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# Building Communities Through Arts and Heritage

Component I — Local Festivals  
Guide

Updated July 2011



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# ***Building Communities Through Arts and Heritage —*** **Introduction**

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Every year, all across Canada, numerous communities<sup>1</sup> organize arts and heritage activities such as festivals and commemorative events that enrich local community life and give Canadians an opportunity to engage in their communities.

The Government of Canada's *Building Communities Through Arts and Heritage* program supports activities that celebrate local historical heritage, as well as local artists and artisans, and are intended for and accessible to the general public.

## **PROGRAM OBJECTIVE**

To engage citizens in their communities through performing and visual arts, as well as through the expression, celebration, and preservation of local historical heritage.

## **EXPECTED RESULTS**

- increased citizen participation in local festivals, anniversaries, and commemorative projects
- increased opportunities for local artists and artisans to engage with their communities
- increased exposure to local historical heritage

## **PROGRAM COMPONENTS**

The *Building Communities Through Arts and Heritage* program delivers its funding through three separate components. These components are administered independently and have separate guidelines and application forms.

### **Component I — *Local Festivals***

This component provides funding of up to 100 percent of eligible expenses to a maximum of \$200,000 for **recurring festivals** that:

- present the work of local artists, artisans, or historical performers
- are organized locally
- actively involve members of the local community
- are intended for and accessible to the general public

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<sup>1</sup> Terms that are underlined are defined in the Glossary.

## **Component II — *Community Anniversaries***

This component provides funding of up to 100 percent of eligible expenses to a maximum of \$200,000 for **non-recurring events, related activities, and capital projects** that:

- commemorate a significant local historical event or pay tribute to a significant local historical personality
- mark a 100<sup>th</sup> anniversary or greater, in increments of 25 years (e.g., 125<sup>th</sup>, 150<sup>th</sup>)
- present the work of local artists, artisans, or historical performers
- are organized locally
- actively involve members of the local community
- are intended for and accessible to the general public

