

Changing Narratives Fund 2025-2026 & 2026-2027 Frequently Asked Questions

Updated July 2025

The Frequently Asked Questions (FAQs) below are intended to help applicants understand key aspects of the [Changing Narratives Fund](#) (CNF), to help facilitate the application process, and act as an accompanying document to the Program's Guidelines, available [here](#).

For any questions or concerns not addressed below or in the guidelines, please contact a member of the Growth & Inclusion team: industries@cmf-fmc.ca.

TIMELINE OF CRITICAL DATES FOR FUND APPLICANTS

- **July 15, 2025:** Changing Narratives Fund Intake Applications Open
- **July 31, 2025:** Changing Narratives Fund Intake Application Close
- **October 2025:** Application Decisions Released
- **January 31, 2026:** Contracting Deadline for Successful 2025-26 Applicants
- **June 2026:** Contracting Deadline for Successful 2026-27 Applicants

1. PROGRAM OVERVIEW

1.1. What is Changing Narratives Fund (CNF)?

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

1.2. What are the main objectives of the Changing Narratives Fund?

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.

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

The maximum 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.

1.4. How much of the funding needs to be confirmed at the time of application?

All other funding sources must be confirmed at the time of contracting. Please refer to question 5.3 for contracting deadlines.

1.5. What are the expected outcomes of the Changing Narratives Fund?

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.

1.6. Why is the Changing Narratives Fund accepting applications for both the 2025-2026 and 2026-2027 fiscal years through a single intake period?

By accepting applications for both the 2025-2026 and 2026-2027 fiscal years through a single intake period, we aim to streamline the application process, provide clarity and efficiency for applicants and opportunity for long-term planning initiatives that will build capacity for the audiovisual sector.

This ensures opportunity for a wider range of organizations to participate in the Fund over two distinct funding years.

2. ELIGIBILITY

2.1. Who is eligible to apply for Changing Narratives Fund?

Canadian controlled non-profit corporations with a primary mandate in the Canadian screen-based industries, such as linear and experimental content, including but not limited to series, mini-series, documentary, immersive digital media ("IDM"), Simulated Reality ("SR"), VR ("Virtual Reality"), Augmented Reality ("AR") and gaming.

Organizations must be incorporated at the time of application and in good standing with the CMF (i.e. not in default, meaning all final reporting materials have been approved), and with no current projects active in the same stream in which they intend to apply.

2.2. If an organization previously received support through Changing Narratives Fund, are they eligible to apply for either the 2025-2026 or 2026-2027 rounds?

No, organizations are eligible to receive a maximum of one (1) round of support through the Changing Narratives Fund.

2.3. What costs are eligible or ineligible for funding?

Please refer to [CNF Guidelines](#) for a list of eligible and ineligible costs.

2.4. What types of projects are eligible for funding?

Eligible categories for funding under this program include Capacity Building and Professional Development.

Projects that qualify include mentorship, training, apprenticeships, and initiatives that support international business growth.

For a list of eligible and ineligible projects and activities, please consult the [CNF Guidelines for 2025-2026 and 2026-2027](#).

2.5. Can I reapply for Changing Narratives Fund if my project was not selected in a previous intake?

Applicants may reapply with an unsuccessful project during future Changing Narratives Fund intake periods, and are encourage (but not required) to reach out to industires@cmf-fmc.ca if they'd like to request feedback on their previous application and/or their new application.

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

Please refer to the [CNF's Guidelines](#) for eligible and ineligible activities.

2.7. Can for-profit organizations apply for Changing Narratives Fund?

For-profit organizations are not eligible to apply for Changing Narratives Fund Support. However, for-profit organizations can partner with an eligible non-profit organization as the lead applicant in the delivery of a project.

2.8. How long does a non-profit need to be in operation before applying to the Changing Narratives Fund?

There is no minimum length of time during which a non-profit needs to be in operation before applying to the fund, however their mandate does need to be primarily in the screen-based industries.

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

Projects that have already launched or meaningfully commenced before decisions are shared (between eight (8) to ten (10) weeks after the application intake closes) are not eligible for funding.

2.10. Is a faculty member and/or department in a Canadian university eligible to apply for Changing Narratives Fund, provided the audiovisual sector is the primary focus of their research or teaching?

Academic institutions are not eligible for this program as their primary mandate lies outside of the audiovisual industry.

2.11. Can individuals be supported through Changing Narratives Fund?

No, the fund is meant for non-profits and not to support individuals or to benefit one individual company.

2.12. Does Changing Narratives Fund support artistic practices or activities outside of the audiovisual industry?

Only screen-based initiatives that are eligible as per the [Program's guidelines](#) will be considered.

2.13. Are projects for youth or students eligible?

This fund is not intended for students or student projects.

2.14. Are fine arts, music, podcasts or video journalism projects eligible for Changing Narratives Fund?

Only audiovisual activities are eligible for this fund.

2.15. 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 of diverse communities.

2.16. 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.

2.17. 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.

