

2024 Program Guidelines

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QUESTIONS?

Answers to frequently asked questions are available [on TELUS Fund’s website](#). You may also contact us at info@telusfund.ca.

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. TELUS Fund reserves the right to withdraw, terminate, suspend, cancel, amend, or modify all or part of the program, in any manner, including the amount of funding awarded, at any time and without prior notice, for any reason whatsoever. By participating in this program, Applicants agree to be bound by these guidelines and to abide by all decisions of TELUS Fund 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 submission

SUMMARY OF KEY CHANGES TO PROGRAM GUIDELINES

In 2024, TELUS Fund forecasts allocating \$3 million to twenty TV programs, feature-length films, and web series with the potential to transform the well-being of people. The Fund has modified the program guidelines to reduce oversubscription and increase the likelihood that applicants will receive a positive funding decision.

The most successful funded projects to date reveal that a community of support is vital to help audiences discover well-being content. Applications with strong support from the following three Key Partners have the greatest likelihood of receiving financing from the Fund:

- [Expert Organizations](#) are in the business of delivering healthcare services to Canadians and have expertise in the well-being area featured in the project. Their support is required at all stages of financing to ensure the project makes a positive difference in the well-being of Canadians. The Fund has clarified the definition of Expert Organizations and the [Expert Organization Support Form](#).
- [Platforms](#) are in the business of curating original content and have a successful track record transmitting programming to Canadians. Their support is now required at the development and production stages of financing to ensure the project reaches the target audiences. Before starting work on the application, confirm eligibility of the platform. For platforms that are not [CRTC-Recognized Services](#), submit the [Platform Support Form](#) to info@telusfund.ca at least **3 weeks before the deadline date** to confirm eligibility.
- [Audience Partners](#) are committed to using their large online reach in Canada to increase discovery of the project. The [Audience Partner Support Form](#) remains optional but, if obtained, will increase the likelihood of a positive funding decision.

In 2024, applications for all stages of financing will be received during the four-week period before these two deadline dates:

April 5, 2024 at 17:00PT for decision in June
September 20, 2024 at 17:00PT for decision in November

Until further notice, the Fund will not be offering invitations to apply outside of these deadline dates. An applicant that has previously been declined may re-apply one more time for the same stage of funding provided the [Applicant](#) and [Project](#) remain eligible and there are material increases in the level of support for the project from [Key Partners](#) and other financial sources. If a project has been declined twice, it will no longer be considered eligible to re-apply for the same stage of financing.

Applicants are encouraged to review the full Program Guidelines which include other process and policy changes applicable to all applications submitted in 2024.

TELUS FUND'S MANDATE

TELUS Fund (the “Fund”) is a [Certified Independent Production Fund](#) authorized by the Canadian Radio-television and Telecommunications Commission (the “CRTC”) to administer TELUS Corporation’s financial contributions in support of Canadian content. The Fund is a not-for-profit corporation, governed by a Board of Directors that operates at arm’s length to TELUS.

The Fund’s mandate is to **finance exceptional content that promotes the well-being of people in their environment**. We are looking for stories that will move the audience to think, feel, and take action to improve their well-being. The Fund achieves its mandate by connecting Canadian production companies to financing and tools from the idea stage through to commercialization of TV programs, feature-length films, web series, and related content.

You can learn more about the Fund in its [published annual reports](#).

DEFINITION OF WELL-BEING

The Fund uses a broad definition of well-being that includes the physical, mental, emotional, and spiritual dimensions of health and the conditions in which people find themselves. Changes in our climate, food, economies, and energy are impacting us all. Calls for action, innovation, and equitable access to health services are stimulating international collaborations and research. Digital penetration is transforming the relationships amongst doctors, patients, and the healthcare system. Social networking platforms, blogs, wearable devices, and applications have normalized sharing personal health information and are contributing to more engaged and empowered citizens. These are a small sample of the environmental conditions affecting the well-being of people.



Telling stories through TV programs, feature-length films, and web series is a powerful and effective means of influencing, informing, and positively impacting the well-being of people. Whether your compelling story is about individuals facing adversity, a community making a difference, or a medical breakthrough, this checklist will help you to determine whether your project is aligned to the Fund’s mandate:

- ✓ Your project is dealing with a well-being issue that matters to millions of Canadians.
- ✓ There is underlying research that provides evidence of the well-being issue and the extent of its impact on the well-being of people.
- ✓ [Expert Organizations](#) with expertise in the well-being issue are committed to helping you ensure your project is free of editorial bias, presents verified research, and inspires Canadian audiences in ways that positively impact their health and well-being.
- ✓ You have well defined measures of success for the project that include the reach, viewership, and impact of the project in Canada and abroad.