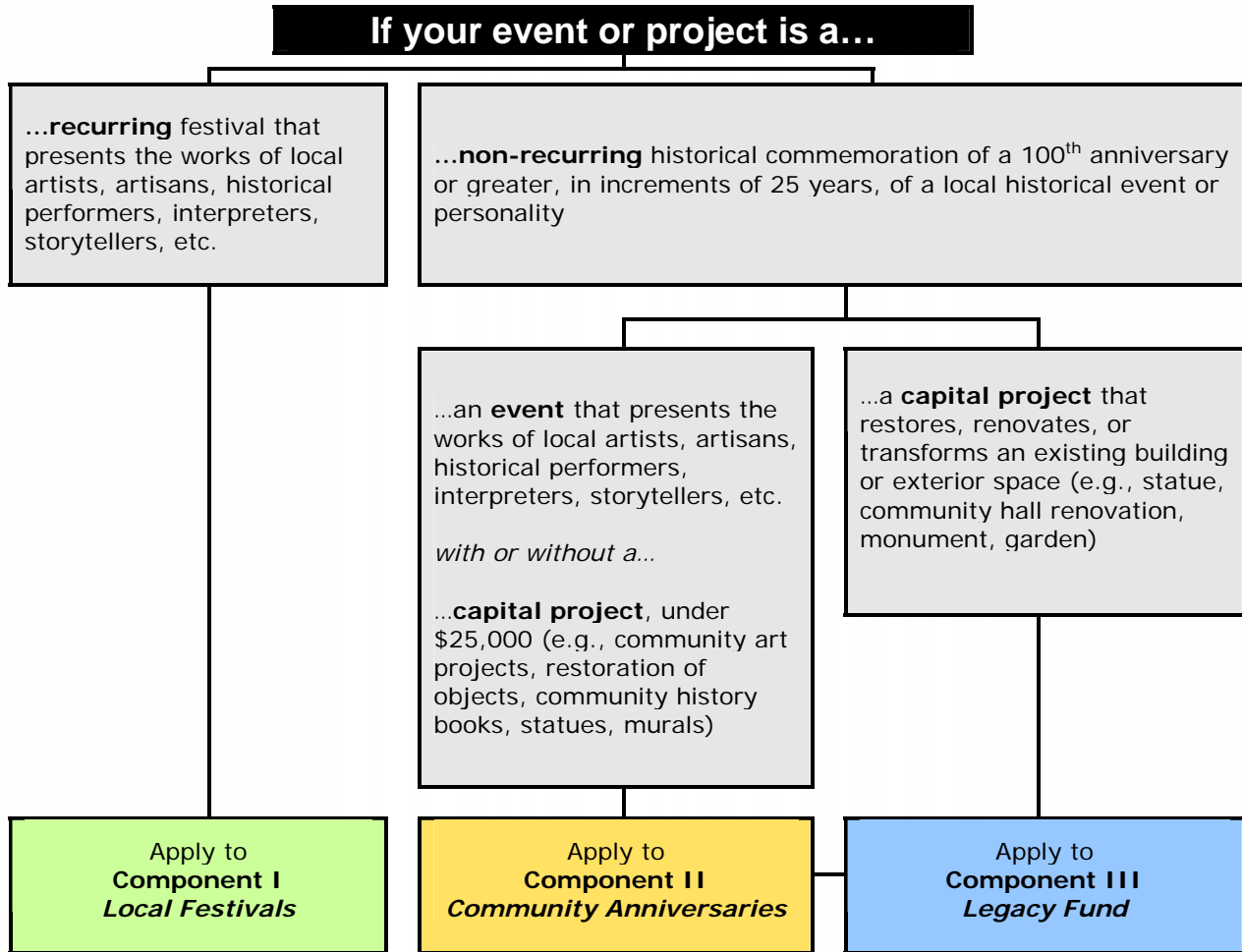
## **Component III — *Legacy Fund***

This component provides funding of up to 50 percent of eligible expenses to a maximum of \$500,000 for community **capital projects** that:

- commemorate a significant local historical event or pay tribute to a significant local historical personality
- mark a 100<sup>th</sup> anniversary or greater, in increments of 25 years (e.g., 125<sup>th</sup>, 150<sup>th</sup>)
- transform existing buildings or exterior spaces
- actively involve members of the local community
- are intended for and accessible to the general public
- encourage arts or heritage

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## TO WHICH PROGRAM COMPONENT SHOULD YOU APPLY?



# Guidelines for Component I — *Local Festivals*

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The *Local Festivals* component provides funding to local groups for recurring festivals that present the work of local artists, artisans, or historical performers.

Successful applicants may receive up to 100 percent of eligible expenses to a **maximum of \$200,000**.

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## APPLICATION DEADLINES

**September 30, 2011** for festivals starting between April 1, 2012 and August 31, 2012

**April 1, 2012** for festivals starting between September 1, 2012 and March 31, 2013

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## WHO CAN APPLY?

To be **eligible** for funding from the *Local Festivals* component, your group must be one of the following:

- a local incorporated non-profit group
- a local unincorporated non-profit group
- a local band council, local tribal council or other local Aboriginal government (First Nations, Inuit, or Métis) or equivalent authority

In addition, your group must:

- encourage local community engagement through activities that promote, celebrate, and preserve local arts or local historical heritage
- have successfully organized, during the last two years, a prior edition of the festival that met all the eligibility requirements listed in the section *What are the eligibility requirements?*

The following are **not eligible**:

- individuals
- for-profit entities
- governments or government agencies (federal, provincial/territorial, or municipal administrations)
- public groups or organizations (e.g., public libraries)
- groups or organizations whose articles of association or bylaws require that more than 50% of the membership of the board of directors or organizing committee be reserved for government appointments, employees or elected officials
- schools, universities, school boards
- groups with an exclusively provincial/territorial, national, or international mandate

- groups whose final reports for festivals, events, or projects previously funded by *Building Communities Through Arts and Heritage* have not been approved by the Department

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## WHAT ARE THE ELIGIBILITY REQUIREMENTS?

