



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

SECTOR DEVELOPMENT SUPPORT PROGRAM — ORGANIZATIONAL ADVANCEMENT GUIDELINES 2026-2027

Accessibility Support

If you require support or accommodation in the application process, the CMF has an Accessibility Support Program, see <https://cmf-fmc.ca/program/accessibility-support/>, or email access@cmf-fmc.ca, at least four (4) 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 organizations that contribute to the fulfillment of its mandate. In all questions of interpretation of these Guidelines, the CMF interpretation shall prevail.

Organizations 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.

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1. PROGRAM OVERVIEW

The CMF's Sector Development Support program's Organizational Advancement Stream is a selective, activity-based program to support the growth and sustainability of nonprofit corporations in Canada's screen sector ecosystem. **Successful activities aim to stabilize, scale, and advance the mandates and competitiveness of screen sector organizations.** Priority will be given to activities of organizations led by, and addressing the needs of, Indigenous, Equity-Deserving, and/or Regional Communities. **Successful organizations must support the advancement of the screen sector, be in good financial health, and have been in operation for a minimum of two fiscal years with a track record of program delivery.**

Please note, a minimum of 2/3 of the CMF's Sector Development Support program's Organizational Advancement Stream's budget is dedicated to organizations majority led by and mandated to serve Indigenous, Equity -Deserving and Regional Communities. Additionally, under the Contribution Agreement with the Department of Canadian Heritage, 1/3 of the CMF's program budget is dedicated to French-language content and activities.

2. DEFINITIONS APPLICABLE TO SECTOR DEVELOPMENT SUPPORT

As defined by the Canada Media Fund in Appendix A available at <https://cmf-fmc.ca/document/appendix-a-definitions-and-essential-requirements/>, the terms Indigenous, Equity-Deserving and Regional Communities will be used for Sector Development Support in 2026-2027 as follows:

Indigenous peoples in Canada:

- First Nations;
- Inuit;
- Métis.

Equity-Deserving Communities:

a) Black and Racialized Communities:

- Black people: people who trace their roots to Sub-Saharan Africa, including those with origins in the United States, Caribbean and Latin America;
- People of colour: people who are not white or of European descent 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.

b) Women or gender-diverse individuals.

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) Disabled persons or a person with disabilities 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) Official Language Minority Communities:

- English-language communities in Quebec;
- French-language communities in Canada outside of Quebec.

Regional Communities:

- Any part of Canada more than 150 km by the shortest reasonable roadway route from Toronto for English activities;
- Any part of Canada more than 150 km by the shortest reasonable roadway route from Montreal for French activities.

3. INTENDED OUTCOMES

- To support the stability, development, implementation and evaluation of initiatives that build organizational capacity and maintain resilience within the Canadian screen sector ecosystem.
- To strengthen the screen sector by advancing organizational mandates, as well as enhancing organizational leadership and impact, with priority for organizations led by or serving Indigenous, Equity-Deserving and/or Regional Communities.

4. ELIGIBLE APPLICANTS

- Canadian-controlled non-profit corporations (minimum 51% Canadian control) incorporated under federal or provincial legislation and in good standing, with a primary mandate in the Canadian screen-based sector.
- Organizations incorporated at the time of application.
- Organizations who are governed by a board of directors and have at least one (1) staff member.
- Organizations who have been in operation for at least two consecutive fiscal-year cycles and have demonstrated a record of program delivery with external participants (in-person, online or hybrid) primarily for Canadian screen-based industries.
- Organizations in good financial standing.
- Organizations must be in good standing with the CMF per reports and deliverables of past funded activities.
- Organizations may have active project funding through the CMF's Changing Narratives Fund and Strategic Partnerships.
- Organizations may submit only one (1) application to the Sector Development Support program's Organizational Advancement Stream, during the CMF's 2026-2027 fiscal year.
- Organizations are restricted to only one (1) active and funded activity in the Sector Development Support program's Organizational Advancement Stream at a time.

Funding through CMF's Sector Development Support program's Organizational Advancement Stream is a strategic grant to support organizational stability or growth. Successful Eligible Applicants must wait one full fiscal year from the conclusion of any funded activity through this stream before reapplying and cannot receive this funding in consecutive years.

Please note organizations with largely similar boards of directors are treated as one entity, and therefore, only one application will be considered, per application period. The final decision whether a board is largely similar is at the discretion of the CMF.

5. INELIGIBLE APPLICANTS

- Applicants previously funded through the Sector Development Support program with ongoing activities or outstanding reporting deliverables.
- Organizations that are not Canadian-controlled non-profit corporations (minimum 51% Canadian control) incorporated under federal or provincial legislation and in good standing, with a primary mandate in the Canadian screen-based sector.
- For-profit organizations.
- Government, quasi-government or government agencies.
- Other funding bodies.
- Organizations in poor standing/in default with any CMF department.
- Organizations whose primary mandate is not in the Canadian audiovisual sector.

6. ELIGIBLE ACTIVITIES

ALL Eligible Applicants must include meaningful engagement with and participation of individuals from Indigenous, Equity-Deserving and/or Regional Communities.