THE DECISION-MAKING PROCESS

TELUS Fund's Board of Directors has sole and exclusive responsibility for funding decisions. The Directors evaluate and prioritize submissions based on their potential to positively impact the well-being of people in their environment. Applications for financing are compared to others at the same stage of financing according to the following 4 criteria:

1. Story Idea

- The Fund is looking for compelling stories that will entertain and influence audiences to take action to improve their well-being. While there are many well-being issues affecting people worldwide, the Fund primarily considers how a project can create impact first in Canada, then abroad. The most competitive submissions are taking a fresh approach to the subject matter and include [Expert Organizations](#) committed to helping the project make a difference in the well-being of people.

2. Project Plan

- The Fund prioritizes submissions that plan to create ample [Programming](#) and [Complementary Content](#) to develop audiences during the launch campaign and deepen their engagement. The most competitive submissions will have already secured other sources of project financing and be ready to proceed with financing from the Fund.

3. Measured Success

- The Fund measures its success by the degree to which funded projects reach their intended audience, the audience views and engages with the content, and their well-being is positively impacted. The most competitive submissions will have strong support from [Platforms](#) and [Audience Partners](#) to help the project achieve measured success, and sufficient resources to secure [pre-approved Marketing Expertise](#) to create and execute the [Comprehensive Audience Development Plan](#) in Canada.

4. Project Team

- The Fund prioritizes submissions from Canadian production companies that have a track record of success with comparable content, demonstrate a deep understanding of the well-being issue, and are passionate about reaching and positively impacting the audience. The most competitive submissions will include storytellers who are committed to reflecting the diversity of Canada to a wider audience.

These evaluation criteria reflect the best practices and lessons learned from over [125 funded projects](#) already in market. They are not intended to restrict your creativity nor limit the full discretion of the Board of Directors. These criteria are provided as a guide to helping you make a competitive submission for financing.

The Fund has created online Evaluation Tools to help you determine if your project is a good fit for financing from the Fund. The questions in these tools are based on the above 4 evaluation criteria and used by the Board of Directors to render funding decisions.

APPENDIX A: DEVELOPMENT FINANCING

Apply for development financing if your idea for a TV program, feature-length film, or web series has confirmed interest from a [Platform](#).

During the development stage, the Fund will connect you to the financing needed to submit a competitive application for production financing. Deliverables typically include:

- Production-ready creative materials for the [Programming](#)
- A professional sizzle reel, trailer, or demo
- Pitch materials to secure talent, experts, and financial sources
- Support forms from [Key Partners](#)
- A [Comprehensive Audience Development Plan](#) (“CADP”) created by [pre-approved Marketing Expertise](#)
- Support materials to accompany your application for production financing (e.g., production budget, schedule, support forms, financing agreements, chain of title documentation, bios for key personnel)

Maximum Amount

The maximum amount of development financing is \$75,000 or 75% of the [development budget](#), whichever is less. Typically, 10 submissions per year are selected to receive development financing. In the last five fiscal years, the average per project financing was \$27K or 66% of the development budget with 4 exceptional applications receiving more than \$50,000.

The Fund’s financing is in the form of a recoupable advance, which is similar to an unsecured, non-interest bearing, forgivable loan. Financing is repayable only if the project moves forward to the next stage or if project rights are transferred, sold, or exploited in any manner.

How to Apply

There are 3 steps to apply for development financing:

1. Check eligibility
 - Start by confirming that you are an eligible [Applicant](#) working on an eligible [Project](#).
 - Obtain an [Expert Organization Support Form](#) from an [Expert Organization](#). If you’re not sure the organization meets the updated definition of [Expert Organization](#), complete and send the form at least **3 weeks before the deadline date** to confirm eligibility.
 - Secure a letter of interest for the project from a [Platform](#). If the Platform is not a CRTC-Recognized Service, submit the [Platform Support Form](#) at least **3 weeks before the deadline date** to confirm eligibility.
2. Check alignment
 - Answer the questions in this [Evaluation Tool](#) to help you determine if your project is a good fit for financing. The questions in this tool are based on the [4 evaluation criteria](#) used by the Board of Directors to render funding decisions.
 - The competition for development financing is high. Use these [audience resources](#) to help you improve the competitiveness of your submission.