To be eligible for funding from the *Local Festivals* component, your festival must meet all of the following eligibility requirements:

- present local artists, artisans and/or performers of local historical heritage
- actively encourage community engagement of citizens (e.g., through assistance with festival planning, volunteering at the festival, evaluating the festival)
- have the written support of your municipal administration or equivalent authority, in the form of cash and/or in-kind support
- present eligible activities for more than one calendar day and within a period of 28 consecutive days. If your activities are part of a larger festival, this festival must also occur within a period of 28 consecutive days.
- be intended for and accessible to the general public

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## WHAT FESTIVALS OR ACTIVITIES ARE NOT ELIGIBLE?

- festivals that forecast a deficit
- festivals or activities whose primary purpose is fundraising or competition
- festivals and activities that receive financial support from the Canada Arts Presentation Fund, or components of the Celebration and Commemoration Program of the Department of Canadian Heritage
- activities celebrating Canada Day (July 1), National Aboriginal Day (June 21), Saint-Jean-Baptiste Day (June 24), or Canadian Multiculturalism Day (June 27)
- activities celebrating the national days, historical events or personalities of other countries
- festivals that are primarily intended for sports or recreation
- any activities presented by arts or heritage groups or organizations (e.g., theatre or music organizations, museums, art galleries) that are assessed to be part of, or an extension of their regular, ongoing performance or exhibition program
- festivals and activities of a primarily religious, political, or commercial nature, including food sales, art and craft sales, or book fairs
- conferences, workshops, and other activities that are not intended for the general public

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## WHAT EXPENSES ARE ELIGIBLE?

To be eligible, an expense must be directly linked to a festival project that supports the expected results of the Program. Some examples include:

- fees and expenses for local artists, artisans, and performers of local historical heritage activities
- costs of recruiting, training, and supporting local volunteers (e.g., child care expenses, food, non-alcoholic beverages, distinctive clothing)
- fees and expenses related to the exhibition of artwork by local artists and artisans
- costs of publicity aimed at the local population
- production expenses, including equipment rental costs (e.g., rental of costumes, lighting, sound equipment, tents)
- logistical expenses (e.g., traffic barriers, portable toilets, garbage bins)
- venue rental and set-up costs
- cost of insurance for eligible activities
- expenses related to financial audits when one is required by the Program
- expenses related to environmental assessments when one is required by the Program

The Department of Canadian Heritage takes no responsibility for contractual commitments entered into before confirmation of support from the Department. If you enter into such commitments, you do so at your own risk.

Only those eligible expenses that are incurred after the application deadline are reimbursable.

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## WHAT EXPENSES ARE NOT ELIGIBLE?

- operating expenses of your group (e.g., salaries, travel, office equipment or furniture, vehicles)
- fees and expenses for non-local artists, artisans, or performers of local historical heritage
- commissioned or purchased artworks or crafts
- creation, production and/or distribution of souvenirs
- costs related to repairing or restoring artworks or crafts
- creation costs for a performance (e.g., writing, artistic direction, rehearsals), artwork, an exhibition, multi-media work, or any activity that produces a tangible result (e.g., commemorative plaques, costumes, showcases, parade floats)
- creation expenses and/or commission of non-tangible works of art including theatre, music, and dance works
- expenses related to competitions (e.g., purchase of prizes, expenses of jury members)
- food and beverages, other than those described for volunteers



- purchase of equipment and capital expenses (e.g., computers, stage equipment, risers, lighting, sound equipment)
- costs related to the research, planning and production of books and exhibitions
- security or paramedic services
- fireworks

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## **LOCAL FESTIVALS AND THE CANADIAN ENVIRONMENTAL ASSESSMENT ACT**

Consistent with its commitment to sustainable development through all of its policies and programs, the Department of Canadian Heritage requires that applications to *Building Communities Through Arts and Heritage* be subject to the rules and regulations of the *Canadian Environmental Assessment Act*.

1. Your application to the *Local Festivals* component must include a completed *Building Communities Through Arts and Heritage Environmental Assessment Exclusion Questionnaire*.
2. The information requested in the *Exclusion Questionnaire* is used to determine whether a project will require an environmental assessment under the *Canadian Environmental Assessment Act*. Some examples of situations that may require an environmental assessment are:
  - the construction of an exterior, temporary exhibition structure
  - the presentation of activities in a national park, national park reserve, national historic site, or on a First Nations Reserve
  - the presentation of activities located within 30 meters of a body of water

If an environmental assessment is required for your project, your group will have to communicate with an officer of Public Works and Government Services Canada (PWGSC) to complete the process and to confirm your eligibility for funding from the *Building Communities Through Arts and Heritage* program. The environmental assessment will determine the nature and extent of any adverse environmental consequences that could result from the project, and the mitigation measures that may be necessary to complete the project as planned.

