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These guidelines include clarifications in response to frequently asked questions at the September 2025 deadline about the pre-approval window, the Complementary Content and the market allocations of pre-approved marketing agencies.

TELUS Fund retains full discretion over its programs and the application of these guidelines to ensure funding aligns with its mandate. In all interpretations, the Fund's decisions prevail. The Fund reserves the right to modify or withdraw its programs without prior notice. By participating, applicants agree to these guidelines and abide by the Fund's final decisions.

Please take the time to carefully review these guidelines. If you have any questions, visit [the FAQs on TELUS Fund's website](#) or contact us at [info@telusfund.ca](mailto:info@telusfund.ca).

## TELUS FUND OVERVIEW

At the TELUS Fund, we are dedicated ***to financing exceptional content that promotes the well-being of people in their environment.*** As a Certified Independent Production Fund, we administer financial contributions from TELUS Corporation in support of Canadian content.

## WELL-BEING IN STORYTELLING

Storytelling is a powerful medium that connects us to global and local challenges, fostering empathy and understanding among audiences. While the challenges may differ from place to place, real-life narratives make well-being issues relatable and urgent. These stories can inspire communities to act, preserve cultures and traditions, and strengthen social ties. When underrepresented voices share their experiences, they can spark meaningful change.

TV programs, feature-length films, web series and related content are vital tools for raising awareness about well-being issues. They encourage viewers to engage in conversations, build connections, and advocate for positive health outcomes.

The Fund takes a broad view of well-being, which encompasses:

- **Health Dimensions:** This includes physical, mental, emotional and spiritual aspects that contribute to overall well-being.
- **Living Conditions:** This covers factors such as access to healthcare, community support, lifelong educational opportunities, and essential resources like food, water, and energy.

## Key Considerations for a Competitive Application

Focus on the following areas:

1. **Well-Being Focus:** Ensure your project directly addresses significant well-being issues and clearly articulates how these challenges resonate with millions of Canadians.
2. **Unique Perspective:** Craft a compelling story that provokes thought and inspires action. Presenting fresh angles on well-being issues can differentiate your project.
3. **Research Support:** Provide robust evidence that substantiates the well-being issues your project addresses and supports your project's claims.
4. **Partner Collaboration:** Secure at least one Health Organization Support Form and one Platform Support Form. Consider including Audience Ambassadors to enhance the competitiveness of your submission.

## HOW TO APPLY FOR FINANCING

Follow these steps to apply for financing from TELUS Fund. Click on underlined terms to access related resources and definitions. If you have any questions after reviewing the guidelines, visit the [TELUS Fund's website](#) or contact us at [info@telusfund.ca](mailto:info@telusfund.ca).

### 1. Check eligibility

- Make sure you are an eligible [Applicant](#) working on an eligible [Project](#).
- Gather [support forms](#) from Key Partners:
  - [Health Organizations](#): Must deliver relevant professional healthcare services in Canada and include an authorized medical practitioner on their team.
  - [Platforms](#): Must offer comparable content across Canada.
  - [Audience Ambassadors](#) ([optional](#)): Should have at least 20,000 online subscribers or followers in Canada.

**TIP:** Use the *pre-approval window* (dates posted on the TELUS Fund website) to confirm that your Health Organization(s) meet eligibility requirements. If not, you will have time to find replacements. Platforms may need to be pre-approved, check the [Platform Support Form](#) to find out. You may still submit support forms with your application after the pre-approval window, but if either form is later deemed ineligible, your application will be withdrawn.

### 2. Select financing stage

- Determine which stage of financing you need:
  - [Development Financing](#): To prepare a competitive application for production financing.
  - [Production Financing](#): To create content and execute the Comprehensive Audience Development Plan (CADP).
  - [Post-launch Financing](#): To continue building audiences after the project has premiered and completed the initial audience development work.

### 3. Check alignment

- Try our [Evaluation Tool](#) to see if your project is a good fit for financing, based on the [four evaluation criteria](#) used by the Board of Directors for funding decisions.
- Use our [audience resources](#) to strengthen your submission.
- Contact the [Marketing Agency](#) you will work with if your submission is successful.

### 4. Submit your application

- Keep track of application deadlines, which are published [on TELUS Fund's website](#).

- Complete the online [application form](#) for your selected financing stage and upload the [support materials](#).

