



# 2018 Special Call for Web Series

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The TELUS Fund is renewing its special call for English language web series ideas targeted to Canadians caring for someone living with a health condition (“caregivers”). More than 8M Canadians are estimated to be providing unpaid care for loved ones. In the next 30 years the number is expected to double.<sup>1</sup>

The Fund is looking for stories, well told, that will engage our emotions and have the potential to change the way we think and feel about providing care. These stories may also share knowledge in entertaining ways, build empathy for better health care and social policies, and drive family and friends to available resources and communities of support.

In 2017, three web series were made possible with financing from TELUS Fund and showcased on the [Stories for Caregivers](#) platform created by [The Coup Company](#). These entertaining and engaging series have been featured in media outlets and achieved more than 1M views:<sup>2</sup>

- [Caring For Those Who Care](#) produced by North of Now Films
- [House Call With Dr. Yvette Lu](#) produced by Robert G. Lyons & Dr. Yvette Lu
- [Being There](#) produced by Roadwest Pictures & Mike Lang

Together we are telling stories with the potential to positively impact families and friends providing care for loved ones struggling with a health condition.

## 1. HOW THE SPECIAL CALL WORKS

Eligible Applicants are invited to submit their web series ideas by September 17, 2018. Short-listed web series ideas will receive DEVELOPMENT FUNDING to create a pilot episode and advance their project plans. Development funding decisions will be announced during the week of October 29, 2018.

Applications for PRODUCTION FUNDING including the completed pilot episode, will be received by January 7, 2019. Pilot episodes will be published online for community feedback for two weeks at the beginning of January 2019. Production funding decisions will be announced during the week of February 11, 2019. Successful web series will begin premiering in June 2019 on the [Stories for Caregivers](#) platform.

The TELUS Fund has full discretion in the administration of its programs, and the application of these program guidelines to ensure funding is provided to those projects aligned with the Fund’s mandate. In all questions of interpretation of these program guidelines, the Fund’s interpretation shall prevail. These guidelines are subject to change, without notice. Please consult the [TELUS Fund website](#) for the latest news and documentation.

## 2. ELIGIBLE APPLICANTS

The Fund will receive submissions from companies that are:

- primarily in the business of producing professional media content,
- headquartered in Canada,
- for-profit taxable corporations (within the meaning of Canada’s Income Tax Act),

- Canadian-controlled (Sections 26 to 28 of the Investment Canada Act),
- the owner and controller of all the rights necessary to produce the web series and to distribute and exploit it throughout the world in all manner, languages and media in perpetuity, and
- able to demonstrate a successful track record delivering quality content of comparable size and scope.

### 3. ELIGIBLE WEB SERIES

Eligible web series will be targeted to caregiver audiences in Canada. The caregiving theme may appear prominently in the central storyline or in sub-plots. Scripted and unscripted genres are eligible including for example drama, comedy, lifestyle, magazine, variety, reality, documentary, etc. The web series will also be:

- produced in the English language,
- at least 8 related episodes of between three to six minutes in duration per episode,
- produced in Canada with at least 75% of eligible costs being Canadian costs and include a significant contribution from the Canadian independent production sector<sup>3</sup>, and
- closed captioned and contain described video.

The web series may not have a specific corporate, industrial or mainly promotional focus. The web series must not contain elements of excessive violence, sexual violence, or sexual exploitation or elements which are obscene, indecent or child pornography within the meaning of the Criminal Code, or libelous or in any other way unlawful.

### 4. EVALUATION PROCESS

Evaluation criteria will be used to assess applications individually and in comparison, with other submissions. These criteria are not intended to restrict creativity or limit the full discretion of the Board of Directors in rendering funding decisions. These evaluation criteria are provided as a guide to Applicants in making a complete submission.

#### EVALUATION CRITERIA:

##### Health and Wellness Innovation

The Fund will prioritize web series that:

- Demonstrate original and inspiring approaches to the subject matter
- Influence thinking, challenge routines, enlighten choices
- Present novel solutions that are more efficient, effective, or just than existing solutions
- Portray the use of information and technology to improve quality of life

##### Reach and Impact

The Fund will prioritize web series that:

- Include collaborations with talent, celebrities, influencers and distribution platforms well-known by caregivers and committed to driving reach and engagement of the web series
- Obtain written support from recognized national, provincial and local expert organizations active in the area confirming the web series demonstrates innovation and has the potential to improve quality of life, and committed to increasing discoverability of the web series within their network
- Demonstrate a strong understanding of the needs and priorities of caregivers referencing underlying research of distinguished subject matter experts

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- Portray clear, simple, tangible calls to action with the potential to influence positive health choices by caregivers and recipients of care
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## 5. DEVELOPMENT FUNDING

The Fund will finance up to 75% of the development budget to a maximum of \$5,000 per minute or \$25,000 in total, whichever is less. The development budget may include expenses related to creating a pilot episode of three to six minutes in high definition and advancing project plans.

