

# Take Care Program Guidelines

The TELUS Fund is partnering with VICE Media Group to promote the health and well-being of Canadian Youth. We are looking for innovative creative concepts for short docuseries consisting of a minimum 5 episodes (2-6 minutes in length) that will inspire youth to take care of their mental wellness. Mental wellness is defined by the World Health Organization as:

*“a state of well-being in which the individual realizes his or her own ability, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community.”*

The *Take Care* program is interested in receiving ideas that approach mental wellness from this broader perspective, as opposed to stories that spotlight mental illness. We are particularly interested in new series ideas that explore the theme of mental wellness as it intersects with [technology, relationships and/or money](#). The selected docuseries will engage young audiences and have the potential to change the way young people think and feel about taking care of themselves. The selected docuseries may also share knowledge in entertaining ways, build empathy for better health care and social policies, and direct youth to available resources and communities of support.

The TELUS Fund is responsible for administering its programs, and the application of these program guidelines to ensure funding is provided to those projects aligned with the TELUS Fund's mandate. In all questions of interpretation of these program guidelines, the TELUS Fund's interpretation shall prevail. These guidelines are subject to change, without notice.

For the latest news on the *Take Care* program, please consult either the [Take Care microsite](#) or [TELUS Fund's website](#).

## 1. HOW THE TAKE CARE PROGRAM WORKS

*Eligible Applicants* are invited to submit their *Eligible Docuseries* ideas by April 16, 2021. Complete applications will be evaluated by a panel of experts in the subject area and content experts at VICE Media Group according to the *Evaluation Criteria*.

Final funding decisions will be rendered by the TELUS Fund Board of Directors and announced in the week of May 24, 2021. The TELUS Fund will finance up to 75% of the selected docuseries production budget to a maximum of \$5,000 per minute or \$140,000 in total, whichever is less.

In order to be eligible for funding, successful selected applicants must enter into a distribution agreement with Vice Media Group, a financing agreement with the TELUS Fund, and any other documents reasonably requested by Vice Media or the TELUS Fund. Once completed, the docuseries will enjoy an exclusive premiere on the Vice Media owned *Take Care* microsite and social media channels.

## 2. ELIGIBLE APPLICANTS

In order to be eligible for this program, an applicant must:

- demonstrate a successful track record delivering comparable content which includes at least two producer credits on short or long form documentary content in the last 5 years,
- be a for-profit taxable corporations (within the meaning of Canada's Income Tax Act),
- be headquartered in Canada,
- be Canadian controlled (Sections 26 to 28 of the Investment Canada Act), and
- own and control all the rights necessary to produce the docuseries and to distribute and exploit it throughout the world in all manner, languages, and media in perpetuity.

## 3. EMERGING CREATORS

Youth engagement is at the core of this initiative. In order to be eligible for this program, an applicant must show that Emerging Creators will fill or be mentored in one or more of the following Key Roles:

- Executive Producer, Producer, or Co-producer
- Writer
- Director
- Production Designer
- Editor
- Music Composer
- Director of Photography
- Host or Narrator

Emerging Creators are:

- between the ages of 18 and 28, and
- demonstrate experience and accomplishment in the creation of comparable content.

Youth currently enrolled in a formal media arts education program are not considered Emerging Creators for purposes of meeting this requirement.

If no qualified Emerging Creators are available to fill Key Roles, TELUS Fund will accept Emerging Creators being mentored in Key Roles by highly experienced individuals as meeting this requirement. However, submissions that do not fill Key Roles with Emerging Creators will not be as competitive according to the [Evaluation Criteria](#).

## 4. ELIGIBLE DOCUSERIES

Eligible docuseries must:

- align with this [Creative Brief](#),
- be produced in the English language,
- be live action or animated,
- include at least 5 related episodes of between two to six minutes in duration per episode,
- be produced in Canada with at least 75% of eligible costs being Canadian costs, and
- earn a minimum of 6 out of 10 points on the Canadian Audiovisual Certification Office scale.

The docuseries may not:

- have a specific corporate, industrial, or mainly promotional focus,
- 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, or
- be already produced and/or distributed.

We are not looking for:

- news
- sports
- drama
- scripted reality
- thesis projects
- talking-head expert-driven videos
- instructional, how-to, or list-style videos
- content that uses excessive medical jargon

## 5. COMPLETE APPLICATION

Applicants must submit a complete application to [takecare@vice.com](mailto:takecare@vice.com) by April 16, 2021. The completed application form must include:

