



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

CHANGING NARRATIVES FUND

**GUIDELINES
2025-2026
2026-2027**

**Deadline:
July 31, 2025**

Accessibility Support

If you require support or accommodation in the application process, the CMF has an Accessibility Support Program, see [here](#), or email access@cmf-fmc.ca, at least four weeks before the deadline you're applying for.

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.

1. Program Overview

Initiated by the Department of Canadian Heritage, the Changing Narratives Fund (“CNF” or “the Fund”) supports creators from Diverse Communities, including Indigenous, Black, racialized, ethno-religious minorities, Persons with disabilities/Disabled persons, and 2SLGBTQ+ communities.

Both the Canada Media Fund (“CMF” or “the CMF”) and Changing Narratives Fund 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, while encouraging greater participation from these communities. 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.

The Changing Narratives Fund aims to:

- Fund professional development, training, and mentorship initiatives that will help increase the number of qualified and skilled diverse creators in the Canadian audiovisual (AV) industry.
- Support organizations to develop and deliver innovative, high-impact activities that build capacity and maintain resilience within the Canadian 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 Canadian AV sector.
- Encourage all Canadians to appreciate the rich diversity of the population through audiovisual productions that accurately reflect diverse voices and experiences.

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.

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 disbursed a total of \$2,456,246 (\$2.45) million dollars in 2024-2025 and will distribute nearly \$1 million dollars for each of the 2025-2026 and 2026-2027 funding years.

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

Projects that provide significant and measurable impacts, such as professional advancement, training or learning opportunities relating to international business development and acquisition of business acumen will be prioritized.

The Changing Narratives Fund will accept applications for both the 2025-2026 and 2026-2027 funding cycles with a single application deadline of July 31st, 2025.

2. Definitions Applicable to Sector Development Support

As defined by the Canada Media Fund in [Appendix A](#), the following definitions shall apply for the Changing Narratives Fund for the 2025-2026 and 2026-2027:

- a) Indigenous peoples in Canada:
 - First Nations;
 - Inuit;
 - Métis.
- b) Black and Racialized Communities:
 - Black people: also known as Afro-Canadians, are individuals who are originally or direct descendants Sub-Saharan Africa, including those with origins in the United States, Caribbean and Latin America, etc.
 - People of colour/other non-white communities: are groups that fall within one or more of the following standardized ethnocultural categories:
 - Latin American
 - Middle Eastern, West Asian or North African
 - South Asian
 - Southeast Asian
 - Central Asian
 - East Asian
 - Indigenous Peoples from outside Canada
 - Biracial or Multiracial
- c) 2SLGBTQ+: In the context of the Canada Media 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 heterosexual and cisgender identities
- d) Persons with disabilities or disabled persons are someone 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.
- e) 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.

For the purposes of the Changing Narratives Fund, the definition of Diverse Community also includes:

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

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 CMF would exclusively serve members from Diverse Communities and that funding would be further distributed to diverse-led and/or mandated organizations and Diverse Communities.

The CMF 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 CMF 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.

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.

3. Eligible Applicants

- Must be in support of strengthening Diverse Community groups in the Canadian screen-based industries
- Canadian controlled non-profit corporation (at least 51% Canadian majority-led) with a primary mandate in the Canadian screen-based sector.
- Organizations incorporated at the time of application.
- Must be in good standing with the CMF (ie., not in Default) per reports and deliverables of past funded projects.
- Organizations who have not previously received support through the CMF's Changing Narratives Fund.

Applicants can submit no more than one (1) application per intake period. Due to the highly competitive nature of the requests, only one (1) active project supported by the Changing Narratives Fund at any given time.

4. Ineligible Applicants

- For-profit organizations
- Government, quasi-government or government agencies
- Other funding bodies
- Organizations in poor standing/in default with any CMF department (i.e., Organizations who received funding support, for which activities have not yet concluded and/or a final report has not been submitted and approved)
- Organizations whose primary mandate is not in the audiovisual sector.
- Organizations that are not Canadian-controlled (at least 51% Canadian majority-led.)
- Organizations that have previously received funding through the CMF's Changing Narratives Fund

NOTE: organizations with an identical board of directors are treated as one entity, and therefore, only one application will be considered per application period.

5. Eligible Activities

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. The impact of Eligible Activities can be at the regional, provincial/territorial, or national in scope.

Activities should intend 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.

Activity components 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.

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.

6. Ineligible Activities

- Content development, production, post-production and/or distribution
- Projects that are primarily events, panels, exhibitions, showcases or festivals
- Projects that have already launched or meaningfully commenced before application decisions are made (approximately eight (8) to 10 weeks after the application period closes.)
- Projects that are primarily research and literature review
- Projects that primarily aim to create software or digital tools
- Student films or projects targeting participants under 18 years old
- Projects aimed primarily at supporting the short film, educational, journalism, podcasting, or fine arts sectors
- Film-focused projects not aligned with CMF content funding streams

7. Eligible Costs

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

- Consulting fees and honorariums for mentors, instructors, experts and community leaders
- Project management and coordination fees directly related to the project being proposed
- Marketing and promotion
- Travel, accommodation, per diems, accessibility supports, caretaking supports or personal support workers for participants
- Travel, accommodation and per diems for educators/workshop facilitators/leaders/org. reps*
*Subject to reduction based on reasonable ratio of participants to host organization representatives.
- Dedicated facility and equipment rental directly related to the project being proposed
- Online platform fees for virtual events in support of the projects being proposed
- Administrative expenses (max. 15% of the total budget)¹
- Other third-party costs directly related to the project
- Support services (such as accessibility, sustainability, etc.)
- Participant Stipends/Honorariums²
- Grant writer fees

NOTE: The CMF retains the right to refuse or reduce any costs deemed excessive or ineligible.