Applicants for development financing must submit the following to the Fund by September 17, 2018:

- A completed application form
- A creative pitch for the series in a maximum of two pages, including a complete synopsis of the series, story arc over the season, a typical episode format and outline, etc.
- A pitch video of up to 60 seconds in length describing who you are, your web series idea, and why the web series will matter to family and friends providing care to their loved ones.

Applicants will receive a funding decision in the week of October 29, 2018. Successful Applicants will have roughly 7 to 9 weeks within which to deliver the pilot episode and an application for production financing.

## 6. PRODUCTION FUNDING

The Fund will finance up to 75% of the web series production budget to a maximum of \$5,000 per minute or \$140,000 in total, whichever is less.

Applicants for production financing submit the following to the Fund by January 7, 2019:

- A completed application form
- A pilot episode in high definition format to be published online for community feedback  
Production-ready creative materials appropriate for the genre
- Web series budget, financial structure and schedule
- Letter(s) of support obtained from organizations, experts, and/or communities active in the subject area
- Written confirmation of collaborations with marquee talent, celebrities, key influencers, and the like, outlining the level and nature of their commitment

Pilot episodes will be published online for community feedback for two weeks at the beginning of January 2019. Applicants will receive a funding decision by the week of February 11, 2019. Successful Applicants will have between 12 to 16 weeks within which to begin delivering completed episodes of the web series.

## 7. NATURE OF FUNDING

The Fund provides a recoupable advance similar in nature to an unsecured, non-interest bearing loan. The Fund does not acquire an equity interest in the copyright or share in profits generated.

If the Applicant earns revenue from exploitation of the underlying idea or content produced, the Fund expects to share equitably in revenue earned after the deduction of applicable exploitation

fees and expenses. Amounts paid back to the Fund are reinvested into the financing of more exceptional health and wellness content.

**8. NON-EXCLUSIVE RIGHTS**

Applicants to TELUS Fund grant permission to publish the pilot episode and web series on the Stories For Caregivers website, YouTube channel and related social media channels accessible to audiences worldwide. This permission is non-exclusive, meaning that the Applicant is not limited in publishing the web series themselves or repurposing the content for transmission on other platforms worldwide, in perpetuity. Furthermore, applicants grant permission to Stories For Caregivers to apply YouTube monetization to the pilot episode and web series towards repayment of the TELUS Fund recoupable advance in the Stories For Caregivers platform and marketing.

**9. FREQUENTLY ASKED QUESTIONS**

IMPORTANT MILESTONES TO REMEMBER (DATES OTHER THAN DEADLINES ARE SUBJECT TO CHANGE)

DATE	DETAILS
Sep 17, 2018	<b>Deadline</b> for development financing applications for Special Call
Oct 31, 2018	This week an announcement will be made of applicants to receive development financing to produce a pilot episode
Jan 7, 2019	<b>Deadline</b> for production financing applications for Special Call, including completed pilot episode
Jan 14, 2019	Special Call Pilots are published online for audience feedback for 2 weeks
Feb 13, 2019	This week an announcement will be made of applicants to receive production financing to produce full web series
Jun 14, 2019	Deadline for all outstanding production deliverables, including all series episodes and promotional materials
Jun 24, 2019	New web series are published online for public viewing

IS THERE AN APPLICATION FEE?

No, it's free to apply

I DID NOT RECEIVE DEVELOPMENT FINANCING. CAN I STILL APPLY FOR PRODUCTION FINANCING?

Yes, provided your submission is complete, including the pilot episode for the web series.

WHEN CAN THE APPLICANT EXPECT TO RECEIVE FUNDING?

60% of the funding is released by direct deposit into the Applicant's bank account typically within 10 days of signing a legally enforceable development financing agreement. The final payment of 40% is released upon the Fund's approval of completed deliverables. The payment schedule for production financing may include additional payments at key milestones dependent on the Project's cashflow needs.

WHAT IF I RECEIVE FUNDING AND DO NOT COMPLETE THE DELIVERABLES?

You will be considered in default of the financing agreement and required to immediately return the first 60% payment to the Fund. The Fund will charge interest on the repayment amount calculated and payable from the date of the advance. Failure to repay may result in more serious consequences that may include loss of eligibility for funding of future productions, and criminal prosecution in the case of fraud. These consequences may be imposed not only on the Applicant but also on related, associated and affiliated companies and individuals.