- deal memos or commitment letters for Emerging Creators being employed in Key Roles,
- a pitch for the docuseries in a maximum of 3 pages that is aligned to the [Creative Brief](#) and includes a synopsis of the series, story arc over the season, a typical episode format, and high-level outlines for each episode,
- links to previous work produced by applicant production company and/or those in Key Roles,
- a written statement describing how the docuseries responds to the problems identified in the [Research White Paper](#) and achieves the objectives of the *Take Care* program,
- a docuseries budget (including minimum allowances for closed captioning, described video and industry standard production and errors and omissions insurance),
- the financial structure,
- a production schedule,
- letters of support obtained from expert organizations and individuals active in Youth mental health (aged 14 - 28) confirming the docuseries is a fresh approach to the subject area with the potential to improve quality of life, and that they are committed to:
  - work with the applicant to ensure integrity and completeness in the treatment of the subject matter in the docuseries, and
  - promote the docuseries across their networks.
- written confirmation of collaborations with marquee talent, celebrities, key influencers, and the like, outlining the level and nature of their commitment, and
- a written description of the COVID-19 safety protocols that will be undertaken to ensure the health and safety of cast and crew throughout production.

## 6. EVALUATION CRITERIA

The evaluation criteria in the table below will be used to assess applications individually and in comparison, with other submissions. The TELUS Fund will be responsible for rendering funding decisions. These evaluation criteria are provided as a guide to applicants in making a complete submission. (See next page)

### Health and Wellness Innovation

The *Take Care* Program will prioritize docuseries that:

- Influence thinking, challenge routines, and enlighten health and wellness choices.
- Demonstrate a level of knowledge about youth mental health in Canada and reference research done when developing the pitch.
- Strike a tone of empathy and non-judgment about mental health issues.
- Provide strong justification / motivation for why the project team is interested in creating this docuseries

### Creativity and Entertainment

The *Take Care* Program will prioritize docuseries that:

- Inspire excitement about watching the finished product.
- Demonstrate distinctive, compelling, and entertaining approaches to the subject matter.
- Show an understanding of the tastes and interests of Youth (14-28 years old).
- Show a knowledge of VICE style and illustrate how their docuseries will fit seamlessly on VICE platforms.

### Reach and Impact

The *Take Care* Program will prioritize docuseries that:

- Include collaborations with talent and influencers well-known by Youth (18-28 years old) who are committed to promoting the content.
- Include letters of support obtained from expert organizations and individuals active in Youth mental health (aged 14 - 28) confirming the docuseries is a fresh approach to the subject area with the potential to improve quality of life, and their committed to:
  - work with the applicant to ensure integrity and completeness in the treatment of the subject matter in the docuseries, and
  - promote the docuseries across their networks.

### Diversity and Representation<sup>1</sup>

The *Take Care* Program will prioritize docuseries that:

- Include Emerging Creators in one or more Key Roles.
- Ensure diverse representation behind the scenes and in front of the camera.
- Showcase underrepresented and marginalized voices, experiences, and perspectives in their storytelling.
- Present a regional perspective.

### Project Viability

The *Take Care* Program will prioritize docuseries that:

- Demonstrate a history of project and budget management that is relevant to their docuseries and indicate a high probability of success.
- Include a proposed project scope that is realistic (e.g.: includes all the major activities required, has sufficient time and resources dedicated to each phase)
- Include all necessary fees and expenses of a professional standard in the budget which is aligned with the project scope.
- Include a realistic financial structure.
- Detail their COVID-19 safety protocols and adequately budget for Personal Protective Equipment.

<sup>1</sup> Applicants should seek to ensure diverse representation in their docuseries, behind the scenes, within the content, and in front of the camera in all the ways in which people differ, encompassing the different characteristics that make one individual or group different from another, including, but not limited to:

- Race/ethnicity ● Gender ● Gender identity/expression ● Sexual orientation ● Religion ● Age ● Ability/disability ● Socio-economic status ● National origin.

## 7. FREQUENTLY ASKED QUESTIONS

- a) Important milestones to remember (dates other than Deadlines are subject to change)

DATE	DETAILS
April 16, 2021	<b>Deadline</b> for production financing applications for Take Care Program
May 24, 2021	Project selections to be announced by TELUS Fund
August 13, 2021	<b>Deadline</b> for delivery of at least one rough cut episode to VMG
September 13, 2021	<b>Deadline</b> for final delivery to VMG of the completed docuseries episodes, promotional materials, and all other related deliverables
September 21, 2021	Completed docuseries are published online for public viewing

- b) Nature of Funding

The TELUS Fund provides a recoupable advance similar in nature to an unsecured, non-interest-bearing loan. The TELUS 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 TELUS 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.

- c) Is there an application Fee?

No, it's free to apply.

- d) VICE Media Group Distribution Rights

Successful applicants to the *Take Care* program will grant to Vice Media Group [and/or its affiliate company(ies)] permission to publish, distribute and exploit the docuseries on VICE Media channels that are accessible to audiences worldwide.

The distribution term will be exclusive to Vice Media Group for a period of 6 months and non-exclusive thereafter for a total term length of two years.

- e) When can the selected Applicant expect to receive funding?