3. Apply for financing
 - Upcoming deadline dates:
 - April 5, 2024 at 17:00PT** for decision in June
 - September 20, 2024 at 17:00PT** for decision in November
 - Four weeks before the deadline date, the [Evaluation Tool](#) for development financing will become a portal to receive applications. After answering the questions in the [Evaluation Tool](#), you will be prompted to upload the application form.

Documentation Checklist

Within the [application form for development financing](#) you will be asked to insert the following:

✓ Support Materials
A synopsis of your project.
A pitch video of less than three minutes that describes the project and why it matters. The pitch video is optional but, if included, will increase the likelihood of receiving a positive funding decision.
The most recent versions of creative materials for Programming and Non-programming .
The articles of incorporation of the production company.
A preliminary Audience Development Plan .
A description of the underlying research that supports the well-being issue your project is addressing, why it matters, who is affected, and how viewing and engaging with your project has the potential to change well-being outcomes.
At least one Expert Organization Support Form for this development stage. This form must be completed either by a national Expert Organization or a combination of municipal and provincial Expert Organizations that together demonstrate a national perspective. If you're not sure the organization meets the updated definition of Expert Organization , complete and send the form at least 3 weeks before the deadline date to confirm eligibility.
At least one letter of interest in the development of the project from an eligible Platform . This requirement can also be met by a license agreement, commitment letter, or detailed deal memo from a Platform committing to transmit the completed project.
Platform Support Forms are required to confirm eligibility of platforms that are not CRTC-Recognized Services, and should be submitted at least 3 weeks before the deadline date to confirm eligibility. Platform Support Forms are optional for CRTC-Recognized Services but, if obtained, will increase the likelihood of receiving a positive funding decision.
Audience Partner Support Forms are optional but, if obtained, will increase the likelihood of receiving a positive funding decision. Expert Organizations and Platforms have their own support forms. There is no need for them to also complete this form.
Short bios for individuals filling key positions on the project team (e.g., Producer, Director, Writer, Lead Performers).
Project implementation documents (e.g., development budget, financing plan, schedule).
Agreements with confirmed financial sources (e.g., deal memos, contracts).

If your submission is selected to receive financing, you will receive a Letter of Interest. Development financing will be set aside for your project for 90 days during which time you will be asked to meet certain conditions of financing. After 90 days, if you have not yet entered into a financing agreement with the Fund, the allocated funds will be freed up for other applicants. During due diligence, the Fund may in its sole discretion reduce the level of its financing, change the allocation of financing between various components of the project, or decline further participation.

An applicant that has been declined may re-apply one more time for the same stage of funding provided the applicant and project remain eligible and there are material increases in the level of support for the project from [Key Partners](#) and other financial sources. If a project has been declined twice, it will no longer be considered eligible to re-apply for the same stage of financing. Resources are currently not sufficient to provide feedback on declined submissions.

Appendix D includes [definitions](#) of capitalized terms.

QUESTIONS?

Answers to frequently asked questions are available [on TELUS Fund's website](#). You may also contact us at info@telusfund.ca.

APPENDIX B: PRODUCTION FINANCING

Apply for production financing if the creative materials for your TV program, feature-length film, or web series are production-ready and the project has been licensed for transmission by a [Platform](#).

During the production stage, the Fund will connect you to the financing and tools needed to:

- Create the [Programming](#)
- Create related [Complementary Content](#) and [Non-programming](#)
- Secure [pre-approved Marketing Expertise](#) to execute a [Comprehensive Audience Development Plan](#) (“**CADP**”) that typically begins at least 6 weeks prior to premiering the Programming and extends for 6 to 12 months

It is too late to apply for production financing if you have already delivered the completed project to the Platform. Consider applying for [post-launch financing](#) after the project has launched and achieved measured success.

Maximum Amount

There is no maximum dollar amount per project, but production financing will not exceed 75% of the [production budget](#). Typically, 10 submissions per year are selected to receive production financing. In the last five fiscal years, the average per project financing was \$230K or 31% of the production budget. Nineteen projects received more than \$250K and 3 exceptional applications received more than \$400K. Eight projects received financing greater than 49% of the production budget.

