

2024 Stories for Caregivers Program Guidelines

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QUESTIONS?

Answers to frequently asked questions are available [here](#) and [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 submissions.

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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**. 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](#).

SPECIAL CALL FOR WEB SERIES

TELUS Fund is renewing its Special Call for 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 and the number is expected to grow.¹

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.

Since the inception of the S4C Program in 2017, twenty-four web series with financing from TELUS Fund have achieved more than 25M views. All web series selected to receive financing from the Fund enjoy an exclusive premiere on the [Stories for Caregivers website](#), [Facebook page](#), [YouTube channel](#), and related social media channels which are accessible to audiences worldwide. Together we are telling stories with the potential to positively impact families and friends providing care for loved ones struggling with a health condition.

HOW THE SPECIAL CALL WORKS

Stage 1 – Create a pilot episode

Eligible Applicants are invited to submit an application for development financing before **April 5, 2024 at 17:00PT**. The online application portal will open four weeks before the deadline date to begin receiving application forms and supporting documentation.

Development financing decisions will be announced during the week of June 3, 2024. Short-listed web series ideas will receive [Development](#) to create a pilot episode and advance their project plan for the full web series.

Stage 2 – Produce the web series

Eligible Applicants that have completed a pilot episode submit their application for [Production financing](#) by **September 20, 2024 at 17:00PT**. Pilot episodes will be published online for community feedback for one week during the month of October 2024. Short-listed pilot episodes will receive production financing to create at least 7 additional episodes and promotion materials.

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The online application portal will open four weeks before the deadline date to begin receiving application forms and supporting documentation. Production financing decisions will be announced during the week of November 18, 2024.

Successful web series will enter into a licensing agreement with S4C Media Inc. and premiere in May 2025 on the Stories for Caregivers platforms.

ELIGIBLE APPLICANTS

The Eligible Applicant is:

- experienced in the business of producing comparable web series
- a for-profit taxable corporation (within the meaning of *Canada's Income Tax Act*)
- headquartered in Canada
- Canadian-controlled (Sections 26 to 28 of the *Investment Canada Act*)
- the owner and controller of all 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 WEB SERIES

Eligible Web Series will be targeted to caregiver audiences in Canada. The Eligible Web Series will be produced in English and/or French and 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, and documentary.

The Eligible Web Series will also:

- include at least 8 related episodes of between two to six minutes in duration per episode
- be produced in Canada and spend at least 75% of the budget in Canada
- earn a minimum of 6 out of 10 points on the [Canadian Audiovisual Certification Office](#) scale
- be closed captioned in English and French and contain described video

The Eligible Web Series 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
- be in the [CRTC Program Categories](#) of News, Reporting and Actualities, and Sports
- be already produced and/or distributed

FINANCING

Development financing (pilot episode)

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 two to six minutes in high definition and advancing the project plan for the full web series.

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Applicants for development financing must submit the following to the Fund by **April 5, 2024 at 17:00PT**:

- a completed application form,
- a creative pitch for the series in a maximum of two pages, including a complete synopsis of the series, a typical episode format, and outline of what future episodes might be,
- 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 individuals providing care to their loved ones, and
- articles of incorporation of the production company.

Applicants will receive a funding decision in the week of June 3, 2024. Successful Applicants will have roughly 15 weeks within which to deliver the pilot episode and an application for production financing.

Production financing (web series)

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 **September 20, 2024 at 17:00PT**:

- a completed application form for production financing,
- a pilot episode in high-definition format with closed captioning in both English and French prepared by a translation provider pre-approved by TELUS Fund,
- production-ready creative materials appropriate for the genre,
- production budget, financial structure, and schedule for the web series,
- letter(s) of support obtained from organizations, experts, and/or communities active in the subject area, and
- written confirmation of collaborations with marquee talent, celebrities, and the like, outlining the level and nature of their commitment.

Pilot episodes will be published online for community feedback for one week during the month of October 2024. Applicants will receive a funding decision by the week of November 18, 2024. Successful Applicants will have roughly 20 weeks within which to deliver completed episodes of the web series.

Nature of financing

TELUS Fund's financing is in the form of a recoupable advance similar in nature to an unsecured, non-interest bearing, forgivable loan. The Fund acquires no right, equity interest or profit participation in the actual production. The financing is not subject to provincial or federal taxes (e.g., QST, PST, HST, GST). 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.

Repayment terms

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 well-being content.

