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# Canada Book Fund

## Support for Organizations

Application Guide 2015-2016



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# Canada Book Fund – Support for Organizations – 2015-2016 Application Guide

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## **About this Guide**

This guide provides information for potential applicants to the Support for Organizations (SFO) stream of the Canada Book Fund (CBF), the federal government's primary funding program for organizations operating in Canada's book publishing industry.

The four types of support available are outlined in section 3:

- 3.1 Marketing (including projects promoting books on Canadian history)
- 3.2 Technology Projects
- 3.3 Professional Development
- 3.4 Internships

We encourage applicants, and particularly new applicants or applicants for new projects, to [contact the CBF](#) prior to submitting an application.

## What's New

The following changes have been made to the Application Guide:

- The guide has been simplified. In addition to the section dedicated to the type of project for which you are requesting funding, we ask that you read the sections [Objectives of Support for Organizations](#), [How to Apply](#), [Funding Agreements, Payments and Reporting](#), [General Conditions of Government Assistance](#), [Definitions](#) and [Project Evaluation Framework](#).
- *Strategic Planning* support no longer exists.
- Research projects previously funded under *Strategic Planning* will now be eligible under *Professional Development* ([see section 3.3.3](#)).
- *Marketing* projects must now demonstrate some use of digital technologies for the promotion of books (web site, social media, etc.).
- For *Marketing* projects, priority will be given, among others, to projects that include an international element or to projects that involve collaboration or partnerships between organizations operating in different sectors of the industry or in Canada's two official language markets.
- For *Internship* projects, priority will be given, among others, to the hiring of digitally proficient interns. An organization could receive 75% of eligible expenses up to \$22,500 for hiring such an intern.
- Support for travel expenses will be limited to activities that are directly business-oriented. Expenses for travel and accommodation for participants to attend courses or seminars are ineligible. Travel and accommodation for interns are ineligible.

## 1. Objectives of Support for Organizations

The CBF supports organizations and associations in the Canadian book industry with two key objectives in mind: the marketing of Canadian-authored books; and, the strengthening of the infrastructure and efficiency of the industry in Canada.

Increasing awareness about Canadian-authored books through marketing projects will lead to higher demand for, and sales of, these books in Canada. Strengthening the infrastructure and efficiency of the Canadian book industry, particularly through more effective use of technological tools, will lead to a more competitive, strategic and informed Canadian book industry. Together, these two key areas of activity will help the CBF fulfill its objective of ensuring readers everywhere have access to a diverse range of Canadian-authored titles.

## 2. How to Apply

### 2.1 Submitting your Application

Applicants must complete the application form, available on the [Support for Organizations](#) page of the PCH web site. The form contains information that will help you prepare your application and your budget.

Applicants should be aware that the following schedule applies to all types of assistance available in this guide. To be considered for funding, signed and complete applications must be postmarked or have a fax or email transmission date **no later than** the deadline dates indicated below. **If you have questions about the best time for you to submit your application, please contact the program.**

Application deadlines

Project start date (see <a href="#">start of the project</a> )	Application deadline
Between April 1, 2015, and August 31, 2015.	January 6, 2015
Between September 1, 2015, and March 31, 2016.	May 29, 2015

Applicants must submit complete applications and are advised to read carefully the *Documents to Provide* part of the application form. The CBF reserves the right to request additional information and/or clarifications at any time. Applications that are incomplete or are of poor quality will not be processed by the CBF. In addition, applications from organizations that have outstanding obligations related to previous funding agreements with this program will not be processed.

Applicants must use forms and templates provided by the program: the [application form](#), the evaluation framework model presented in the [Project Evaluation Framework](#) section of this guide and the [list of expense and revenue categories and items](#) available on the program web site.

Please choose **only one method by which to submit your application** - by mail, fax or email. All applications must be **concise, complete and signed**. The CBF's coordinates are:

Canada Book Fund – Support for Organizations  
Department of Canadian Heritage  
25 Eddy Street, 25-8-T  
Gatineau, Quebec  
K1A 0M5  
Fax: 819-994-3154  
Email: [cbf-flc@pch.gc.ca](mailto:cbf-flc@pch.gc.ca)

The Department's **toll-free** number is 1-866-811-0055 (TTY: 1-888-997-3123).

Please note the following:

- All expenses related to the project should be incurred within the project start and end date indicated on the form. Consequently, if you are requesting funding for organizing and holding an event, for example a festival, **the start and end dates of the project are not the event dates**, but rather the date on which you start and the date on which you finish incurring expenses for the actual event and its organization.
- Applicants incurring expenses prior to approval of a grant or contribution by the Department do so at their own risk. Canadian Heritage will not assume responsibility for any contractual commitments entered into or expenses committed by applicants prior to the confirmation of financial support from the Department.
- If a representative of the applicant other than its president or the executive director signs the application form, a letter from the president authorizing that person to submit the application must be provided at the time of application.
- Financial statements submitted with the application should be recent and cover a financial year ending within the last 18 months of the date of application.