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## **HOW ARE APPLICATIONS EVALUATED?**

The Department of Canadian Heritage will assess your application based on the following three categories:

1. Community involvement
2. Impact on local arts and heritage in the community
3. Management capacity including a reasonable project budget

Some of the specific factors to be considered include:

- the number of volunteers involved in your festival
- the contribution of volunteers and other members of your community to the planning, implementation, and evaluation of your festival
- the number of community partners involved in your festival (e.g., community associations, historical societies, service clubs, local businesses, individuals)
- the level of cash and/or in-kind support from your community partners
- the number of local artists, artisans, and performers of local historical heritage involved in your festival
- the reasonableness of your budget and your ability to manage the festival
- the degree to which the objective of the *Building Communities Through Arts and Heritage* program was met by previously funded projects

Included in the assessment process may be an examination of your website, media coverage of your festival and/or your group and its activities, and other public documents.

The assessment of applications is a competitive process and the *Local Festivals* component has limited resources. Funding decisions are based on the number and quality of requests received for each deadline, the value of the eligible expenses identified in your project, and the amount of funding available in each province and territory. While your group and festival may be eligible, you are not guaranteed funding from the Program. If your application is successful, the funding may not correspond to the amount requested.

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## HOW ARE FESTIVALS FUNDED?

The maximum funding for any one event from the *Local Festivals* component is \$200,000.

Funding amounts of more than \$50,000 are disbursed through a contribution agreement. For funding amounts up to \$50,000, the Department of Canadian Heritage will determine if the funding will be disbursed as a grant or as a contribution.

Some eligible expenses under the *Local Festivals* component may receive funding from other government sources (federal, provincial/territorial, municipal administrations). The combination of financial assistance received from the *Local Festivals* component and other government sources cannot exceed 100 percent of the total eligible expenses of the festival.

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## APPLICATION PROCESSING TIME

The Department of Canadian Heritage will send you a letter of acknowledgment within two weeks of receipt of your application.

The goal is to issue official written notification of funding decisions within 26 weeks of the Program's application deadline dates. Processing time will vary depending on the overall demand for funding, as well as the nature and complexity of each proposal. All applicants will be notified in writing about the results of their application.

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## IF YOU RECEIVE FUNDING

If your application is approved for a grant, your initial payment will be processed within 28 days of the Department's receipt of the signed Liability Waiver Form, by which you indemnify the Crown and all its employees from the results of the undertakings of your group.

If your application is approved for a contribution, your initial payment will be processed within 28 days of the Department's receipt of the signed contribution agreement and a request for payment. Please note that in the case of a contribution, a waiver of liability is included in the contribution agreement.

The historical accuracy and content of the project are solely the responsibility of the recipient.

Recipients are strongly encouraged to obtain insurance to cover their own and their volunteers' activities within the context of the festival.

Recipients may be required to provide a revised budget and a monthly cash flow for the duration of the project.

Funding for projects that are assessed by the Department to require an environmental assessment consistent with the *Canadian Environmental Assessment Act*, will be conditional on receipt and acceptance of the assessment report and where necessary, notice that steps to mitigate damage to the environment have been completed.

All recipients must acknowledge funding from the Department of Canadian Heritage in promotional materials in a manner consistent with the guidelines found at the following address:

[www.pch.gc.ca/pc-ch/peaf-pafa/index-eng.cfm](http://www.pch.gc.ca/pc-ch/peaf-pafa/index-eng.cfm). Consult your Regional Office of the Department of Canadian Heritage for advice.

All recipients are required to submit a final report to the Department of Canadian Heritage. The report template is available on the Department's website at [www.pch.gc.ca/communities](http://www.pch.gc.ca/communities)

Recipients of a contribution must submit a final financial report, as described in the contribution agreement. Recipients of a contribution of \$200,000 are required to submit audited financial statements of their project.

