



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

**CHANGING
NARRATIVES
FUND
PROGRAM
GUIDELINES
2024-2025**

**Deadline:
Friday, December 20,
2024**

Accessibility Support

If you require support or accommodations in the application process, the CMF has an Accessibility Support Program, see [here](#), or email access@cmf-fmc.ca.

Interpretation, Application, Disclaimer, and Other Important Information

These Guidelines are for the information and convenience of Applicants to the Canada Media Fund (CMF). 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 funds 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 these Guidelines, the CMF interpretation shall prevail.

Projects that receive CMF funding in a given year are subject to the CMF policies and practices in effect for that fiscal year. To be clear, changes to CMF Guidelines and/or policies made in a subsequent fiscal year will not apply 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 for the latest Guideline news and documentation.

Program Overview

The Changing Narratives Fund (“CNF” or “the Fund”) is a new fund to support creators from Diverse Communities, including Indigenous, Black, racialized, ethno-religious minorities, Persons with disabilities/Disabled persons, and 2SLGBTQ+ communities. It 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 (AV) sector.
- Ensure diverse stories and perspectives are authentically represented in Canada’s AV sector.
- Foster new economic opportunities and promote greater equity within the AV sector.
- Encourage all Canadians to appreciate the rich diversity of the population through audiovisual productions that accurately reflect diverse voices and experiences.

By increasing the skill set and network of diverse creators, the Fund seeks to create a more inclusive and representative industry.

The CNF’s goal is to encourage greater participation from these communities in the audiovisual

sector. To achieve this, the Fund will provide project-based funding for mentorship and training at all career stages and support internships and work placements to offer on-the-job-training and experience.

Equipped with new skills and competencies, creators from diverse backgrounds can share their stories in the audiovisual sector, enhance their employability, and advance into decision-making roles.

The CNF will fund projects that positively impact the Canadian screen ecosystem by addressing specific gaps. Eligible industries include television, digital media, and cinematic production. Funding is available to Diverse Communities and organizations, including those led by and/or serving these communities.

The CNF will disburse a total of \$2,456,246 (\$2.45) million dollars in 2024-2025 and \$1 million dollars each year in the following two years. Projects that provide significant and measurable impacts, such as professional advancement, commercial sales and distribution, exports, access to financing, benefiting multiple members of the screen industry will be prioritized.

Both the Canada Media Fund and Changing Narratives Fund (initiated by the Department of Canadian Heritage) aim to nurture a media landscape that authentically reflects Canada's diversity of people, experiences and cultures. While the CMF has a broader mandate to support the overall health and vibrancy of the Canadian audiovisual sector, the Changing Narratives Fund specifically targets the amplification of diverse voices as part of a larger effort to combat hate, prejudice, intolerance, discrimination and promote social cohesion. These interconnected goals and complementary strategies make them key components of the Government of Canada's efforts to foster an inclusive, equitable and representative audiovisual sector.

Definitions Applicable to the Changing Narratives Fund

For the purposes of the Changing Narratives Fund in 2024-2025, the following definitions shall apply:

- a) Indigenous peoples to Canada:
 - First Nations
 - Inuit
 - Métis
- b) Black Communities:
 - Black people: people who trace their roots to Sub-Saharan Africa, including those with origins in the United States, Caribbean and Latin America
 - Black (or Afro-Canadian)
- c) Racialized Communities:
 - People of colour: people who are descendants from one or more of the following communities:
 - Central or North Asian
 - Latin American
 - Middle Eastern, West Asian or North African
 - South Asian
 - Southeast Asian

- East Asian
 - Indigenous Peoples from outside Canada

- d) 2SLGBTQ+: In the context of the Changing Narratives Fund, the acronym **2SLGBTQ+** refers to individuals who openly identify as Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer and other sexual orientations and gender identities outside the heterosexual and cisgender norm. These individuals may or may not see themselves as part of a community but often share the common experience of discrimination and exclusion by society.

- e) Disabled persons or Persons with disabilities: Individuals living with one or more physical, mental, intellectual, 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.

- f) Diverse Organization: The Changing Narratives Fund maintains a flexible and broad definition of diverse-led and mandated organizations to ensure the program is as inclusive as possible. The CNF defines a diverse organization as the following:
 - an organization that may have 30% or more of its board filled with members of Diverse Communities, and/or
 - an organization that serves Diverse Communities and their intersectionalities.

NOTE: Non-Diverse Organizations may receive a limited portion of the funding. However, these organizations would be required to demonstrate the activities supported by the CNF would exclusively serve members from Diverse Communities and that funding would be further distributed to diverse-led and/or mandated organizations and Diverse Communities.

