

ABOUT TELUS FUND

In 2023 TELUS Fund is celebrating 10 years of financing exceptional content that promotes the well-being of people in their environment. Since launching in 2013 Canadian production companies have received more than \$33M in financing from TELUS Fund to create professional quality well-being content and execute the audience development plan. Funded projects include TV programs, feature-length films, and web series that are dealing with the physical, mental, emotional, and spiritual dimensions of health, and the environmental conditions in which people find themselves.

Learn more about over [75 funded projects](#) already in the English and French markets.

PROGRAM OBJECTIVE

During the 10th anniversary celebration, TELUS Fund is seeking submissions from long-standing industry events across Canada with the potential to **increase the discoverability of funded projects and/or stimulate the creation of more exceptional well-being content.**



AVAILABLE FINANCING

Selected [Eligible Events](#) will receive financing based on the alignment of their [Eligible Activities](#) to the [Program Objective](#) and [Evaluation Criteria](#). In general TELUS Fund's financing will not exceed \$10,000 per event.

STEPS TO APPLY

There are 3 steps to apply for financing from TELUS Fund:

1. Check eligibility
 - Start by confirming that you are an [Eligible Event](#) delivering [Eligible Activities](#)
2. Check alignment
 - Review these [Evaluation Criteria](#) to help you determine if your event and activities are a good fit for TELUS Fund financing.
3. Complete an application
 - Submit your application at least 40 business days prior to the event taking place.

Outside of this application time-period TELUS Fund, at its discretion, may invite applications from Eligible Events that are exceptionally well aligned to the evaluation criteria and ready to proceed. Contact info@telusfund.ca for more information.

EVALUATION CRITERIA

The Board of Directors has sole and exclusive responsibility for funding decisions. Priority applications will demonstrate the greatest potential to increase the discoverability of funded projects and to stimulate the creation of more exceptional well-being content. TELUS Fund will also consider the:

- history and measured success of prior seasons of the event and activities
- location, timing, and marketing and promotion plan for the event and activities

- readiness of the event to proceed and qualifications of the organizing team

ELIGIBLE EVENT

An Eligible Event is a screen media industry event that has previously been held in-person, in Canada, at least twice in the last four years. The Eligible Event must also be delivered by an organization that:

- has expertise and experience in the television, feature-length film, and digital media industry
- has a successful track record delivering comparable Eligible Activities
- is headquartered in Canada, and
- is Canadian controlled (Sections 26 to 28 of the Investment Canada Act)

ELIGIBLE ACTIVITIES

Eligible Activities must take place in 2023 and demonstrate the potential to increase the discoverability of funded projects and/or stimulate the creation of more exceptional well-being content. Examples of Eligible Events delivering Eligible Activities may include a:

- festival hosting a public screening that showcases funded projects or is workshopping ideas for future programming dealing with a well-being issue
- conference organizing a panel to debate well-being issues tackled within funded projects
- gala celebrating a funded project nominated for a prestigious award
- conference that includes a panel on target audience research of benefit to funded projects
- convention that is providing a masterclass on measuring the impact of funded projects
- symposium that is connecting producers and partners to stimulate future well-being content

TERM AND CONDITIONS OF FINANCING

A contract will establish the terms and conditions of the grant. TELUS Fund assumes no responsibility for any deficit incurred by the applicant and expects no reimbursement in the event of a profit, provided the applicant respects its budgetary and contractual commitments. Payments are made according to a payment schedule established for each event. Payments may be delayed or withheld if adequate documentation is not provided. Acceptance of funding from the TELUS Fund establishes the Fund's right to audit all accounts and records of the applicant.

Eligible Costs include direct expenses related to delivering and promoting the Eligible Event and Activities to the targeted audiences plus a pro-rated share of costs related to the applicant's core business and capital expenditures which must not exceed 25% of the direct costs of the Eligible Event and Activities budget. Costs incurred prior to applying for financing are not eligible.

QUESTIONS? CONTACT US AT INFO@TELUSFUND.CA

These 2022-23 Event Support Guidelines apply to submissions for financing received between January 1 and December 31, 2023. TELUS Fund has full discretion in the administration of its programs, and in the application of these guidelines. In all questions of interpretation of these guidelines, TELUS Fund's interpretation shall prevail. These guidelines are subject to change without notification and all decisions of the Board of Directors are final.