse communities in the culture and media sectors, and a more inclusive and representative industry.

22. How does the project differ from the CMF's Sector Development Support program?

- CNF prioritizes professional development activities and capacity building.
- CNF is intended for diverse communities. Please see Question 1 for the full list.

- Eligible industries for CNF funding are television, digital media, and cinematic production.

Accessibility and Support

23. What support is available for applicants with accessibility needs?

- The CMF has an Accessibility Support Program to assist applicants who require support or accommodations in the application process. You can find more information [here](#) or email access@cmf-fmc.ca.

Project Scope and Impact

24. What types of projects are prioritized for funding?

- Projects that provide significant and measurable impacts, such as professional advancement, capacity building, sales, exports, access to financing, and benefiting multiple members of the screen industry, are prioritized.

25. Are projects that have already started eligible for funding?

- No, projects that have already launched or meaningfully commenced are not eligible for funding.

26. What is considered a “national reach” project?

- A project with participants from at least three (3) provinces and/or territories is considered to have a national reach.

Evaluation and Selection

27. Who evaluates the applications?

- The applications are juried by diverse community members on the CMF staff and third-party industry professionals.

28. How long does it take to receive a decision on my application?

- Decisions are provided approximately six (6) to eight (8) weeks following the application deadline.

29. Who can I contact for more information about the CNF?

- For any questions or concerns, please email industries@cmf-fmc.ca.