- g) Ethno-religious minority: A faith-based community whose numbers are smaller in relation to the population of other faith-based groups and/or experience prejudice and discrimination (individual and systemic) based on racialized perceptions and misunderstandings of their faith. In Canada, these are people who identify as being affiliated with a non-Christian religion, for example, Muslim, Hindu, Sikh, Buddhist, Jewish, Traditional (Indigenous) Spirituality.

Eligible Projects

Eligible activities for funding include mentorship, training and apprenticeship programs as well as other professional development opportunities. Training or learning opportunities relating to international business development and acquisition of business acumen are also eligible for funding. By supporting these activities, the Changing Narratives Fund aims to provide Diverse Organizations with maximum flexibility and the opportunity to lead and deliver professional development projects of their preference and that best meet the needs of their respective communities.

Projects are intended to:

- Support initiatives that are collaborative in nature (i.e., a cross-section of organizations collaborating on a shared initiative) or that support intersectional communities.
- Build capacity or create professional development opportunities for audiovisual industry

- participants identifying as belonging to one or more Diverse Communities.
- Serve the linear or interactive and immersive digital media industries.
- Support producers and creators with skills and knowledge to compete in both the domestic and international marketplace.

Eligible Applicants

Applicants to the Changing Narratives Fund projects must be:

- in support of strengthening Diverse Community groups in the Canadian screen-based industries
- Canadian owned and controlled non-profit corporations with a primary mandate in the Canadian screen-based sector.
- Organizations incorporated at the time of application.
- In good standing (i.e., not in Default) with the CMF per reports and deliverables of past funded projects.

Note: The CNF recognizes that members of Official Language Minority Communities (OLMCs) and the program's Diverse Communities face socioeconomic barriers, particularly in employment within the culture and media sectors. Therefore, the CNF will prioritize funding for diverse and intersecting OLMCs.

Projects aimed at OLMCs are only eligible for funding if they also target one of the Diverse Communities; they will not qualify on their own.

Ineligible Applicants

- For-profit organizations
- Government, quasi-government or government agencies
- Other funding bodies
- Organizations in poor standing/in default with any CMF department

Notes:

The primary focus of the Fund is for Diverse Organizations (as defined above). In order to meet the goal of bringing accurate and authentic storytelling about Diverse Communities to the forefront, Diverse Organizations that have demonstrated success, inventive approaches and a commitment to community and narrative empowerment will be prioritized for funding.

As noted above, organizations that do not meet the Fund's Diverse Organization definition may still be eligible to receive a limited portion of funding, but the emphasis will be on initiatives that support Diverse Community members and ensuring their access to professional development, mentorship, and related supports.

Finally, funding may be provided to non-Diverse Organizations for further distribution to Diverse Organizations serving Diverse Communities.

Eligible Project Components

ALL projects must include meaningful participation of individuals from Diverse Communities. Projects developed with an intersectional lens while still focusing on the needs of the primary beneficiary community will be prioritized.

Components that will be considered eligible for funding include:

- Mentorship
- Training
- Apprenticeship programs
- Job placements
- Training or learning opportunities relating to international business development and acquisition of business acumen

Please note that the impact of Eligible Project Components can be at the regional, provincial/territorial, or national levels.

Ineligible Projects

- Content development and production
- Projects that are primarily events, panels, exhibitions, showcases or festivals
- Projects that have already launched or meaningfully commenced
- Projects that are primarily research and literature review
- Software, digital products, databases and agency tools
- Content screening, distribution or exhibition activities targeting a public audience
- Student films or projects with youth participants
- Projects aimed primarily at supporting educational or fine arts sectors

Eligible Costs

Eligible Costs must be related to specific initiatives that are incurred directly for the Project. Such costs may include, but are not limited to, expenses for:

- Consulting fees and honorariums for mentors, instructors, experts and community leaders
- Project management and coordination fees
- Marketing and promotion (max. 10% of the total budget)
- Travel, accommodation and per diems for participants
- Travel, accommodation and per diems for educators/workshop facilitators/leaders/organization representatives*¹
- Dedicated facility and equipment rental
- Online platform fees for virtual events

¹ Subject to reduction based on reasonable ratio of participants to host organization representatives

- Administrative expenses (max. 15% of the total budget)²
- Other third-party costs directly related to the project
- Translation, interpretation, support and accessibility services.
- Participant stipends/honorariums³

The CMF has the right to refuse or reduce any costs deemed excessive or ineligible.