## THE DECISION-MAKING PROCESS

Our Board of Directors prioritizes applications based on four criteria:

### 1. Story

We are looking for compelling stories that provoke thought, emotion, and action. The most competitive submissions bring fresh perspectives, innovative approaches, or advancements in health technology and services. These submissions will demonstrate a thoughtful integration of [Programming](#) and [Complementary Content](#) that enhances the main story. We prioritize projects with support from [Health Organizations](#) delivering healthcare across Canada that can demonstrate a strong connection between the project and potential positive health outcomes.

### 2. Audience

Success is measured by the project's potential to reach, engage and positively impact its intended audience. Competitive submissions will have strong backing from [Audience Ambassadors](#) and [Platforms](#) willing to provide data on the measured success of the [Programming](#). These submissions also have sufficient resources to create and execute the [Comprehensive Audience Development Plan](#). While many well-being issues affect people globally, projects that create a significant impact in Canada will be prioritized.

### 3. Plan

The Fund prioritizes submissions that have already secured other funding and are ready to proceed. The most competitive submissions have adequate resources to create ample [Programming](#) and [Complementary Content](#) that deepens audience engagement during the launch campaign.

### 4. Team

Preference is given to Canadian production companies with a successful track record in comparable content, a deep understanding of the well-being issue, and a commitment to positively impacting the audience. We favor submissions that reflect Canada's rich diversity of languages, regions, genders, and communities in the production company, key leadership positions, and stories.

## Important Notes

The Board of Directors is solely responsible for funding decisions. These criteria are intended as guidelines to help you create a competitive submission without limiting creativity or the Board's discretion.

An applicant that has been declined may reapply once more for the same financing stage, provided both the applicant and project remain eligible and there are significant increases in support from Key Partners and financial sources.

If you receive a Letter of Interest from the Fund, financing will be reserved for your project for 90 days. During this time, you must meet specific Conditions of Financing; otherwise, the funds will be released to other applicants.

Before entering into a financing agreement, the Fund reserves the right to reduce its financing level, alter its financing allocation among project components, or decline further participation at its discretion.

## FINANCING STAGES

Financing is available at three stages to assist in creating and commercializing TV programs, feature-length films, and web series.

### 1. Development

Apply for development financing if your compelling story has already obtained support from Key Partners.

<b>Use of funds:</b>	<ul style="list-style-type: none"><li>▪ Develop production-ready materials.</li><li>▪ Create a professional sizzle reel/trailer and pitch materials</li><li>▪ Secure a <u>Marketing Agency</u> to create the Comprehensive Audience Development Plan (CADP).</li><li>▪ Prepare a competitive application for production financing.</li></ul>
<b>Maximum Amount</b>	Up to \$25,000 or 75% of the development budget, whichever is less.
<b>Conditions of Financing</b>	Financing is repayable if the project advances into production, or the rights are sold. Minimum marketing allocations and other conditions of financing are detailed in <u>the Appendix</u> .

### 2. Production

Apply for production financing when your creative materials are production-ready, and you have support from Key Partners.

<b>Use of funds:</b>	<ul style="list-style-type: none"> <li>▪ Create Programming and ample Complementary Content.</li> <li>▪ Secure a <u>Marketing Agency</u> to create and execute the CADP.</li> <li>▪ Report on the project's measured success.</li> </ul>
<b>Maximum Amount</b>	<ul style="list-style-type: none"> <li>▪ <u>For web series</u>: Up to \$5,000 per minute, \$150,000, or 75% of the production budget, whichever is less. In the past 5 years, 38 web series have received an average of \$147K or 61% of the production budget.</li> <li>▪ <u>Other Programming</u>: Up to \$500,000 or 75% of the production budget, whichever is less. In the past 5 years, 32 feature-length films and TV series have received: <ul style="list-style-type: none"> <li>○ An average of \$215,000 or 41% of the production budget.</li> <li>○ 6 of the 32 funded projects received +\$300,000.</li> <li>○ 2 exceptional submissions received +\$400,000.</li> <li>○ 6 received +40% of the production budget.</li> <li>○ 2 have received +50% of the production budget.</li> </ul> </li> </ul>
<b>Conditions of Financing</b>	Financing is repayable from revenue generated by the project. Minimum marketing allocations and other conditions of financing are detailed in <u>the Appendix</u> .

### 3. Post-launch

Apply for post-launch financing **after** your project has premiered and completed the initial audience development work.

If your project received production financing from TELUS Fund and your request is **less than \$75,000**, you may apply at any time after receiving your final production financing payment. In this case, there are no application deadlines.

If your project did NOT receive production financing from TELUS Fund, or if you are requesting **more than \$75,000**, you must be able to demonstrate that the project has achieved audience success. This means over 20,000 views for a feature-length film, or an average of 20,000 views per episode for a series. These applications will only be accepted at the posted application deadline dates published on the TELUS Fund website.