The Fund’s financing is in the form of a recoupable advance, which is like an unsecured, non-interest bearing, forgivable loan. The Fund does not acquire rights, equity interest or profit participation in the project. Most provincial and federal tax credit programs have determined financing from the Fund to be akin to a grant or subsidy that reduces the eligible tax credit. Financing is repayable from revenue if any is earned.

How to Apply

There are 3 steps to apply for production financing:

1. Check eligibility
 - Start by confirming that you are an eligible [Applicant](#) working on an eligible [Project](#).
 - Obtain an [Expert Organization Support Form](#) from an [Expert Organization](#). If you’re not sure the organization meets the updated definition of [Expert Organization](#), complete and send the form at least **3 weeks before the deadline date** to confirm eligibility.
 - Secure a license agreement, commitment letter or deal memo for the project from a [Platform](#). If the Platform is not a CRTC-Recognized Service, submit the [Platform Support Form](#) at least **3 weeks before the deadline date** to confirm eligibility.
2. Check alignment
 - Answer the questions in this [Evaluation Tool](#) to help you determine if your project is a good fit for financing. The questions in this tool are based on the [4 evaluation criteria](#) used by the Board of Directors to render funding decisions.

- The competition for production financing is high. Use these [audience resources](#) to help you improve the competitiveness of your submission.
 - To increase the likelihood of receiving production financing, you are strongly encouraged to first apply for [development financing](#) to help you secure [pre-approved Marketing Expertise](#) to create the CADP, produce a professional trailer and pitch materials, and obtain strong support from [Key Partners](#).
3. Apply for financing
- Upcoming deadline dates:
 - April 5, 2024 at 17:00PT** for decision in June
 - September 20, 2024 at 17:00PT** for decision in November
 - Four weeks before the deadline date, the [Evaluation Tool](#) for production financing will become a portal to receive applications. After answering the questions in the [Evaluation Tool](#), you will be prompted to upload the application form.

Documentation Checklist

Within the [application form for production financing](#) you will be asked to insert the following:

✓ Support Materials
A synopsis of your project.
A professional sizzle reel, trailer, or demo that showcases the talent, the storyline, and the project's potential to reach and positively impact the target audience.
The most recent versions of creative materials for Programming and Non-programming .
The articles of incorporation of the production company.
A Comprehensive Audience Development Plan prepared by pre-approved Marketing Expertise .
A description of the underlying research that supports the well-being issue your project is addressing, why it matters, who is affected, and how viewing and engaging with your project has the potential to change well-being outcomes.
At least one Expert Organization Support Form for this production stage. This form must be completed either by a national Expert Organization or a combination of municipal and provincial Expert Organizations that together demonstrate a national perspective. If you're not sure the organization meets the updated definition of Expert Organization , complete and send the form at least 3 weeks before the deadline date to confirm eligibility.
At least one license agreement, commitment letter, or detailed deal memo from a Platform. Production financing will be conditional on the Producer entering into a license agreement with the Platform in which the Platform commits to making the Programming accessible by Canadians within 24 months of being delivered with closed captioning and described video (wherever possible) and providing data on the measured success of the Programming.
Platform Support Forms are required to confirm eligibility of platforms that are not CRTC-Recognized Services, and should be submitted at least 3 weeks before the deadline date to confirm eligibility. Platform Support Forms are optional for CRTC-Recognized Services but, if obtained, will increase the likelihood of receiving a positive funding decision.

[Audience Partner Support Forms](#) are optional but, if obtained, will increase the likelihood of receiving a positive funding decision. Expert Organizations and Platforms have their own support forms. There is no need for them to also complete this form.

Short bios for individuals filling key positions on the project team (e.g., Producer, Director, Writer, Lead Performers).

Project implementation documents (e.g., Project budget, financing plan, schedule).

Agreements with confirmed financial sources (e.g., deal memos, contracts).

If your submission is selected to receive financing, you will receive a Letter of Interest. Production financing will be set aside for your project for 90 days during which time you will be asked to meet certain conditions of financing. After 90 days, if you have not yet entered into a financing agreement with the Fund, the allocated funds will be freed up for other applicants. During due diligence, the Fund may in its sole discretion reduce the level of its financing, change the allocation of financing between various components of the project, or decline further participation.

An applicant that has been declined may re-apply one more time for the same stage of funding provided the applicant and project remain eligible and there are material increases in the level of support for the project from [Key Partners](#) and other financial sources. If a project has been declined twice, it will no longer be considered eligible to re-apply for the same stage of financing. Resources are currently not sufficient to provide feedback on declined submissions.