Ineligible Costs

Ineligible Costs may include, but are not limited to, the following:

- Equipment purchases and purchases of capital assets
- Taxes that are subject to rebate to the Applicant (such as HST, GST, QST, VAT), Union dues, penalties, fines, pension contributions and any other union-mandated payments
- Core business/operational expenses (such as staff salaries outside direct project management/coordination)
- Event merchandise
- Grant writer fees and expenses⁴
- Costs for activities already funded by the CMF or other organizations
- Prizes

Nature and Amount of Contribution

Projects are awarded funding on a selective basis, and the amount awarded to each project will be paid in the form of a non-repayable contribution directly to the Applicant by the CMF.

The contribution will be up to \$300,000 for projects with a national, provincial/territorial, or regional reach and impact. “National reach” is defined as a project with participants from at least three (3) provinces and/or territories.

The maximum contribution from the CMF will not exceed 75% of the project’s Eligible Costs (defined above).

Once selected for funding, the Applicant and the CMF will enter into an agreement that will include the details of the Project, key deliverables, and reporting requirements.

² These costs, including labour costs for project management by permanent staff and corporate overhead, are limited to 15% of the Project’s approved budget and should be related to the direct administration expenses associated with project delivery.

³ Subject to analysis of program length, time-commitment, delivery format, and other criteria pertaining to participant commitment requirements and circumstances. May be subject to limitations and exceptions at the discretion of the CMF on a case-by-case basis.

⁴ Subject to limited exceptions on a case-by-case basis.

Deadline

December 20, 2024, 11:59:59 ET

Application Process

The application portal will open November 21 and close on December 20, 2024.

Please submit applications through the [CMF's Dialogue online application portal](#).

Applicants will be required to create a Dialogue profile in order to apply. We recommend you save your work at each stage. You may wish to consider preparing a draft offline and copy/pasting into the online form.

Applicants will be asked to provide a PERSONA-ID number for board members and key personnel in the application. For more information about PERSONA-ID, please see [here](#).

Applicants may reapply with an unsuccessful project at future Changing Narratives Fund intakes but are encouraged to request feedback on their new application prior to re-applying.

Any application that is found to make false claims, references, misrepresentations or omit significant and relevant truths will be disqualified and may be deemed ineligible from re-applying to the Changing Narratives Fund.

Selection Process

The Changing Narratives Fund is awarded on a selective basis and juried by a team that includes Diverse Community members on the CMF staff as well as third-party industry professionals. Decisions will be made approximately six (6) to eight (8) weeks following the Application Deadline. Note that if demand exceeds available funds, the jury may offer less support than the full request of the Applicant.

Evaluation Criteria

CRITERIA	
Need/Rationale <i>Has the Applicant clearly identified the issue/need for the project?</i>	/10
Proposed Solution <i>Is the proposed activity appropriate and effective?</i>	/15
<i>Are the proposed facilitators/leaders/experts/markets appropriate or effective?</i>	/10
Feasibility <i>Can this Applicant feasibly undertake this initiative with the time and resources proposed? Does this Applicant have relevant experience to deliver all the elements of their proposal?</i>	/10
Third-Party Support <i>Is there third-party support? Is this support confirmed?</i>	/10
Inclusion and Accessibility <i>Does the Applicant have an accessible and meaningful approach to inclusion in the initiative? (Support services, representation, selection processes, etc.)</i>	/10
Positioning <i>Has the Applicant addressed their relationship to the proposed participants and involved communities, throughout project delivery?</i>	/5
Impact <i>How does this Project amplify diverse voices and/or foster an inclusive, equitable and representative audiovisual sector?</i>	/20
OVERALL	/10
TOTAL	/100

Funded Projects Process

Following deadline decisions, Applicants will receive a letter to let them know the status of their application. The letter for successful Applicants will outline any required deliverables to proceed to a Changing Narratives Fund Program Financing Agreement with the CMF.

Payment Schedule

100% on execution of the CMF Changing Narratives Fund Program Financing Agreement

Reporting

Successful Applicants are required to:

- Submit a final report. The Final Form Questionnaire and Final Cost Report as well as any deliverables specified in the contract. Deliverables can only be submitted when all activities have concluded and final actual expenditures are calculated.
- Ensure that participants to projects funded through this program are aware of and consent to the CMF issuing a survey to participants, facilitators and partners.
- Survey participants of their Project with a link they will receive from the CMF at the end of the

- program.
- Provide a list of participants, facilitators and partners after the Project's finalization

A sample of the Final Form Questionnaire is located on the CMF Changing Narratives Fund website. However, an automated form will be emailed at the end of your project to be completed online. Please note that the final cost report is an addition of an Actuals column to the original budget.

Any Questions or Concerns?

Please email: industries@cmf-fmc.ca