THE DECISION-MAKING PROCESS

TELUS Fund's Board of Directors has sole and exclusive responsibility for funding decisions. The Directors evaluate and prioritize submissions according to the following three criteria:

HEALTH INNOVATION
<ul style="list-style-type: none">▪ Demonstrates original and inspiring approaches to the subject matter▪ Influences thinking, challenge routines, enlighten choices▪ Presents novel solutions that are more efficient, effective, or just than existing solutions▪ Portrays the use of information and technology to improve quality of life
REACH AND IMPACT
<ul style="list-style-type: none">▪ Brings collaborations with talent, celebrities, influencers, and platforms well-known by caregivers and committed to driving reach and engagement of the web series▪ Includes 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▪ Demonstrates a strong understanding of the needs and priorities of caregivers referencing underlying research of distinguished subject matter experts▪ Portrays clear, simple, tangible calls to action with the potential to influence positive health choices by caregivers and recipients of care
PROJECT TEAM
<ul style="list-style-type: none">▪ Successful track record delivering comparable content▪ Passionate about reaching and positively impacting the audience▪ Committed to reflecting the diversity of Canada to a wider audience

These evaluation criteria reflect the best practices and lessons learned from [funded web series and other Stories for Caregivers content 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.

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FREQUENTLY ASKED QUESTIONS

Important milestones to remember (dates are subject to change)

DATE	DETAILS
April 5, 2024 at 17:00PT	Deadline for development financing applications for Special Call
June 3, 2024	Development financing decisions will be announced during the week of June 3, 2024
September 20, 2024 at 17:00PT	Deadline for production financing applications for Special Call and completed pilot episode
October 2024	Pilot episodes will be published online for community feedback for one week during the month of October 2024
November 18, 2024	Production financing decisions will be announced during the week of November 18, 2024
April 25, 2025	Deadline for all outstanding production deliverables, including all series episodes and promotional materials
May 2025	New web series will be published online

Is there an application Fee?

No, it's free to apply.

What rights are granted to S4C Media Inc.?

Applicants to this program will grant to S4C Media Inc. permission to publish, distribute, and exploit the pilot and web series on the Stories for Caregivers website, YouTube channel, and related social media channels that are accessible to audiences worldwide. The license term will be exclusive to S4C Media Inc. for a period of 6 months and non-exclusive thereafter.

S4C Media Inc. owns and controls the [Stories for Caregivers website](#), [Facebook page](#), [YouTube channel](#), and related social media channels with financing from TELUS Fund.

Has TELUS Fund pre-approved translation providers?

Yes. All applicants that receive development and production financing must engage pre-approved translation providers to ensure the project is available to audiences with close captioning in both English and French. Pre-approved translation providers currently include the following:

[Freyne-Gagné](#)
[Jean-Hugues Laurin](#)
[Multilingual LAT](#)

I did not receive development financing. Can I still apply for production financing?

Yes, provided your submission is complete, including a three to six minute pilot episode for the web series.



When can the selected Applicant expect to receive funding?

Generally, 80% of development funding is released by direct deposit into the Applicant's bank account within 10 days of signing TELUS Fund's development financing agreement. The final payment of 20% is released upon the Fund's approval of completed deliverables. The payment schedule for production financing is typically 60% upon signing agreement, 30% upon completion of the fine cuts of all episodes, and 10% upon approval of complete deliverables. The Fund 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 all financing received to TELUS 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.

Can I submit multiple ideas?

Yes, there is no limit to the number of applications per Applicant. Every web series idea will require a separate application, pitch video, and required documentation.

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 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 budget must include allowances for the creation of promotional assets listed in the application form and participation of key personnel in the launch campaign.

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.

The Stories for Caregivers platform is included in the list of [acceptable online services](#) for purposes of meeting the “shown in Canada” requirement of the Canadian Film or Video Production Tax Credit program. This recognition may also meet the digital platform requirements of other financing programs.

Applicants are encouraged to consult the guidelines of tax credit programs before including their financing 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 and Commercial General Liability Insurance. Applicants will be required to engage legal counsel familiar with the industry and its practices to review whether there is also a need for Errors and Omissions Liability Insurance to be in force for a period of at least one year from the first release of the web series. The TELUS Fund is to be named as additional insured on 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 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. The Fund also 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.

ⁱ Applicants are encouraged to [begin](#) but not limit their research into this target audience by visiting the following links:

[The experiences and needs of older caregivers in Canada, 2020 - Statistics Canada](#)

[Support received by caregivers in Canada, 2020 – Statistics Canada](#)

[2015 - When WORK and CAREGIVING Collide: How Employers Can Support Their Employees Who Are Caregivers](#)

[2015 - Caregiving for Older Adults with Disabilities](#)