Appendix D includes [definitions](#) of capitalized terms.

QUESTIONS?

Answers to frequently asked questions are available [on TELUS Fund's website](#). You may also contact us at info@telusfund.ca.

APPENDIX C: POST-LAUNCH FINANCING

If your TV program, feature-length film, or web series has already launched in the marketplace and achieved measured success, apply for post-launch financing to help you reach new audiences and deepen connections with the existing ones.

Applicants that have already received production financing for their project from the Fund are immediately eligible to apply for post-launch financing. Other applicants that did not receive production financing must provide evidence of achieving an average of 20K views to substantial completion (e.g., 75%) per episode for their well-being content.

With post-launch financing you can optimize content discovery and promotion, continue driving project success, and extend the life of your project. Post-Launch financing may be allocated to, for example:

- Acquire the rights needed to exploit the [Programming](#) for a longer term in Canada and abroad
- Create new [Complementary Content](#) and [Non-programming](#) to deepen the audience experience and impact on their well-being
- Secure marquee attachments to participate in the post-launch stage
- Secure [pre-approved Marketing Expertise](#) to execute a refreshed [Comprehensive Audience Development Plan](#) (“CADP”) for Canada or international territories
- Undertake research on global exploitation opportunities, prepare materials, and attend events to pitch your project
- Subscribe to data collection tools and maintain the project website and social channels

If you are looking for funding to create new episodes of [Programming](#) (e.g., a series renewal) or the project has not yet been delivered to the Platform, apply for [production financing](#).

Maximum Amount

There is no maximum dollar amount per project, but financing will not exceed 75% of the [post-launch budget](#). In the last five fiscal years, the average per project financing is \$60K with a few exceptional projects receiving more than \$100,000.

The Fund’s financing is in the form of a recoupable advance, which is like an unsecured, non-interest bearing, forgivable loan. The Fund does not acquire rights, equity interest or profit participation in the project. Most provincial and federal tax credit programs have determined financing from the Fund to be akin to a grant or subsidy that reduces the eligible tax credit. Financing is repayable from revenue if any is earned.

How to Apply

There are 3 steps to apply for post-launch financing:

1. Check eligibility
 - Start by confirming that you are an eligible [Applicant](#) working on an eligible [Project](#).
 - Obtain an [Expert Organization Support Form](#) from an [Expert Organization](#). If you’re not sure the organization meets the updated definition of [Expert Organization](#), complete and send the form at least **3 weeks before the deadline date** to confirm eligibility.

- Make certain that the TV program, feature-length film, or web series and all related assets will be accessible to Canadians during the post-launch stage.
- 2. Check alignment
 - Answer the questions in this [Evaluation Tool](#) to help you determine if your project is a good fit for financing. The questions in this tool are based on the [4 evaluation criteria](#) used by the Board of Directors to render funding decisions.
 - Use these [audience resources](#) to help you improve the competitiveness of your submission.
- 3. Apply for financing
 - Upcoming deadline dates:
 - April 5, 2024 at 17:00PT** for decision in June
 - September 20, 2024 at 17:00PT** for decision in November
 - Four weeks before the deadline date, the [Evaluation Tool](#) for post-launch financing will become a portal to receive applications. After answering the questions in the [Evaluation Tool](#), you will be prompted to upload the application form.

Documentation Checklist

Within the [application form for post-launch financing](#) you will be asked to insert the following:

✓ Support Materials
A synopsis of your project.
Digital versions of existing Programming , Complementary Content , and Non-programming .
The articles of incorporation of the production company.
A description of the audience development activities to date, the measured success achieved, and lessons learned. Applicants that did not receive production financing for the project from the Fund must provide evidence of achieving an average of 20K views to substantial completion (e.g., 75%) per episode for their well-being content.
The plan for the post-launch stage including your overarching objectives, territories, the actions you plan to undertake, a description of any new Complementary Content or Non-programming that will be created, the measures of success, data collection methodology, and forecast targets.
At least one Expert Organization Support Form for this post-launch stage. This form must be completed either by a national Expert Organization or a combination of municipal and provincial Expert Organizations that together demonstrate a national perspective. If you're not sure the organization meets the updated definition of Expert Organization , complete and send the form at least 3 weeks before the deadline date to confirm eligibility.
Confirmation that existing Programming will remain accessible by Canadians during the post-launch stage on either a Platform or alternative arrangement.
Deal memos with international buyer(s) committed to launching the Programming (optional).
Audience Partner Support Forms are optional but, if obtained, will increase the likelihood of receiving a positive funding decision. Expert Organizations and Platforms have their own support forms. There is no need for them to also complete this form.