**TV and web series** must wait to apply until the final season has premiered and the initial audience development plan is finished.

<b>Use of funds:</b>	<ul style="list-style-type: none"> <li>▪ Acquire rights for long-term exploitation.</li> <li>▪ Refresh Complementary Content and Non-programming.</li> <li>▪ Create learning resources and host live event screenings.</li> <li>▪ Secure marquee attachments.</li> </ul>
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	<ul style="list-style-type: none"> <li>Hire a <u>Marketing Agency</u> to execute a refreshed CADP.</li> <li>Conduct global research and attend events.</li> <li>Maintain the project website and social channels.</li> </ul>
<b>Maximum Amount</b>	Up to \$150,000 or 75% of the post-launch budget, whichever is less. On average, four successful applicants over the past 5 years received \$102,000 or 69% of the post-launch budget.
<b>Conditions of Financing</b>	Financing is repayable from the producer's share of revenue generated by the project. Minimum marketing allocations and other conditions of financing are detailed in <u>the Appendix</u> .

## SUPPORT MATERIALS

Prepare the following support materials specific to each financing stage and upload them in the application form. Forms and templates are available on the website.

### 1. Story

Support Materials	Development	Production	Post-launch
Health Organization Support Form for this stage	Required	Required	Required
Pitch Video, Sizzle Reel, Trailer <b>or</b> Pilot episode for the project	Required	Required	Required
Creative Materials for the Programming	Required	Required	Required
Creative Materials for Complementary Content, if applicable for this stage	Required, if applicable	Required, if applicable	Required, if applicable
Creative Materials for Non-programming, if applicable for this project	Required, if applicable	Required, if applicable	Required, if applicable
Hyperlinks to all existing content for the project	Optional	Optional	Required

### 2. Audience

Support Materials	Development	Production	Post-launch
Audience Ambassador Support Form for this stage	Optional	Optional	Optional
Platform Support Form for this stage	Required	Required	Required, or alternative
Comprehensive Audience Development Plan	Optional	Optional	Required
Deal memo from the eligible Platform	Optional	Required	Required, or alternative

Deal memos for other pre-sales or distribution arrangements, if applicable	Required, if applicable	Required, if applicable	Required, if applicable
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## 3. Plan

Support Materials	Development	Production	Post-launch
Commitment letters from confirmed financial sources for this stage	Required	Required	Required
Project Budget for this stage	Required	Required	Required
Project Schedule for this stage	Required	Required	Required

## 4. Team

Support Materials	Development	Production	Post-launch
Short bios for Key Positions for this stage	Required	Required	Required

For definitions of capitalized terms, check the [appendix](#). If you have any questions, visit the [FAQs on TELUS Fund's website](#) or contact us at [info@telusfund.ca](mailto:info@telusfund.ca).



## APPENDIX: DEFINITIONS

### 1. Applicant

To qualify as an eligible Applicant, you must:

- Have experience in producing comparable Programming.
- Be a for-profit taxable corporation as defined by Canada's Income Tax Act.
- Be headquartered in Canada and Canadian controlled, as defined in Sections 26 to 28 of the Investment Canada Act.
- Own all necessary rights to create, produce, distribute, and exploit the project throughout the world in all manners, languages, and media, and on all platforms and devices for at least 24 months at the development stage and 60 months at the production and post-launch stages.

### 2. Project

Your project must target Canadian audiences and be produced in English and/or French. The well-being issue must be central to the storyline or sub-plots. Eligible genres include scripted and unscripted formats such as drama, comedy, lifestyle, magazine, variety, reality, and documentary.

Eligible projects must include:

- **Programming:** Core audiovisual content meant for uninterrupted viewing (e.g., TV programs, feature-length films, web series), that earns at least 6 points on the CAVCO point system or is certified as Canadian content by the CRTC or Telefilm Canada. The Programming cannot fall under the CRTC Program Categories of News, Reporting and Actualities, and Sports.
- **Complementary Content:** Additional assets that enhance audience engagement (e.g., website, social media, short videos, behind-the-scenes content). This content is typically available for free and accessible on a non-exclusive basis across various platforms.

On rare occasions, eligible projects may also include **Non-programming**, which refers to interactive digital content (e.g., games, virtual reality experiences, mobile applications) requiring significant user interaction. Access to Non-programming is often exclusive to users who have paid a fee or subscribed to a particular channel or platform.

