



**COVID-19 EMERGENCY
RELIEF FUNDS – TOP-UP
FOR COMPANIES OWNED BY
BLACK PEOPLE &
PEOPLE OF COLOUR
CRITERIA**

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1. GENERAL INFORMATION

Interpretation, Application, Disclaimer, and other Important Information

These Criteria for the COVID-19 CMF Emergency Relief Funds – Top-Up for Companies Owned by Black People & People of Colour (“**Top-Up**”) are for the information and convenience of Applicants (as defined in section 3.1) to the Canada Media Fund (CMF). They provide an overview of the objectives of the Emergency Relief Funds, eligibility to receive the Top-Up of the Emergency Relief Funds and information on typical administrative practices of the CMF. Compliance with these Criteria is a prerequisite to eligibility for the Top-Up of the Emergency Relief Funds.

The CMF has full discretion in the application of these Criteria, to ensure funds are provided to those Applicants that meet the objectives established by the Government of Canada. In all questions of interpretation of these Criteria, the CMF interpretation shall prevail.

All Applicants must abide by the applicable business, administrative and reporting requirements established by the CMF in the distribution of the Top-Up of the Emergency Relief Funds.

Please note: These Criteria may be changed or modified as required, without notice. Please consult the CMF website at www.cmf-fmc.ca for the latest Emergency Relief Funds news and documentation.

Provision of Documentation

It is the responsibility of the Applicant to ensure that the CMF receives all relevant documentation and to update such documentation and information after a material change. The CMF may request other documentation and information to conduct an assessment and evaluation of the Applicant and, once assessed, to complete CMF file reviews.

Failure to Comply

If an Applicant fails to comply with these Criteria, as determined by the CMF, then the CMF may refuse the application, revoke the eligibility status of the Applicant and may demand repayment of any sums paid to the Applicant.

Misrepresentation

If, at any time, an Applicant, as required by the Criteria or as requested by the CMF, provides false information or omits material information in connection with an application, the Applicant may suffer serious consequences. These may include, among other outcomes:

- Loss of eligibility for funding
- Repayment of any funds already advanced, with interest
- Criminal prosecution, in the case of fraud

These measures may be imposed not only on the Applicant but also on related, associated and affiliated companies and individuals (as determined by the CMF at its sole discretion). Any Applicant receiving approval for funding will be required to sign a legally enforceable agreement, which includes further provisions concerning misrepresentations, defaults, and related matters.

2. COVID-19 EMERGENCY RELIEF FUNDS – TOP-UP FOR COMPANIES OWNED BY BLACK PEOPLE & PEOPLE OF COLOUR

2.1 INTRODUCTION

On April 17, 2020, the Government of Canada announced it would provide \$500M to Canada’s cultural and sporting sectors in a bid to help artists, athletes and their organizations during the COVID-19 pandemic (“**Emergency Relief Funds**”).

From May 20 to June 12, 2020, the CMF received applications for the portion of Emergency Relief Funds allocated to previous eligible Canada Media Fund recipients (“**CMF Allocation**”).

On July 3, 2020, the CMF announced \$13.3M in Emergency Relief Funds for underrepresented groups, including support for companies owned and led by Black people and people of colour. This Program, the Top-Up for Companies Owned by Black People & People of Colour (“**Top-Up**”) is one initiative in the CMF’s approach to distributing Emergency Relief Funds for racialized communities, with further initiatives – developed in consultation with representatives from these underserved communities – to be released later in Fall 2020.

The Criteria below outline the parameters for how the Top-Up will be distributed including relevant eligibility criteria and the responsibilities and requirements for each Applicant.

3. ELIGIBILITY FOR FUNDING

3.1 ELIGIBLE APPLICANTS

An Applicant for the Top-Up must meet the following eligibility criteria:

- Has received Emergency Relief Funding through the CMF Allocation (defined in section 2.1 above); and
- Is majority owned and controlled by an individual(s) that is a member of a racialized community that meets the definition of ‘member of visible minorities’ under the [*Employment Equity Act*](#).

4. FUNDING

4.1 NATURE OF FUNDING CONTRIBUTION

The Top-Up will be in the form of a non-repayable contribution.

4.2 AMOUNT OF FUNDING CONTRIBUTION

Applicants shall receive an amount of the Top-Up of \$11,000.

4.2.1 Eligible Costs

Top-Up amounts are to be used by parent companies exclusively for costs related to business continuity, operations and safeguarding jobs.

While Applicants will still be eligible for the Top-Up if they applied to other Government of Canada COVID-19 financial relief initiatives (including the Canada Emergency Wage Subsidy, Temporary 10% Wage Subsidy and the Canada Emergency Business Account, amongst others) they will be prohibited from using funding from multiple Government of Canada financial relief initiatives on the same expenses.

5. APPLICATION PROCESS

5.1 HOW TO APPLY

Eligible Applicants will be contacted directly by the CMF Program Administrator | Telefilm Canada on whether they are eligible to apply to the Top-Up. Once Applicants are notified of their eligibility, Applicants must apply online using [Dialogue](#).

Applicants must submit the appropriate application form via Dialogue.

All subsequent documentation must be submitted online through Dialogue. If you have technical difficulties, please contact services@telefilm.ca.