¹ 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.

² 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.

8. 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
- Costs for activities already funded by the CMF or other organizations
- Prizes

9. 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 CMF contribution will be up to \$300,000 for projects of a national reach and up to \$100,000 for projects of a regional or provincial reach. "National Reach" is defined as a project with dedicated and meaningful engagement of 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).

NOTE: For the Changing Narratives Fund, all other financing sources must be confirmed at the time of contracting.

10. Deadline

July 31, 2025, 11:59 PM ET

NOTE: The Changing Narratives Fund will accept applications for both the 2025-2026 and 2026-2027 funding cycles within a single application deadline, listed above.

11. Application Process

The application is a stepped approach and entirely online through the Dialogue application portal, available [here](#).

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

The Changing Narratives Fund will accept applications for both the 2025-2026 and 2026-2027 funding cycles within a single application deadline of July 31st, 2025. **Organizations are eligible to receive a maximum of one (1) round of support through the Changing Narratives Fund.**

Applicants will be asked to indicate their preferred funding year (2025-2026 OR 2026-2027) directly on the Activity Proposal form. Applicant organizations are eligible for consideration in only one (1) funding year per application, and applicants can submit no more than one application.

An Applicant may reapply with an unsuccessful project from the 2024 Changing Narratives intake period for either the 2025-2026 or 2026-2027 intake.

Any application which 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.

NOTE: Unless previously requested by the CMF, no applications or supporting material will be accepted and no requests for extensions will be accepted after the deadline has passed.

12. Application Materials

1. Dialogue application – available through the Telefilm website, [here](#).
2. Supporting materials
 - a. Activity Proposal – signed and saved as a PDF (only the template will be accepted), required
 - b. Budget – signed and saved in .xlsx format, required
 - c. Certificate of incorporation, proving current non-profit status, required
 - d. Applicant organization's bylaws or other document which includes voting privileges and nationality of board members, required
 - e. Third-party support documentation – required, if applicable

NOTE: Applications which omit any of the required material listed above will be deemed ineligible.

13. Application Technical Support

For help creating or updating your Dialogue account, contact enr@telefilm.ca.

For help with uploading your application's supporting documents, contact cmf.fmc.coordination@telefilm.ca.

14. Selection Process

Support for 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 eight (8) to 10 weeks following the Application Deadline.

NOTE: If demand exceeds available funds, the jury may offer less support than the full request of the Applicant.

15. Evaluation Criteria - review program intent and eligible activities

CRITERIA	
Need/Rationale <i>Has the Applicant clearly described the proposed activity? Have they identified the barrier, need or opportunity and what community or communities this would benefit?</i>	/10
Proposed Activity <i>Is the proposed activity appropriate and effective?</i>	/15
Proposed Facilitators <i>Are the proposed facilitators/leaders/experts/markets appropriate or effective?</i>	/15
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? Are support agreements, letters or contracts included in the application?</i>	/10
Inclusion and Accessibility <i>Does the Applicant have an accessible and meaningful approach to inclusion in the initiative? (i.e. Support services, representation, details about the selection processes etc.)</i>	/10
Collaboration, Positioning and Engagement <i>Has the Applicant addressed their relationship to the proposed participants, community/communities and project? Are the proposed collaborators appropriate for the activity? (Understanding of critical issues, connection to community or communities of focus)</i>	/10
Impact <i>What is the intended impact of this Project? How does this project advance change or growth for the industry, and specifically for members of the communities for which the barrier, need or opportunity was identified?</i>	/10
Budget Clarity and Completeness <i>Do the line items support proposed activities? Are payments, rates and fees clearly identified and explained? Do budget categories respect the maximums outlined? Are funding sources clearly identified as confirmed or not confirmed?</i>	/10
TOTAL	/100

16. Funded Projects Process

Following deadline decisions, successful Applicants will receive an offer letter and the CMF will enter into an agreement that will include details of the Project, key deliverables, and reporting requirements.

NOTE: Material changes to the proposed project, including but not limited to, alterations in scope, budget, and intended outcomes from what was originally submitted in the application, will not be permitted between the notification of a funding decision and the execution of the financing agreement. Any such alterations may result in the project being deemed ineligible for funding or a reduction in the awarded contribution.

Payment Schedule:

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

For 2025-26 Applicants: Contracting deadline is January 31st, 2026.

For 2026-27 Applicants: Contracting deadline is June 2026.

17. Reporting

Upon completion of the proposed activity, successful Applicants are required to complete and submit a final report questionnaire, final cost report, and any deliverables specified in the contract.

A link to the final report questionnaire will be emailed to the Applicant the month activities are scheduled to end. A saved PDF copy of the completed questionnaire, along with all deliverables outlined in the agreement, must be submitted through the Dialogue portal. Deliverables can only be submitted when all activities have concluded, and final actual expenditures are calculated.

Successful Applicants may be asked to provide a list of participants, facilitators and partners for one year after the project's conclusion and must 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.

18. Questions or concerns, including about eligibility?

Please email: industries@cmf-fmc.ca