Non-programming must involve Canadians in key roles and allocate at least 75% of the budget to Canadian expenditures. Additionally, the Fund caps annual funding for Non-programming at \$400,000 across all funded projects at all financing stages. The financing, budget, and costs for Non-programming must be allocated, tracked, and reported separately from other project components.

## 3. Key Partners

Applicants must secure support forms from two Key Partners - **Health Organizations** and **Platforms** – before applying for financing.

**TIP:** Use the *pre-approval window* (dates posted on the TELUS Fund website) to confirm that your Health Organization(s) meet eligibility requirements. If not, you will have time to find replacements. Platforms may need to be pre-approved, check the [Platform Support Form](#) to find out. You may still submit support forms with your application after the pre-approval window, but if either form is later deemed ineligible, your application will be withdrawn.

Securing support from **Audience Ambassadors** is optional and can boost the competitiveness of your submission.

### Health Organizations

To qualify for funding, you must obtain at least one support form from a Health Organization for your specific financing stage. The most competitive submissions often obtain support from multiple Health Organizations providing healthcare services across Canada.

These organizations play a crucial role in ensuring the project aligns with the Fund's mandate. Their feedback is essential for verifying research, minimizing editorial bias, and upholding the highest standards of accuracy, integrity, fairness, and comprehensiveness.

Key requirements include:

- **Organization:** The Health Organization must be either a not-for-profit organization or a government agency (e.g. a hospital or health authority) and unrelated to the applicant.
- **Healthcare Service Delivery:** The Health Organization is currently delivering professional healthcare services directly to individuals in Canada. These services must involve direct care or treatment that supports physical, mental, emotional, or spiritual well-being provided by, or under the supervision of, Qualified Personnel.
- **Qualified Personnel:** The Health Organization must have at least one authorized medical practitioner on their team (including staff, contractors, advisors, or board members) who holds formal medical qualifications and is actively registered with a Canadian medical regulatory authority (e.g. college or board).

**Exceptional Considerations:** The Fund encourages Health Organization Support Forms from Indigenous Healing Specialists, Knowledge Keepers, and Elders recognized by their communities. This approach acknowledges and values the unique perspectives and traditional practices of healthcare within Indigenous populations.

**Ineligible:** Privately owned for-profit organizations, not-for-profit organizations focused solely on raising awareness soliciting donations, funding research, or advocating for legislative and policy changes, and individual healthcare professionals do not qualify.

## Platforms

To qualify for funding, you must obtain at least one support form from a Platform for your specific financing stage. Platforms are essential for ensuring accessibility and audience development for your project in Canada.

Eligible Platforms include:

- **Licensed Broadcasting Services:** Networks, specialty channels, and on-demand services authorized by the CRTC and available across Canada (local/community services do not qualify).
- **Stories for Caregivers:** The platform operated by S4C Media Inc.
- **CAVCO-Approved Online Services:** These must have direct involvement in the release of the project (e.g. deal memo provided, marketing support) and experience releasing comparable Programming, meet the “shown in Canada” requirement, and be accessible across Canada.
- **Eligible Theatrical Distribution Companies:** Companies unrelated to the Producer and qualified by Telefilm Canada that have accessed the Canada Feature Film Fund within the last 24 months (Please also review section 4. Conditions of Financing).

Other platforms may be considered on a project-by-project basis. The platform must provide evidence in the Platform Support Form of its commitment to making professional-quality programming accessible to Canadians. Additionally, they must demonstrate two examples in the past 24 months of:

- Overseeing production and delivery of comparable Programming.
- Planning and executing the audience development plan.
- Achieving an average of 20,000 Canadian views for comparable feature-length films or 20,000 views per episode for comparable series.

**Ineligible:** Distributors and sales agents who act as intermediaries or sell the Programming on your behalf do not meet the Fund’s definition of an eligible Platform.

## Audience Ambassadors

While not mandatory, support from at least one Audience Ambassador is highly encouraged. Audience Ambassadors are individuals or organizations with a significant online presence, having at least 20,000 subscribers or followers in Canada. They play a crucial role in audience development and can include sponsors, experts, celebrities and other marquee attachments.

These ambassadors are passionate about the project's potential to positively impact well-being and are dedicated to using their platforms to raise awareness and engage their audience.

Health Organizations and Platforms may also qualify as Audience Ambassadors, but they have their own support forms. There is no need for them to also complete the Audience Ambassador Support Form.

## 4. Conditions of Financing

When preparing the support materials to upload to your application, please keep in mind the following:

**Tax Credits:** The Fund offers a recoupable advance akin to an unsecured, non-interest-bearing, forgivable loan. The Fund does not acquire an equity interest in copyright or share in profits. If your financing plan includes provincial or federal tax credits, verify how the Fund's financing impacts those credits, as many programs view it as a grant or subsidy, which reduces the tax credits.

