



**BLACK PEOPLE  
& PEOPLE OF COLOUR  
SECTOR DEVELOPMENT  
SUPPORT  
GUIDING PRINCIPLES  
2020-2021**

## **Interpretation, Application, Disclaimer, and other Important Information**

These Guiding Principles 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 Guiding Principles 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 Guiding Principles, to ensure funding is provided to those projects that contribute to the fulfillment of its mandate. In all questions of interpretation of these Guiding Principles 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 Guiding Principles 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](http://www.cmf-fmc.ca) for the latest Guideline news and documentation.*

## BPOC Sector Development Support

### **Eligible Projects:**

The CMF's Black and People of Colour ("BPOC") Sector Development Support is a one-time, project funding program that is part of the CMF's COVID-19 emergency relief. It is designed for Applicants that are not eligible for funding from other CMF Programs aimed at racialized stakeholders to seek funding for industry initiatives which will demonstrate a positive tangible benefit to multiple racialized creators, producers, and companies within Canada's audiovisual production ecosystem and address identified areas of inequality related to the impacts of both:

- COVID 19; and
- Systemic Racism

Through activities such as:

- Capacity building programs (i.e. mentorship, professional development, or training);
- Business support, development, or stabilization (i.e. strategic planning, research, or training.)

Impact should be at the regional, provincial/territorial, or national levels.

### **Eligible Applicants:**

- non-Profit Organizations that support the screen-based sector (i.e. festivals, institutes, and associations) that are owned, controlled and led by Canadian<sup>1</sup> BPOC individuals; or
- Incorporated for-profit companies<sup>2</sup> that operate in the screen-based sector (i.e. broadcasters, agents, distributors, etc.) that are owned, controlled and led by Canadian BPOC individuals.

### **Eligible Costs**

Eligible Costs must be related to specific initiatives<sup>3</sup> that are incurred directly for the project and enable the building of capacity within Canada's BPOC screen-based industries. Such costs may include, but are not limited to, expenses for:

- Research and preparation of learning materials which support a program;
- Consulting or staff fees;
- Honoraria for mentors;
- Translation;
- Marketing and promotion;
- Technical or administrative expenses (including Applicant fees and overhead)<sup>4</sup>; and
- Other costs directly related to the project.

\*\*Costs related to capital expense, purchase of real estate, or travel expenses will not be considered as eligible.

\*\*All Applicant funds must be spent, and all activities completed by May 31, 2021.

\*\*Costs must be for activities not funded by the CMF or Telefilm through another program.

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<sup>1</sup>According to sections 26 to 28 of the *Investment Canada Act*.

<sup>2</sup>A taxable Canadian corporation, within the meaning of Canada's *Income Tax Act*.

<sup>3</sup>Limited initial operational expenses for newly created Applicant organizations will be considered on a case-by-case basis.

<sup>4</sup>These costs are limited to 15% of the Project's approved budget.

### ***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 funding cap for this program is \$100,000 for projects with a national reach and impact and \$50,000 for projects with a regional or provincial/territorial reach and impact.

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

***Application Deadline:*** November 27, 2020

### ***Application Process:***

Please send one PDF file with the following information to [dbriceno@cmf-fmc.ca](mailto:dbriceno@cmf-fmc.ca).

- Project(s) need and impact - clearly articulate the need for the project(s) you are proposing in relation to the mandate of this fund, and the anticipated impact. (1-page max);
- Project(s) description indicating timeline, core activities, target beneficiaries and expected outcomes (4 pages max);
- Project(s) budget (showing all costs) and financial structure (revenue sources – confirmed or anticipated);
- Deliverables and reporting data at the end of the project(s);
- Applicant organization/company profile;
- Biography of project leaders and their capacity to deliver the project(s);
- Applicant ownership/governance information:
  - details on the shareholders and senior staff, including the Applicant organization's BPOC makeup.