Please contact the [CBF](#) as early as possible in advance of the deadline should questions arise.

## 2.2 Eligible Applicants

### Marketing, Technology and Internships Projects:

Eligible applicants are Canadian-owned and -controlled, not-for-profit organizations and professional associations whose activities are primarily in the book publishing, distribution, marketing, wholesale or retail sectors or that represent Canadian authors.

To be eligible, an organization must be incorporated as a non-profit organization under the laws of Canada or a province.

**Note:** All organizations incorporated under the *Canada Corporations Act, part II* must transition to the *Not-for-profit Corporations Act* (NFP Act) by **October 17, 2014**. More information can be found in the [Transition Guide](#) available on the Industry Canada website.

### **Professional Development Projects:**

Eligible applicants are the same as for *Marketing*, *Technology* and *Internships* projects, but Canadian teaching institutions, with a specialization in the book industry, are also eligible.

Organizations and professional associations representing authors are only eligible if they can demonstrate that their projects will focus on industrial or commercial aspects of the book industry.

## **2.3 Ineligible Expenses and Administration Expenses**

The following sections provide further detail on eligible expenses for the different types of funding, but, in all cases, the following expenses will not be considered eligible:

- hospitality expenses, including expenses associated with receptions, banquets, catering services, entertainment expenses or other similar activities;
- expenses related to foreign authors (see the definition of “Canadian” in the [Definitions](#) section);
- all travel expenses (transportation and accommodations), unless they are directly business-oriented. If travel expenses are considered eligible, they will have to comply with what is permitted in the federal government’s [Travel Directive](#). However, note that no per diem costs are eligible;
- expenses related to fundraising activities;
- expenses related to project evaluation;
- expenses such as dividends, bonuses, or extraordinary compensation to company shareholders or proprietors; and
- expenses related to training or a conference pertaining to grant/contribution application preparation.

Even if the CBF does not consider them eligible, where present, these expenses should be included in the budget submitted with the application to provide a complete record of the project.

Projects that benefit a single publisher or affiliated group of publishers are not eligible.

The program considers administrative expenses eligible up to a maximum of 15% of other eligible project expenses. Administration costs include general office supplies and expenses as well as mailing costs. Notwithstanding the 15% maximum, the amount of administration expenses you include in your project budget should reflect total anticipated administration expenses for the project. You must be able to provide supporting documentation should it be requested at the end of the project.

## **2.4 Project Assessment**

All applicants must demonstrate that:

- their project meets the objectives of the CBF and the specific support available; and
- they have the capacity to undertake the project.

Projects will be assessed on their merit and level of risk as well as on the extent to which (as appropriate):

- they benefit a large number or range of stakeholders;
- they involve collaboration between eligible associations or organizations;
- they demonstrate industry need for the project and commercial impact on the Canadian book industry at the national, regional or sector specific level;
- for recurring projects, they demonstrate positive results year over year;
- they are well targeted to the desired audience;
- they demonstrate innovation in approach and execution;

- they have obtained assistance or financial commitments from non-governmental sources (confirmed or awaiting confirmation);
- they have a demonstrated need for CBF support; and
- they present a budget that is realistic with respect to the proposed activities.

All applications must include **an evaluation framework with a minimum of three clear and attainable objectives** that respond to the CBF objectives for the relevant project type. See the [Project Evaluation Framework](#) section for more details.

## 2.5 Funding Level

The level of funding for a project is based on the scope of the project, the anticipated benefits for the Canadian book industry and the overall funding allocated to the CBF.

The CBF's maximum annual participation in a specific SFO project is limited to \$1,500,000. For not-for-profit organizations, the maximum annual participation in a specific SFO project is limited to \$2,000,000. Eligible applicants may receive support for more than one project in a given year, but aggregate support to any individual recipient is also limited to \$2,000,000 per year.

The level of funding provided is generally no more than 50% of the eligible expenses of the project. For history-related projects, the program may fund up to 75% of eligible expenses.

For an internship project, the maximum annual contribution is generally 50% of the eligible expenses up to \$15,000 per project. An organization could also receive 75% of eligible expenses up to \$22,500 for hiring an intern from an Aboriginal or official-language minority community as well as for hiring a digitally proficient intern.

To the extent possible, applicants whose project extends over two fiscal years are encouraged to ask for the greater part of the funding they request from SFO in the first fiscal year.

## **3. Types of Support**

### **3.1 Marketing**

#### **3.1.1 Funding Objectives**

The CBF provides funding for collective marketing projects that increase the number of opportunities through which organizations and professional associations can market and showcase Canadian-authored titles. Increased marketing is expected to lead to the development of new and existing markets for Canadian-authored books.