**Agreements with eligible Platforms:** Production financing is conditional on the producer entering into a license agreement with the eligible Platform ensuring the Programming is accessible to Canadians within 24 months of delivery, including closed captioning and described video, where possible. For projects with theatrical distributors, financing is conditional on a distribution agreement committing to make the feature-length film accessible **in at least five** venues across Canada. Post-launch financing requires either a license agreement with a Platform or an alternative arrangement ensuring the project remains accessible to Canadians during the post-launch stage.

**Marketing Allocations:** TELUS Fund will allocate its financing to ensure the following minimum amounts are included in the project budget for **producer-led marketing** efforts:

- **\$5,000** minimum to work with a **pre-approved Marketing Agency** to develop a Comprehensive Audience Development Plan (CADP), which must include at minimum a digital marketing strategy for Canadian audiences.
- **\$50,000** minimum to work with a **pre-approved Marketing Agency** to execute the digital marketing strategy for Canadian audiences, including paid advertising.

These minimum amounts do *not* include Complementary Content.

Applicants are encouraged to request additional financing from TELUS Fund to:

- Create ample Complementary Content that supports the CADP. TELUS Fund **recommends** allocating at least **10% of the B + C sections** of the production budget

toward the creation of ample Complementary Content. The most competitive projects will include an allocation to Complementary Content.

- Develop and implement Other Canadian Strategies within the CADP such as community engagement, traditional marketing, publicity or public relations.

## Exceptional Considerations

The Fund may consider deviations from standard marketing allocations in the following circumstances:

- **Stories for Caregivers Web Series:** All projects supported by the Stories for Caregivers platform benefit from audience development efforts delivered by S4C Media Inc. As such, the required minimum marketing allocations are waived for these projects.
- **Cultural or Community-Specific Segments:** Projects tailored to specific cultural or community audiences—such as Indigenous communities, Official Minority Language Communities, and other equity-deserving groups—may propose a reduced allocation for digital marketing where appropriate. The Fund will not impose a lower amount. Any request for reduced funding must be applicant-driven, clearly justified in the CADP, and demonstrate how the strategy will still achieve measurable impact.

## 5. Marketing Agencies

TELUS Fund requires that producers engage a pre-approved Marketing Agency to develop and execute at minimum a **digital marketing strategy for Canada** as defined in the Comprehensive Audience Development Plan (CADP). These agencies are Canadian corporations whose primary business is delivering marketing services. Each has a diverse, in-house team with a strong track record of delivering all essential components of a digital marketing strategy for at least three Canadian screen media projects launched since 2023, including:

- Identifying and validating target audiences
- Setting project goals and defining key performance indicators (KPIs)
- Designing and executing omni-channel digital marketing strategies, including paid media and search engine marketing (SEM)
- Managing organic social media, community engagement, and moderation
- Executing paid media campaigns, including social media advertising
- Tracking, analyzing, and reporting on performance metrics

These services are considered essential to ensure that health and well-being content is not only produced — but moves Canadians to think, feel, and act. Pre-approved agencies also have in-house expertise, access to audience data, and the tools needed to inform strategic decisions.

They bring proven experience collaborating with Canadian Platforms, Health Organizations, and Audience Ambassadors.

## Exceptional Considerations

TELUS Fund may approve the use of alternative marketing expertise in place of a pre-approved Marketing Agency under the following conditions:

- **Expanded Marketing Scope:** If the proposed expertise addresses audience development needs beyond digital marketing (e.g., traditional media, live events, publicity, SEO, or influencer campaigns), and the team demonstrates proven experience, TELUS Fund may approve the use of these specialists.
- **Stories for Caregivers Web Series:** All projects supported by the Stories for Caregivers platform benefit from marketing expertise provided by S4C Media Inc. As such, the requirement to work with a pre-approved Marketing Agency is waived for these projects.
- **Cultural or Community-Specific Insight:** If the intended audience requires cultural or community-specific strategies and such expertise is not represented within the list of pre-approved Marketing Agencies, the Fund will consider proposals from alternative teams with the relevant insight, experience, and relationships.
- **Demonstrated Internal Capacity:** If the applicant company has a documented track record of executing successful Comprehensive Audience Development Plans — including in-house strategists, a skilled internal marketing team, and access to audience data and performance tools — TELUS Fund may approve an exemption to work without a pre-approved Marketing Agency.