Short bios for individuals filling key positions on the project team (e.g., Producer, Director, Writer, Lead Performers) and overseeing this post-launch stage.
Project implementation documents (e.g., post-launch budget, financing plan, schedule).
Agreements with confirmed financial sources (e.g., deal memos, contracts).

If your submission is selected to receive financing, you will receive a Letter of Interest. Post-Launch financing will be set aside for your project for 90 days during which time you will be asked to meet certain conditions of financing. After 90 days, if you have not yet entered into a financing agreement with the Fund, the allocated funds will be freed up for other applicants. During due diligence, the Fund may in its sole discretion reduce the level of its financing, change the allocation of financing between various components of the project, or decline further participation.

An applicant that has been declined may re-apply one more time for the same stage of funding provided the applicant and project remain eligible and there are material increases in the level of support for the project from [Key Partners](#) and other financial sources. If a project has been declined twice, it will no longer be considered eligible to re-apply for the same stage of financing. Resources are currently not sufficient to provide feedback on declined submissions.

Appendix D includes [definitions](#) of capitalized terms.

QUESTIONS?

Answers to frequently asked questions are available [on TELUS Fund's website](#). You may also contact us at info@telusfund.ca.

APPENDIX D: DEFINITIONS

Eligible Applicants

The Eligible Applicant:

- is experienced in the business of producing comparable Programming
- is a for-profit taxable corporation (within the meaning of Canada's Income Tax Act)
- is headquartered in Canada
- is Canadian controlled (Sections 26 to 28 of the Investment Canada Act)
- owns and controls all the rights necessary to create, produce, distribute, and exploit the project throughout the world in all manner, languages, and media, and on all platforms and devices for a period of at least 5 years (60 months)

Eligible Projects

Eligible Projects will be targeted to audiences in Canada. The Eligible Project will be produced in English and/or French and the well-being issue 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, and documentary.

Eligible Projects must include two essential components: Programming and Complementary Content. On rare occasions the Eligible Project may also include Non-programming.

Programming

Programming is the cornerstone of the Eligible Project. This audiovisual content is intended for viewing from beginning to end without user interaction (e.g., TV programs, feature-length films, web series). The Programming may not be in the [CRTC Program Categories](#) of News, Reporting and Actualities, and Sports.

The Programming must either earn at least 6 points on the [CAVCO](#) point system, be certified by [Telefilm Canada](#) as an official international co-production, or be certified by the [CRTC](#) as either Canadian content or an international co-venture.

Programming created with financing from the Fund, must be accessible by Canadians within 24 months of being delivered to the Platform with closed captioning and described video (wherever possible).

Complementary Content

Complementary Content refers to promotion assets that complement the Programming and will help to develop and grow audiences for the Programming over the launch campaign. Complementary Content is usually available for free to audiences on a non-exclusive basis across multiple platforms and channels.

Complementary Content usually includes for example: a basic website, images, text, graphics, press materials, trailers, behind-the-scenes videos, and featurettes. Complementary Content may also include basic learning tools to deepen the audience's experience such as screening and discussion guides, podcasts, blogs, eBooks, newsletters and eMagazines.

Non-programming

Non-programming is sophisticated digital content that requires significant user interaction to progress the storyline (e.g., complex websites and games, virtual reality experiences, mobile applications). Access to Non-programming is often exclusive to users that have either paid a fee or subscribed to a particular channel or platform.

Underlying research in the subject area may support the creation of Non-programming to deepen the audience experience and increase the potential positive impact on their well-being. The Non-programming must be supported by the [Expert Organization](#) and interrelated with the Programming such that the audience's experience of both is seamless. Non-programming must include Canadians in key roles and at least 75% of the budget must be spent in Canada.

The Fund has an annual maximum of \$500,000 for Non-programming across all funded projects, at all stages of financing. The financing, budget, and costs of Non-programming must be allocated, tracked, and reported separately from the other components of the project.

Key Partners

Prior experience with funded projects reveals that a community of support is vital to reaching audiences and positively impacting their well-being. The Fund has identified three Key Partners whose support is essential to measured success: Expert Organizations, Platforms, and Audience Partners. Applications with strong support from all three Key Partners have the greatest likelihood of receiving financing from the Fund.