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## HOW TO APPLY

### USING THE INTERACTIVE FORMS

The Application Form in Microsoft Word and the Budget in Microsoft Excel are available on the Department's website at [www.pch.gc.ca/communities](http://www.pch.gc.ca/communities)

When you open the Application Form or the Budget on your computer, you will be prompted to "Enable Macros". Enabling macros will allow you to access additional guidance by double-clicking the icons that appear as " ? " (question marks). Should you wish to disable the macros, you can still complete and submit the interactive forms with access to this additional guidance through the paper forms.

### USING THE PAPER FORMS

If you wish to apply using the paper format, you can obtain a complete application package by contacting your Regional Office of the Department of Canadian Heritage. The Contact List is published in this Guide and on the website at [www.pch.gc.ca/communities](http://www.pch.gc.ca/communities)

#### Step 1 – Complete the forms

Complete and provide signatures as required:

- Application Form Parts A to F (signatures required)
- Part G - *Unincorporated Applicant Acceptance of Liability* form (if applicable and signatures required)
- Part H - Application Checklist (signature required)
- Part I - *Local Festivals* Budget

#### Step 2 – Assemble the application package

Using the Application Checklist as a guide, assemble the application package. Be sure to include the duly signed Application Checklist itself in the application package. Please note that incomplete applications may not be assessed.

In addition to the forms completed in Step 1, include the following documents, as per the Application Checklist:

### **Incorporated applicants**

- a copy of your organization's letters patent and documents of incorporation
- a copy of your organization's bylaws
- a copy of your organization's two most recent financial statements (audited if available)
- A list of your Board of Directors with a clear indication of which members are elected officials or employees of any level of government
- brochures, programs and reports from your last festival

### **Unincorporated applicants**

- a copy of your articles of association
- a copy of your most recent financial statements
- brochures, programs and reports from your last festival

## **Step 3 – Submit the application to the Department**

Choose only ONE of the following two acceptable means to submit your application and supporting material.

### **1. Email**

**a)** Email all the items listed in Step 1 no later than the application deadline to the appropriate email address of the Regional Office of the Department of Canadian Heritage as specified in the Contact List, which is published in this Guide and on the website at [www.pch.gc.ca/communities](http://www.pch.gc.ca/communities)

All scanned signatures on all emailed documents must be handwritten and legible.

Emailed applications that do not have all the required signatures will be considered incomplete.

**b)** Email, mail, fax, courier or hand-deliver **all** the items in Step 2 **only**, to a Regional Office of the Department of Canadian Heritage no later than the application deadline. Do not include any copies of the items in Step 1, if you have chosen to email these as per a) above.

**Or**

### **2. Mail, Fax, Courier or Hand-deliver**

Mail, fax, courier or hand-deliver all the items in Steps 1 and 2 no later than the application deadline to the appropriate mailing address of the Regional Office of the Department of Canadian Heritage as specified in the Contact List, which is published in this Guide and on the website at [www.pch.gc.ca/communities](http://www.pch.gc.ca/communities)

Mailed, faxed, couriered or hand-delivered applications that do not have all the required signatures will be considered incomplete.

**NOTE: Applicants are responsible for sending their applications no later than the application deadline. Proof that an applicant has respected this eligibility criterion is established as follows:**

- For emailed and faxed materials: the embedded “sent” or “transmission” date must be no later than the application deadline
- For mailed materials: the envelope must be postmarked no later than the application deadline
- For couriered and hand-delivered materials: the envelope must be stamped and receipted in a Regional Office of the Department of Canadian Heritage no later than the application deadline

**For any assistance you may require, please contact your Regional Office of the Department of Canadian Heritage.**

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## GLOSSARY

For the purposes of the *Local Festivals* component, the following definitions apply:

**Canadian Environmental Assessment Act:**

An Act that ensures that the environmental effects of projects are carefully reviewed before federal authorities take action in connection with them so that projects do not cause significant adverse environmental effects.