ORGANIZATIONAL ADVANCEMENT STREAM seeks to support Canadian-controlled non-profit corporations to stabilize, scale and advance their mandates. Funding aims to bolster an organization's planning, impact and time-limited leadership development (including staff and governance) toward increased sector resiliency.

Eligible Activities include but are not limited to:

- Strategic Planning.
- Succession Planning.
- Fiscal, Fundraising and/or Revenue Generation Development.
- Program Development.
- Equity, Diversity, Inclusion and Accessibility Planning and Implementation.
- Sustainability Planning.
- Community and Audience Development.
- Outreach, Marketing and Promotion.
- Artificial Intelligence Implementation.
- Executive, Leadership and Specialized Staff Training.
- Board and Governance Training and Development.
- Other activities as approved by the CMF prior to application.

7. INELIGIBLE ACTIVITIES

- Activities that are primarily content development, production, post-production and/or distribution.
- Program or activity delivery, such as public-facing training, mentorship research, events, panels, exhibitions, showcases or festivals.
- Activities that are primarily research and literature review.
- Activities that support an organization's core business and operations.
- Activities that have already launched or meaningfully commenced before application decisions are made (approximately ten weeks after the application period closes).
- Activities that primarily aim to create software or digital tools.

- Activities targeting participants under 18 years old.
- Activities aimed primarily at supporting the short film, educational, or fine arts sectors.

8. ELIGIBLE COSTS

Eligible Costs must be directly related to expenses incurred as a result of the proposed activity's delivery. These may include, but are not limited to:

- Consulting and expert fees.
- Contract position fees related to eligible planning and development activities.
- Software and technical costs related to eligible activities.
- Design, translation, and interpretation costs.
- Community outreach and engagement costs.
- Disability, accommodation, and access costs.
- Travel, accommodation and per-diems for mentors, experts, facilitators and consultants.
- Dedicated facility and equipment rental directly related to the activity being proposed.
- Online platform fees for virtual events in support of the activity being proposed.
- Administrative expenses (max. 15% of the total budget).
- Other third-party costs directly related to the activity.

Please note the CMF reserves the right to refuse or reduce any costs deemed excessive or ineligible.

9. INELIGIBLE COSTS

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

- Externally facing training programs and/or activity delivery costs.
- Publications and websites.
- 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, operating and overhead costs (such as staff salaries or benefits).
- Merchandise and prizes.
- Costs for activities already fully funded by other organizations.
- Costs for activities already funded by the CMF.

10. NATURE AND AMOUNT OF CONTRIBUTION

Funding is awarded on a selective basis. The amount awarded to each activity will be paid by the CMF in the form of a non-repayable contribution directly to the Eligible Applicant.

The CMF contribution will be up to a maximum of \$100,000 for an Eligible Activity submitted by an Eligible Applicant. The applicant may allocate this funding over a period of 18 months, or two (2) fiscal years (determined by date of contract execution and the submitted activity timeline). Grants awarded may be less than the amount requested. The maximum contribution from the CMF will not exceed 75% of the activity's Eligible Costs.

11. DEADLINE

July 10, 2026, 11:59 PM ET

12. APPLICATION PROCESS

The application is a stepped approach and entirely online through the Dialogue application portal, available here: <https://telefilm.ca/en/log-in>.

Eligible Applicants will be asked to provide a PERSONA-ID number for each board member and key personnel associated with the activity and application. For more information about PERSONA-ID, please see <https://cmf-fmc.ca/persona-id/>.

Before submitting to the Sector Development Support program's Organizational Advancement Stream, applicants must ensure that they are not in default with the CMF, and all activity and reporting for any previously funded activity is completed at the time of application to the 2026-2027 Sector Development Support program. Applicants should contact their Industry Development department liaison if they are unsure of this status.

Funding through CMF's Sector Development Support program's Organizational Advancement Stream aims to support organizational stability or growth. Successful applicants must wait one (1) full fiscal year from the conclusion of any funded Activity through this stream before reapplying and cannot receive this funding in two (2) consecutive years.

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 Organizational Advancement Stream.

Please note that unless previously requested by the CMF, no applications or supporting material will be accepted via email and no requests for extensions will be accepted after the deadline has passed.

13. APPLICATION MATERIALS

1. Dialogue application – accessible through the Telefilm website: <https://telefilm.ca/en/log-in>
2. Supporting Materials
 - a. Activity Proposal – signed and saved as a PDF (Only CMF Activity Proposal template will be accepted).
 - b. Activity Budget – signed and saved in .xlsx format.
 - c. Certificate of incorporation, proving current non-profit status.
 - d. Audited Financial Statement for the previous fiscal year – signed and saved as a PDF.
 - e. Eligible Applicant organization's bylaws, including voting privileges of board members.
 - f. Eligible Applicant organization's Organizational Chart.
 - g. Activity Timeline (no more than 2 pages).
 - h. Strategic Plans and/or Annual Reports for the current and previous fiscal year – saved as a PDF, optional.
 - i. Organizational accessibility plan, and/or sustainability plan and/or EDIA plan – saved as a PDF, optional.