The Canada Book Fund also encourages collective projects with a dedicated focus on promoting Canadian history titles. All other eligibility criteria are identical to the requirements for *Marketing* funding. For 2015-2016, a total amount of up to \$200,000 will be available for history-related projects.

#### **3.1.2 Eligible Projects**

Eligible projects must meet the following criteria:

- adopt a collective commercial approach in marketing, advertising and promotion;
- demonstrate some use of digital technologies for the promotion of books (web site, social media, etc.);

- demonstrate that the majority of works being promoted are Canadian-authored books, published by Canadian-owned and-controlled firms; and
- in the case of funding linked to awards or prizes, be limited to marketing the work of nominees or winners.

Priority will be given to projects that demonstrate one or more of the following:

- promote Canadian history titles, especially those related to the [Road to 2017](#);
- demonstrate a *significant* impact on the Canadian book industry and on sales of Canadian-authored books;
- involve collaboration or partnerships between organizations operating in different sectors of the industry or in Canada's two official language markets;
- offer an innovative marketing approach;
- include an international element (for example: projects linked to digital exports); or
- are proposed by associations or organizations representing Aboriginal or official-language minority stakeholders.

### 3.1.3 Eligible Expenses

The following expenses are eligible:

- design and distribution of marketing materials (print or digital), such as web sites, catalogues, promotional magazines and brochures on Canadian publishers, authors and books;
- purchase, design and placement of advertisements in print and digital media;
- paying for professional services, honoraria and the portion of employees' salaries related to time directly spent on the project (applicants will be required to provide supporting documentation for the salary level and time allocated);
- research, including expenses for the collection of information and its analysis and dissemination;
- event production costs;
- Canadian author-related expenses associated with the promotion of their books;
- rental and management of *collective* stands at book events; and
- general administration costs (as described in [section 2.3](#)).

## 3.2 Technology Projects

### 3.2.1 Funding Objective

The CBF provides funding for collective technology projects that support the industry in becoming more efficient, competitive and adaptable in response to constantly changing technologies.

### 3.2.2 Eligible Projects

Eligible projects must meet one or more of the following criteria:

- be collectively undertaken to benefit the Canadian book industry as a whole or more than one sector of the industry;
- develop and implement a communication and distribution infrastructure;
- improve the collection, use and dissemination of information; and
- train for and develop human and technological resources necessary to adapt to industry changes.



Priority will be given to projects that demonstrate one or more of the following:

- have a national scope;
- help incorporate digital technologies into the book industry;
- facilitate the adoption of common standards and practices for the industry's communication and distribution network; or
- facilitate digital export sales of Canadian-authored books.

### **3.2.3 Eligible Expenses**

The following expenses are eligible:

- research, including expenses for the collection of information and its analysis and dissemination;
- acquisition of information technology equipment and software and consultation services to support the creation, supply and maintenance of communication and information networks;
- development and implementation of standardized mechanisms for sharing electronic documents;
- development of resources, standards and utilities necessary to implement strategies for improving the technology infrastructure of the book industry;
- implementation of strategies for improving the technology infrastructure of the book industry;
- training;
- the portion of employees' salaries related to time directly spent on the project (applicants will be required to provide supporting documentation for the salary level and time allocated); and
- general administration costs (as described in [section 2.3](#)).

## **3.3 Professional Development**

### **3.3.1 Funding Objectives**

The CBF provides funding for professional development projects that will help Canadian book industry professionals acquire skills and knowledge about the book industry. Professional development is expected to enhance innovation and sharing of best practices in the Canadian book industry, leading to greater overall industry competitiveness. Projects may include the delivery of formal training, workshops, mentoring and other innovative, information-sharing opportunities.

### **3.3.2 Eligible Projects**

Eligible projects must meet one or more of the following criteria:

- develop new skills and knowledge; and
- promote the adoption of industry best practices.

Priority will be given to projects that demonstrate one or more of the following:

- pertain to digital technologies that help professionals in the book industry develop concrete ways to incorporate innovative technology into their activities;
- provide opportunities to publishing professionals from Aboriginal or official-language minority communities; or
- contribute to the development of succession plans within the book industry.

### 3.3.3 Eligible Expenses

The following expenses are eligible:

- expenses related to applied research projects that include a dissemination plan to inform Canadian book industry professionals of the results;
- expenses related to developing, organizing and providing a training program;
- registration or tuition fees for courses offered by specialized teaching institutions relevant to the book industry;
- the portion of employees' salaries related to time directly spent on the project (applicants will be required to provide supporting documentation for the salary level and time allocated); and
- general administration costs (as described in [section 2.3](#)).

When a project includes the reimbursement of expenses for participants, **a maximum of two employees** from any given firm or organization may receive a reimbursement for attending the same professional development activity.