**Cash flow:** A presentation of all anticipated revenue and planned expenses that will occur over the length of your project. At the beginning of your project, your cash flow presentation will forecast revenue and expenses to help you manage your funds. Over time your cash flow presentation will need to be updated to reflect the actual revenue and expenses.

**Community:** The persons residing in and sharing a common geographic area that is smaller than a province or territory (Quebec only, smaller than an administrative area).

**Community engagement:** The participation of the members of a community in activities such as festivals, events or projects. This participation can take various forms including donations of time, money, goods, services, etc.

**Competition:** A contest in which participants are evaluated or judged. The Program will not fund any activities that rank or grade participants, give prizes or ribbons (e.g., music/dance competitions, dog-sled racing, and agricultural competitions).

**Contribution:** A payment issued by the Department of Canadian Heritage to an organization or group for a specific purpose, as

outlined in a contribution agreement signed by the Department and the recipient. Recipients of a contribution are required to submit activity reports and revenue and expense reports.

**Festival:** A period of celebration that includes a number of local arts and/or historical heritage activities that are held in a particular locality.

**Grant:** A payment issued by the Department of Canadian Heritage to an organization or group for a specific purpose. An organization or group that receives a grant is not required to submit revenue and expense reports, but must submit a final report to the Department upon project completion.

**In-kind support:** Donated goods or services (by a third party or by the applicant) without expectation of compensation or remuneration. In-kind support is considered to be a real contribution to the total planned expenses, but is not reimbursable by the *Building Communities Through Arts and Heritage* program. Donated goods or services may be eligible if they:

- are essential to the festival's success, are eligible under the program guidelines, and would otherwise be purchased by the recipient
- can be assessed at fair market value (i.e., in relation to the purchase of similar materials and services)
- are recorded in the budget at fair market value such that total in-kind expenses equal total in-kind revenue

**Local:** Pertaining to a geographic area that is smaller than a province or territory (Quebec only, smaller than an administrative area), with a population characterized by a common culture, economic activity, or historical heritage, etc.; and by extension:

- **Local artist or artisan:** an artist or artisan born in, residing in, or having a significant connection to the locality identified by the applicant.
- **Local group or organization:** a group or organization that, through either its mandate, objectives or activities, clearly engages the locality in which it operates.
- **Local historical heritage:** historical events or personalities directly linked to the history of the locality identified by the applicant.
- **Local historical event:** an occurrence in the past that contributed to shaping the locality identified by the applicant.
- **Local historical personality:** a person who was born in, resided in, or had a significant connection to the locality identified by the applicant.

**Souvenirs:** Objects meant to commemorate events, people, places, or periods of time, that are produced in large numbers, either for sale, or free as promotional material. Examples include: pens, pins, snow globes, plates, miniatures, etc.

**Unincorporated non-profit group:** A group of at least three individuals who come together to conceive and carry out planned activities, operate on a cost recovery basis, and do not in any manner, distribute any income in excess of expenses to their members. Such a group is not a legal entity, nor is it necessarily permanent.

**Venue:** The place or site where activities occur (e.g., local theatre, park, school gymnasium, library, soccer stadium, farmer's field).



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## CONTACT LIST

### Atlantic Region

#### Moncton

1045 Main Street, Third Floor, Unit 106  
Moncton, New Brunswick E1C 1H1  
Email: [pch-atlan@pch.gc.ca](mailto:pch-atlan@pch.gc.ca)  
Telephone: 506-851-7066  
Fax: 506-851-7079  
Toll-free: 1-866-811-0055

#### Halifax

1869 Upper Water Street  
Old Red Store, Second Floor, Suite 200  
Halifax, Nova Scotia B3J 1S9  
Email: [pch-atlan@pch.gc.ca](mailto:pch-atlan@pch.gc.ca)  
Telephone: 902-426-2244  
Fax: 902-426-5428  
Toll-free: 1-866-811-0055

#### Charlottetown

Jean Canfield Government of Canada Building  
191 University Avenue, Second Floor  
Charlottetown, Prince Edward Island C1A 4L2  
Email: [pch-atlan@pch.gc.ca](mailto:pch-atlan@pch.gc.ca)  
Telephone: 902-566-7188  
Fax: 902-566-7186  
Toll-free: 1-866-811-0055