14. 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

15. SELECTION PROCESS

Sector Development Support program's Organizational Advancement Stream is awarded on a selective basis and juried by a team of CMF staff primarily from Indigenous, Equity-Deserving and Regional Communities. Decisions will be communicated via email or Dialogue notice approximately ten (10) to twelve (12) weeks following the Application Deadline. The contribution amount is at the discretion of the CMF and may be less than requested.

16. EVALUATION CRITERIA

EVALUATION CRITERIA – ORGANIZATIONAL ADVANCEMENT STREAM	
Organizational Background, Reach and Impact <ul style="list-style-type: none"> The Eligible Applicant is mandated to serve the screen sector and has articulated its mission and vision. The Eligible Applicant has identified the communities and professionals they serve and offers a rationale for how they determine their focus and priority communities. The Eligible Applicant has demonstrated that they are stable and well-positioned to undertake their proposed organizational advancement activity, as illustrated in their support materials. The Eligible Applicant has detailed a record of success, program delivery, cultural impact, and thought leadership within the Canadian screen sector. 	/20
Leadership and Governance <ul style="list-style-type: none"> The Eligible Applicant has identified that their organization is majority led by Indigenous, Equity-Deserving and/or Regional Communities, which is supported by completed PERSONA-ID profiles where relevant. The Eligible Applicant is mandated to serve Indigenous, Equity-Deserving and/or Regional Communities. 	/5
Regional Catchment Area <ul style="list-style-type: none"> The Eligible Applicant is based in any part of Canada more than 150 km by the shortest reasonable roadway route from Toronto for English activities. The Eligible Applicant is based in any part of Canada more than 150 km by the shortest reasonable roadway route from Montreal for French activities. 	/5
Proposed Activity <ul style="list-style-type: none"> The Eligible Applicant has identified the need, opportunity, or barrier and provided evidence which underscores the timeliness of their proposed activity. The Eligible Applicant has presented a compelling rationale for how their proposed activity will stabilize and/or grow their organization. The Eligible Applicant has detailed a thoughtful approach to their activity and allocation of funding, informed by best practices. The Eligible Applicant has described how they will measure the outcomes and success of their activity in both the short and long-term. 	/20

Distinctiveness <ul style="list-style-type: none"> The proposed activity is distinct and forward thinking, with the unique potential to stabilize or grow the Eligible Applicant's organizational impact. The expected outcomes will have a noteworthy and positive influence on the screen sector, contributing to a resilient industry. 	/5
Collaboration, Positioning, Engagement and Third-Party Support <ul style="list-style-type: none"> The Eligible Applicant has explained who will participate in the activity, including a rationale for their selected participants and proposed or confirmed facilitators, mentors, experts and/or consultants. The proposed participants and collaborators have clear roles, are experienced, and are appropriate for the proposed activity. The Eligible Applicant can feasibly undertake the proposed activity with the collaborators, timeline and resources detailed in their application. Where applicable, third-party support is appropriate to the activity and confirmed as demonstrated through letters of support, agreements or other indicators of collaboration submitted along with the application. 	/20
Planning, Inclusion and Accessibility <ul style="list-style-type: none"> The Eligible Applicant demonstrates a meaningful approach to accessibility and inclusion which spans all stages of activity delivery and their history of programming. The Eligible Applicant has considered and strategized community engagement and industry advancement, as demonstrated throughout their application, in their financial planning and through their support materials. 	/10
Budget Clarity, Completeness and Financial Management <ul style="list-style-type: none"> The Eligible Applicant has outlined its annual operating budget, financial health and history to date, and demonstrates fiscal responsibility, risk management, and revenue diversity. The budget is sensible and the line items support the proposed activities. Payments, rates and fees are clearly identified and meet or exceed industry standards. Budget categories respect the maximums outlined. Where applicable, additional funding sources are clearly identified, and the status is indicated (i.e. pending, confirmed). The Eligible Applicant has a sound contingency plan. 	/15
TOTAL	/100

17. FUNDING 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 activity, key deliverables, and reporting requirements.

Payment Schedule*:

1. 50% on execution of the CMF Sector Development Support program Financing Agreement.
2. 40% on delivery of an interim status update report.
3. 10% on delivery and acceptance of Final Activity Deliverables (final cost report, final report, etc.).

*some exceptions may apply.

18. REPORTING

Upon completion of the proposed activity, successful Eligible Applicants are required to complete and submit an interim status update report and a final report questionnaire, final cost report, and any deliverables specified in the Financing Agreement.

A link to the interim status update and final report questionnaire will be provided to the successful Eligible Applicant at the mid-point of their activity and at the month activities are scheduled to end. A PDF copy of the completed questionnaire, along with all deliverables outlined in the Financing 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 Eligible Applicants are aware and consent to the CMF issuing a survey to their organization representative(s).

19. QUESTIONS OR CONCERNS

Questions or concerns, including about eligibility?

Please email: industries@cmf-fmc.ca