



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

INDIGENOUS COMPANY IMPACT SUPPORT PROGRAM GUIDELINES 2024-2025

**Deadline:
January 30, 2025**

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.

1. Program Overview

Responding to an urgent need and Indigenous priority, the Canada Media Fund (CMF) has launched the Indigenous Company Impact Support (ICIS) program to provide one-time funding for Indigenous-owned companies. This initiative is designed to stabilize or grow these companies by investing in professional and company advancement. The ICIS program aligns with key principles of Narrative Sovereignty, the Truth and Reconciliation Commission's Calls to Action, and the United Nations Declaration on the Rights of Indigenous Peoples. The program focuses on supporting activities such as:

- Company stabilization or growth
- Training and capacity building
- Community engagement
- Market access
- Marketing
- Accessibility support
- Translation and language services
- Other relevant activities as identified by Indigenous-owned companies

2. Definitions Applicable to Company Impact Support

2.1 For the purposes of Indigenous Company Impact Support in 2024-2025, Indigenous peoples shall be defined as the following:

- a) Indigenous peoples to Canada:
 - First Nations
 - Inuit
 - Métis

2.2 For the purposes of Indigenous Company Impact Support in 2024-2025, Canadian Indigenous owned and controlled production companies shall be defined as the following:

- b) whereby at least 51% of the Applicant company's ownership and of Projects' copyright are retained by a member (or members) of one (or a combination) of the communities noted in section 2.1a) Indigenous peoples to Canada (i.e., First Nations, Inuit and Métis).

3. Intended Outcomes

The ICIS program is committed to building a thriving and equitable production ecosystem. The intended outcomes include:

Supporting Company Stabilization or Growth

- Enable Indigenous professionals and companies to achieve stability or expand, including:
 - Participation in networking and learning events
 - Development of materials and strategies
 - Generating international business opportunities and partnerships

Building Relationships and Financial Opportunities

- Indigenous companies can engage in networking opportunities to pitch projects, develop partnerships, secure financial support, and increase commercial outcomes.

Strengthening Business Skills and Expertise

- Support for business owners and producers to expand their skill sets and increase their operational capacity.

Increasing Employment and Development Opportunities

- Create jobs and foster career advancement for individuals and companies.

4. Eligible Applicants

- Canadian Indigenous owned and controlled production companies
- Companies in receipt of CMF's Indigenous Program's production funding in fiscal years 2022-2023 and / or 2023-2024
- Eligible Applicants must be in good standing with the CMF per reports and deliverables of past funded projects

5. Ineligible Applicants

- Non-profit organizations
- Government, quasi-government or government agencies
- Other funding bodies
- Organizations in poor standing/in default with any CMF department
- Companies who have not received funding through CMF's Indigenous Program's production fund

6. Eligible Activities:

- Build capacity within companies and the broader sector through culturally-supportive mentorship, training, coaching, and skills development
- Develop knowledge and expertise to compete in both domestic and international markets
- Support marketing and promotional initiatives to expand into new markets and strengthen existing ones (including the development or enhancement of Nation-to-Nation opportunities)
- Foster meaningful community engagement related to content creation, such as consultation, accessibility, sustainability, and language translation needs
- Encourage collaborative initiatives between companies and communities or support intersectional community exchanges
- Other activities to be approved ahead of application

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

7. Ineligible Activities:

- Projects that have already launched or meaningfully commenced
- Projects that are primarily research and literature review
- Software, digital products and agency tools
- Student films or projects targeting youth
- Projects aimed primarily at supporting the short film, educational or fine arts sectors

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

- Consulting fees and honorariums for mentors, consultants, experts and community leaders
- Fees and honorariums for participants, mentees and support workers
- Project management, contracted positions, and coordination fees
- Festival and sales market attendance
- Marketing and promotion
- Travel, accommodation and per diems for participants
- Dedicated facility and equipment rental
- Online platform fees for virtual events
- Administrative expenses

- Other third-party costs directly related to the project (such as securing rights, business affairs expenses)
- Support services such as translation, ASL interpretation, descriptive video, and other accessibility measures
- Expenses related to sustainability measures

9. Ineligible Costs

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

- Purchases of capital assets
- Taxes that are subject to rebate to the Applicant (such as HST, GST, QST, VAT), penalties, fines, and pension contributions
- 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

10. Measures of Success:

Success for ICIS-supported projects will be measured by tangible and measurable outcomes, including:

- Career advancement or job placement for Indigenous professionals
- Enhanced skills development among team members
- Increased distribution, sales, and export opportunities
- Securing additional project financing
- Achieving other meaningful results that contribute to the growth and stabilization of Indigenous-owned companies

11. 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 \$50,000 per company, with a limit of one application per company.

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.

12. Deadline

January 30, 2025 12 Midnight ET

13. Application Process

Application materials will be provided to eligible companies a minimum four (4) weeks from the deadline. Please submit completed application forms via the link provided.

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

All activities and expenses must be closed by the time final deliverables are submitted.

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 CMF programs.

14. Selection Process

Company Impact Support is awarded on a selective basis and juried by a team of CMF staff, including members of Indigenous and Equity-Deserving Communities. Decisions will be provided approximately 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.

15. Evaluation Criteria - review program intent, measures of success

CRITERIA	
Rationale and Opportunity <i>Has the Applicant clearly described the proposed activity? Have they identified the barrier, need or opportunity?</i>	/20
Proposed Activity <i>Is the proposed activity appropriate and effective?</i>	/10
Inclusion and Accessibility <i>Does the Applicant have a meaningful approach to accessibility and inclusion?</i>	/10
Collaboration, Positioning and Engagement <i>Has the Applicant addressed their relationship to the proposed participants, communities and project? Are the proposed collaborators appropriate for the activity?</i>	/20
Feasibility <i>Can this Applicant feasibly undertake this initiative with the time and resources proposed?</i>	/10
Impact and Outcomes <i>Will the proposed activity have a measurable impact for the individuals and company? Does it stabilize or grow the applicant's company and / or support the wider Indigenous screen ecosystem?</i>	/20
OVERALL	/10
TOTAL	/100

16. Funded Projects Process

Following deadline decisions, Applicants will receive an offer letter. The letter for successful Applicants will outline any required deliverables to proceed to a Company Impact Support Program Financing Agreement with the CMF.

Payment Schedule*

1. 90% on execution of the CMF Sector Development Support Program Financing Agreement
2. 10% on delivery and acceptance of Final Project Deliverables (final cost report, final report, etc.)

*some exceptions may apply.

17. Reporting

Successful Applicants are required to submit a final report 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.

The Final Report Questionnaire will be provided to successful applicants upon signing their agreement. Upon completion of the proposed activity, contracted applicants will be asked to submit the Final Report Questionnaire along with a cost report.