Generally, 60% of the TELUS Fund's financing is released by direct deposit into the applicant's bank account within 10-15 days of signing a legally enforceable financing agreement, the Vice Media Group distribution agreement and any other documents reasonably requested by Vice Media or The TELUS Fund. The final payment of 40% is released upon the TELUS Fund's approval of completed deliverables. The payment schedule may include additional payments at other key milestones dependent on the Project's cash flow needs.

- f) 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 all financing received to the TELUS Fund. The TELUS 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.

g) Will the Applicant receive fees and corporate overhead from the budget?

Yes. Up to 30% of the below the line production and postproduction 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 TELUS Fund.

h) 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.

i) Are expenses related to marketing and promotion eligible costs?

The docuseries budget must include allowances for the creation of promotional assets and participation of key personnel in launch campaign plans as detailed in the VICE Media Group distribution agreement.

j) If the TELUS 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.

Docuseries 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 TELUS Fund to be akin to a grant or subsidy reducing the eligible tax credit.

k) Do I need to buy insurance for the docuseries?

Yes, the docuseries 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 two years from initial release. The TELUS Fund and Vice Media Group (and their parent, subsidiaries, related and affiliated entities, their officers, directors, shareholders, agents, contractors and employees) are to be named as additional insured on all production insurance policies.

l) 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 TELUS Fund's final 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 TELUS Fund's financing is based in part on its assessment of the budget. Any amounts in the final cost report that the TELUS Fund deems ineligible or unreasonable may cause the TELUS Fund to adjust the amount of its participation. While the Applicant is not required to

undertake an audit of the final cost report, the TELUS Fund reserves the right to audit the Project upon reasonable notice.

m) Who should I contact with questions related to the Take Care program guidelines and/or the TELUS Fund?

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

## 8. MISCELLANEOUS

- a) This program is subject to all applicable federal, provincial, territorial and municipal laws and regulations, is void where prohibited by law and is governed by the laws of the Province of Ontario and the federal laws of Canada applicable therein. If any provision of these guidelines is found by any court of competent jurisdiction to be unenforceable, all other provisions will remain in full force and effect. TELUS Fund's failure to enforce any term of these rules shall not constitute a waiver of that provision.

By participating in this program, applicants agree to be bound by these guidelines set out by TELUS Fund and Vice Media, and to abide by all decisions of TELUS Fund and Vice Media and the selection team which shall be final and binding, without right of appeal, in all matters relating to this program or the granting of funding, including without limitation, eligibility and/or disqualification of submissions.

- b) Funding granted to selected applicants is non-transferable, non-assignable and non-exchangeable for cash or any other form of compensation, except at the discretion of TELUS Fund.
- c) TELUS Fund reserves the right to withdraw, terminate, suspend, cancel, amend or modify all or part of the program, in any manner, and any guidelines or rule(s) of the program, including the amount of funding awarded, at any time and without prior notice, for any reason whatsoever or if it determines that for any reason the program cannot be run as originally planned, including, any other factor(s) or cause(s) beyond TELUS Fund's control which in TELUS Fund's opinion compromises the fairness or integrity of the program and/or affects the administration, security, or proper conduct of this program as contemplated by these terms and conditions. Failure to comply with TELUS Fund's terms and conditions may disqualify the selected applicant from receiving funding. Under this section, TELUS Fund is not obligated to award any secondary funding to any selected applicant for any reason.
- d) By submitting an application for consideration in this program, the applicant releases TELUS Fund, Vice Media, the funding selection team, sponsors and any advertising or promotional agencies used in connection with this program, and their respective parents, affiliates, directors, trustees, officers, shareholders, employees, agents, and contractors (collectively, the "**Releasees**") from any and all action, proceedings, suits, liability, losses, costs, expenses (including legal fees and disbursements), damages, demands and claims of any kind, including direct, indirect, incidental, consequential or punitive damages, (collectively, "**Losses**"), arising out of, or in connection with, this program and the awarding of any funding, now or in the future.
- e) Neither TELUS Fund nor Vice Media assumes any responsibility for the application or participation in the program or any Losses that may be sustained by the applicants and/or selected applicants. The provisions of this section shall survive the termination of this program and may be relied upon by the Releasees at any time.
- f) The Releasees expressly disclaim and shall be held free of all responsibility or liability for any loss or damage in respect to any funding awarded howsoever caused, any act, error, omission, injury, loss, accident, delay or the neglect or default of any company or person providing any service for the program, whether through providers negligence or otherwise, or due to cancellations, adverse weather conditions, loss of personal belongings, illness, bodily injury, accident, death, deterioration of services, inconvenience, loss of enjoyment, disappointment or frustration, either mental or physical due to any Acts of God, force majeure or third party wrong doing, epidemic, pandemic, social or political disturbances or due to any cause whatsoever occurring during the program or the use of the funding by the selected applicants.

- g) Some jurisdictions do not allow the exclusion or limitation of incidental or consequential damages, therefore such exclusions may not apply to you.