Expert Organizations

Expert Organizations will help ensure your project is free of editorial bias, presents verified research, and inspires Canadian audiences in ways that positively impact their health and well-being, as opposed to unintentionally having a negative effect. The Fund requires applicants to work with Expert Organizations to maintain the highest standard of accuracy, integrity, fairness, and comprehensiveness in the information presented. Projects that examine sensitive and potentially controversial subject areas must do so in an impartial and non-partisan manner.

An Expert Organization is:

- either publicly owned or a not-for-profit organization,
- delivering healthcare services, programs, supports, or resources to Canadians affected by the well-being issue,
- able to identify at least one regulated healthcare professional on their team with expertise in the well-being issue who will provide feedback on the creative materials for the project (e.g., medical doctors, surgeons, psychiatrists, psychologists, registered nurses, pharmacists, psychopharmacologists, dentists, social workers, etc.), and
- NOT related to or affiliated with the Eligible Applicant.

Privately-owned, for-profit organizations do not meet the Fund's definition of an Expert Organization. Member associations and not-for-profit organizations that are primarily in the business of raising awareness of a well-being issue, soliciting donations, funding research, or advocating to influence legislation, regulations, and policies, do not meet this definition.

Every application for financing must include an [Expert Organization Support Form](#) completed either by:

- a national Expert Organization delivering services to Canadians across the country in the language of the project, or
- a combination of municipal and provincial Expert Organizations that together demonstrate a national perspective on the well-being issue.

If you're not sure the organization meets the updated definition of Expert Organization, complete and send the form at least **3 weeks before the deadline date** to confirm eligibility. If you miss this deadline, the Expert Organization Support Form may be included with your application for financing but, if not accepted by the Fund, the application will be withdrawn from consideration.

Platforms

Platforms are key partners in making the Programming accessible by Canadians, developing audiences, and driving measured success. All applications for financing must include support from either a CRTC-Recognized Service or another platform pre-approved by TELUS Fund.

"**CRTC-Recognized Services**" include all Canadian linear broadcasters [licensed to operate by the CRTC](#) (e.g., conventional, specialty, pay, video-on-demand). The [Platform Support Form](#) is optional for CRTC-Recognized Services but, if obtained, will significantly increase the likelihood of receiving a positive funding decision.

The eligibility of all other platforms will be considered on a project-by-project basis. The Fund will use the [Platform Support Form](#) to confirm eligibility. Before starting work on the application, ask the platform to complete and send the [Platform Support Form](#) to info@telusfund.ca at least **3 weeks before the deadline date**. If you miss this deadline, the Platform Support Form may be included with your application for financing but, if not accepted by the Fund, the application will be withdrawn from consideration.

Platforms do not have to be Canadian owned, but they must be accessible by Canadians and able to demonstrate a recent track record of:

- curating a large volume of professional quality original Programming,
- making Programming accessible to the target audiences in Canada,
- overseeing production and delivery of high-quality content,
- planning and executing an audience development plan, and
- achieving an average of 20K Canadian views per episode to substantial completion (e.g., 75%) with comparable Programming.

Potential eligible platform may include, for example:

- [Online services accepted by CAVCO](#)
- Social media and YouTube channels
- [Non-Canadian programming services](#) authorized by the CRTC to operate in Canada
- A [Telefilm recognized theatrical distribution company](#) that commits to making the Programming accessible by Canadians in at least 5 venues across Canada

Intermediary distributors and sales agents undertaking to sell the Programming on your behalf to other entities that will then make the Programming accessible by Canadians do not meet this definition of Platform.

Production financing will be conditional on the Producer entering into a license agreement with the Platform in which the Platform commits to making the Programming accessible by Canadians within 24 months of being delivered with closed captioning and described video (wherever possible) and providing data on the measured success of the Programming.

Audience Partners

Audience Partners have an online reach in Canada of at least 20K subscribers, followers, or fans (e.g., social media influencers, sponsors, expert individuals, and celebrity talent). The [Audience Partner Support Form](#) is used to demonstrate their support and confirm their commitment to helping you develop audiences for the project. The Audience Partner Support Form is optional but, if obtained, will significantly increase the likelihood of a positive decision.

[Expert Organizations](#) and [Platforms](#) have their own support forms. There is no need for them to also complete the Audience Partner Support Form.