#### St. John's

John Cabot Building  
10 Barters Hill, Fifth Floor  
P.O. Box 5879  
St. John's, Newfoundland and Labrador  
A1C 5X4  
Email: [pch-atlan@pch.gc.ca](mailto:pch-atlan@pch.gc.ca)  
Telephone: 709-772-5364  
Fax: 709-772-2275  
Toll-free: 1-866-811-0055

### Quebec Region

#### Montreal

Guy-Favreau Complex  
200 René Lévesque Boulevard West  
West Tower, Sixth Floor  
Montreal, Quebec H2Z 1X4  
Email: [pch-qc@pch.gc.ca](mailto:pch-qc@pch.gc.ca)  
Telephone: 514-283-8592  
Fax: 514-496-5001  
Toll-free: 1-866-811-0055

### Ontario Region

#### Toronto

150 John Street, Suite 400  
Toronto, Ontario M5V 3T6  
Email: [pch-ontario@pch.gc.ca](mailto:pch-ontario@pch.gc.ca)  
Telephone: 416-954-0395  
Fax: 416-954-0060  
Toll-free: 1-800-749-7061

### Prairies and Northern Region

#### Yellowknife

Government of Canada Building  
5101 - 50th Avenue, Suite 319  
P.O. Box 460  
Yellowknife, Northwest Territories X1A 2N4  
Email: [pnr.rpn@pch.gc.ca](mailto:pnr.rpn@pch.gc.ca)  
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Fax: 867-766-8489  
Toll-free: 1-800-661-0585

**Regina**

1975 Scarth Street, Suite 400  
Regina, Saskatchewan S4P 2H1  
Email: [pnr.rpn@pch.gc.ca](mailto:pnr.rpn@pch.gc.ca)  
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Fax: 306-780-6630  
Toll-free: 1-800-661-0585

**Saskatoon**

101 - 22nd Street East, Suite 311  
Saskatoon, Saskatchewan S7K 0E1  
Email: [pnr.rpn@pch.gc.ca](mailto:pnr.rpn@pch.gc.ca)  
Telephone: 306-975-5505  
Fax: 306-975-4675  
Toll-free: 1-800-661-0585

**Winnipeg**

240 Graham Avenue, Suite 510  
P.O. Box 2160  
Winnipeg, Manitoba R3C 3R5  
Email: [pnr.rpn@pch.gc.ca](mailto:pnr.rpn@pch.gc.ca)  
Telephone: 204-983-3601  
Fax: 204-983-5365  
Toll-free: 1-800-661-0585

**Western Region****Calgary**

320, 700 - 6th Avenue SW  
Calgary, Alberta T2P 0T8  
Email: [wr-ro@pch.gc.ca](mailto:wr-ro@pch.gc.ca)  
Telephone: 403-292-5541  
Fax: 403-292-6004  
Toll-free: 1-866-811-0055

**Edmonton**

Canada Place  
1630 - 9700 Jasper Avenue  
Edmonton, Alberta T5J 4C3  
Email: [wr-ro@pch.gc.ca](mailto:wr-ro@pch.gc.ca)  
Telephone: 780-495-3350  
Fax: 780-495-4873  
Toll-free: 1-866-811-0055

**Vancouver**

400 - 300 West Georgia Street  
Vancouver, British Columbia V6B 6C6  
Email: [wr-ro@pch.gc.ca](mailto:wr-ro@pch.gc.ca)  
Telephone: 604-666-0176  
Fax: 604-666-3508  
Toll-free: 1-866-811-0055

**Victoria**

428 - 1230 Government Street  
Victoria, British Columbia V8W 1Y3  
Email: [wr-ro@pch.gc.ca](mailto:wr-ro@pch.gc.ca)  
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**Kelowna**

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Kelowna, British Columbia V1Y 6S5  
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Telephone: 250-470-4833  
Fax: 250-470-4839  
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**Whitehorse**

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Whitehorse, Yukon Y1A 2B5  
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Telephone: 867-667-3925  
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Catalogue No.: CH36-4/8-1-1-2011E-PDF

ISBN: 978-1-100-16858-6