WILL THE APPLICANT RECEIVE FEES AND CORPORATE OVERHEAD FROM THE BUDGET?

Yes. Up to 30% of the below the line production and post production sections of the budget may be allocated to Producers Fees and Corporate Overhead. Producers Fees include all persons receiving a producer credit or with an ownership interest in the Applicant or its related companies. Corporate Overhead includes expenses such as rental of corporate space, capital expenditures, core business operations, maintenance costs, office equipment, supplies, administrative staff, membership fees, etc.). Direct costs of labour, goods and services charged by a related party to the Project must correspond to the actual amount paid and supported by T4 slips, employment contracts, time sheets or other sufficient and appropriate supporting documents. All related party amounts must be disclosed to the Fund.

ARE OPTION AND RIGHTS ACQUISITION FEES ELIGIBLE COSTS?

Yes, provided they are not payable to a person or company related, affiliated or associated with the Applicant.

ARE EXPENSES RELATED TO MARKETING AND PROMOTION ELIGIBLE COSTS?

The web series budget must include allowances for the creation of promotional assets listed in the application form and participation of key personnel in the launch campaign that begins 8 weeks prior to the premiere of the first episode and ends 12 months after the last episode premieres. The Coup Company will deliver a promotion campaign on behalf of the Stories for Caregivers initiative to drive viewership of the web series.

IF THE FUND FINANCES 75% OF THE ELIGIBLE COSTS, WHO COVERS THE REST?

Financing may be available from other funding agencies, deferred cast and crew fees, in kind service contributions, crowd funding, sponsorship financing, loans, etc.

Web series may also be eligible for tax credit programs. Applicants are encouraged to consult these programs before including tax credits within the Project's financial structure. Many tax credit programs in Canada have determined financing from the Fund to be akin to a grant or subsidy reducing the eligible tax credit.

DO I NEED TO BUY INSURANCE FOR THE WEB SERIES?

Yes, the web series must be protected by all industry-standard insurance policies including for example an Entertainment Package, Commercial General Liability Insurance, and Producer's Errors and Omissions Liability Insurance in force for a period of one year. The Fund requires that it be named as a party to production in all insurance policies.

WILL THE FINAL COST REPORT BE AUDITED?

Project costs must be directly related to the project and be supported by invoices or other relevant documentation along with proof of payment. The Applicant is responsible for maintaining separate accounts and records throughout the project and for a period of five

years. The Fund's final 40% payment will be released upon approval of deliverables which include a final cost report, supported by an affidavit, and accompanied by explanatory notes for substantive variances from the budget. The Fund's financing is based in part on its assessment of the budget. Any amounts in the final cost report that the Fund deems ineligible or unreasonable may cause the Fund to adjust the amount of its participation. While the Applicant is not required to undertake an audit of the final cost report, the Fund reserves the right to audit the Project upon reasonable notice.

WHO SHOULD I CONTACT WITH QUESTIONS?

You will find the answers to other frequently asked questions on our website [here](#). You can also send an email to [info@telusfund.ca](mailto:info@telusfund.ca)

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<sup>1</sup> A few highlights about Caregivers:

- 48% are caring for parents, 84% are caring for related family (including parents)
- 28% are sandwiched between caring for aging parents & raising children
- For every 1 hour of paid care, there are an estimated 10 hours of unpaid, volunteer care being provided by family and friends
- Caregiving families have median incomes 15% lower than non-caregiving families
- It has been estimated that up to 70% of Caregivers suffer from clinical depression

Online habits:

- Of those with access to the internet 88% look online for health information
- 44% have read someone else's personal story online for inspiration or support
- 26% have actively searched online for others coping with similar situations
- Caregivers use social media to connect with other Caregivers
- Social media use among ages 50-64 (the prime Caregiving years) increased more than 400% from 2008 to 2012

Applicants are encouraged to begin but not limit their research into this target audience by visiting the following links:

- [2012 – Statistics Canada](#)
- [Caregiver Action Network](#)
- [Pew Research Center](#)
- [Healthcare Marketing to Caregivers](#)

<sup>2</sup> [Web series aims to give community to caregivers – Global News](#)

[The Importance of Caregivers - Breakfast Television on City](#)

[Online project highlights the needs of B.C.'s 1 million caregivers – CBC News](#)

[Caregivers battle isolation by telling their story \(Front Page Story\) - The Vancouver Province](#)

[Caregivers website shares stories of the challenge; holds out hope - Vancouver Sun](#)

[New social platform allows caregivers to share stories - Vancouver Courier](#)

<sup>3</sup> Programming must earn a minimum of 6 out of 10 points on the [Canadian Audiovisual Certification Office \(CAVCO\)](#) scale