3. APPLICATION

3.1. What is the deadline for Changing Narratives Fund applications?

The deadline for 2025-26 and 2026-27 intakes is Thursday July 31, 2025, at 11:59pm ET.

NOTE: This is a multi-year intake and applications for both 2025-2026 and 2026-2027 funding years are due at this time.

3.2. How do I apply for Changing Narratives Fund?

Applications must be submitted through the Dialogue online 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](#).

3.3. Do you accept applications or supporting material via email?

Unless specifically previously requested by the CMF of the CMFPA, no applications or supporting material will be accepted via email.

3.4. I'd like to submit updated supporting material after the intake deadline, where can that be sent?

No missing or updated supporting material will be accepted after the intake deadline has passed.

3.5. Do you grant extensions for applications that are either incomplete or not submitted by the intake deadline?

Due to the competitive nature of this fund and to ensure fairness in the review process, no requests for extensions will be accepted after the intake deadline has passed and no additional material will be accepted after the deadline has passed.

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

To complete your application, the following documents are required to be uploaded to Dialogue in the "Required Documents" section of your application:

- Activity Proposal – signed and saved as a PDF (only Activity Proposals using the CMF's template will be accepted)*, required
- Budget – signed and saved in .xlsx format*, required
- Certificate of incorporation, proving current non-profit status, required
- Applicant organization's bylaws, including voting privileges of board members, required
- Third-party support documentation – required, if applicable

* Templates of the Activity Proposal and Budget are available under Application Resources on the CMF's Changing Narratives Fund page, found [here](#).

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

3.7. Can an organization have a PERSONA-ID or can an individual use someone else's PERSONA-ID?

PERSONA-IDs are non-transferrable and attributed to individuals, not organizations. More information about PERSONA-ID can be found [here](#).

3.8. What is the financial structure on the application?

Located in the budget template on the Changing Narratives Fund page, the financial structure tab lists the revenue sources that will offset expenses outlined in the project budget. This template also requires applicants to indicate the revenue's status, either confirmed (Y) or not confirmed (N).

NOTE: All other sources of financing must be confirmed prior to contracting, ideally before submitting the application.

3.9. How do you find an application again once you've started it?

Once signed in to Dialogue, click on Actions, then select the application you'd like to continue.

3.10. In the Dialogue application, what information is being requested for the question 'Does this Project specifically target any of the following'?

To ensure precise tracking of the communities and groups directly supported by this initiative, please select only those communities that your proposed project aims to directly and specifically engage with, or which the proposed activity is specifically intended to provide support for. Even if your activities are open to a broader range of participants, please focus on identifying the specific communities that your proposed initiative is designed to directly benefit, based on an identified need or gap in the industry that has disproportionately impacted this community or communities.

3.11. Who can I contact for technical support with my Dialogue account?

For help with creating or updating your Dialogue account: enr@telefilm.ca

For help with document submission: cmf.fmc.coordination@telefilm.ca

4. EVALUATION AND SELECTION

4.1. Besides eligibility, what are the key criteria for project selection?

- a. **Need/Rationale** - Has the Applicant clearly described the proposed activity? Have they identified the barrier, need or opportunity and what community or communities this would benefit?
- b. **Proposed Activity** - Is the proposed activity appropriate and effective?
- c. **Proposed Facilitators** - Are the proposed facilitators/leaders/experts/markets appropriate or effective?
- d. **Feasibility** - 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?
- e. **Third-Party Support** - Is there third-party support? Is this support confirmed? Are support agreements, letters or contracts included in the application?
- f. **Inclusion and Accessibility** - 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.)
- g. **Collaboration, Positioning and Engagement** - 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)

- h. **Impact** - 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. **Budget Clarity and Completeness** - 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?

4.2. What types of projects are prioritized for Changing Narratives Fund funding?

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 which are led, and address the needs of, Indigenous, and Equity-deserving communities (detailed in section 2 of the Program's [guidelines](#)) will be prioritized.

4.3. Who evaluates the applications?

The applications are juried by CMF staff and third-party industry professionals from a wide range of diverse and intersecting communities.

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

Decisions are provided approximately eight (8) to ten (10) weeks following the application deadline.

5. FUNDED PROJECTS

5.1. What are the reporting requirements for funded projects?

Once the project has been completed, successful applicants must submit a Final Report Questionnaire (sent via email during the month the activity is scheduled to be completed), final cost report, and any other deliverables specified in the project agreement through their Dialogue account. A participant exit survey may also be required for internal tracking purposes.

5.2. How will the Changing Narratives Fund Program measure the success of funded projects?

The Changing Narratives Fund will measure success through various performance indicators, including the number and profile of funded projects, realized activities, and measurable growth in skillset and professional network for creators of Diverse Communities.

5.3. What are the contracting dates for the Changing Narratives Fund?

Contracting dates refer to the deadline by which organizations who have been selected for funding in either the 2025-2026 or 2026-2027 funding rounds must submit all Phase 1 deliverables and sign the agreement with the CMF in order to receive their support payment.

2025-2026 Applicants: Contracting Deadline is January 31st, 2026.

2026-2027 Applicants: Contracting Deadline is June 2026.