## 3.4 Internships

### 3.4.1 Funding Objective

The CBF supports internships that provide valuable on-the-job training, thereby contributing to the development of the next generation of Canadian book industry professionals. In turn, these individuals will accomplish useful tasks that the host organization might not otherwise have the resources to carry out.

### 3.4.2 Eligible Projects

Eligible projects must meet the following criteria:

- provide a productive training environment for the intern;
- provide opportunities for the intern to contribute to the development of the organization or association;
- assign the intern useful roles that the applicant organization could not otherwise undertake due to a lack of human or financial resources; and
- provide the intern with structured professional development and training and, in the case of interns focused on digital technologies, include a strategy for knowledge transfer.

Priority will be given to projects that demonstrate one or more of the following:

- propose a technology-related focus to the internship or propose to hire a digitally proficient intern;
- provide internship opportunities for candidates from Aboriginal or official-language minority communities; or
- are located in an area where human resources are limited.

Proposed interns should either be registered in or recent graduates of post-secondary educational programs in a field relevant to the book industry, or have relevant work experience. The intern must not be an employee or have been employed by the applicant in the past.

In cases where the intern has not yet been identified, information will need to be provided to the Program as soon as he/she is selected. The recruitment and hiring of an intern is the sole responsibility of the applicant.

To provide more new professionals with internship opportunities, the duration of projects will usually be limited to one year. To maximize the benefit of the support across the industry, priority will be given to recipients who did not benefit from this type of support in the previous funding year.

The evaluation framework should include at least one objective related to how the project will respond to the intern's own career goals.

### **3.4.3 Eligible Expenses**

The following expenses are eligible:

- the intern's salary; and
- for interns from Aboriginal or official-language minority communities, in addition to salary, expenses for the intern's participation in professional development or book industry events, including registration fees.

The salary paid to the intern must comply with minimum-wage legislation in the province where the intern will work.

## **4. Funding Agreements, Payments and Reporting**

The CBF provides contributions or grants, depending on the level of project risk and recipient history with the program. You will find the definitions of contribution and grant in the [Definitions](#) section.

### **4.1 Contribution Agreement**

In a contribution agreement, the program and the recipient agree on a budget and outcomes for which the recipient is held accountable. The recipient must read the agreement in full and pay particular attention to its obligations.

The CBF and the recipient will develop together a payment and reporting schedule, which will then be included in the contribution agreement. Generally, an amount corresponding to 10% of the contribution is withheld until the project is successfully completed and the final report is submitted and approved by the CBF.

### **4.2 Grant Agreement**

The use of a grant allows the program to issue the approved funding as a single annual payment from the time of project approval. Recipients are required to submit a final activity/results report for the project within 90 days from the date of completion of the project. Otherwise, the organization may be considered ineligible for future funding from the CBF.

## **5. General Conditions of Government Assistance**

### **5.1 Official Languages**

Where a recipient's activities address a public composed of both official-language groups, or could have an impact on the bilingual character of Canada, domestically or internationally, the applicant should ensure that the proposed budget includes related costs to address measures required to meet the language needs of the public in this regard.

### **5.2 Public Acknowledgement of Financial Assistance**

All funding recipients must publicly acknowledge, in English and in French, the financial support received from the Government of Canada in all communication materials and promotional activities related to the funding agreement, such as advertising, promotional and program materials, public announcements, speeches, web sites, social media, etc. The Department's requirements for public acknowledgement of financial assistance were updated in 2014 and are now part of the funding agreements.

The Department's [Guide on the Public Acknowledgement of Financial Assistance](#) will assist funding recipients in complying with the requirements described in the funding agreement.

### **5.3 Limits on Government Assistance**

In the case of not-for-profit organizations, total government assistance (federal, provincial, territorial and municipal) must not exceed 100% of total project expenses.

If funding is provided to for-profit organizations, total government assistance cannot exceed 75% of total project expenses. For organizations from Aboriginal or official-language communities, the limit on total government assistance may increase to up to 90% of project expenses.

### **5.4 Protection of Information**

To protect the privacy of each recipient's business information, reporting will be done on an aggregate, not individual, basis. For example, should the Department provide comparative reports to recipient organizations, these organizations will have access to the business information of other organizations in aggregate form only.

## **6. Definitions**

Aboriginal organization

An organization owned and controlled by members of the Aboriginal peoples of Canada, which includes Status and Non-Status Indians, Métis and Inuit peoples.

Book publishing

Professional activity involving the selection, development and editing of manuscripts; contractual agreements with authors or copyright holders; production and marketing of printed books under the imprint of the firm; and the assumption of the risks associated with these activities.

Canadian

1. A citizen within the meaning of the *Citizenship Act* who is ordinarily resident in Canada;
2. A permanent resident within the meaning of the *Immigration and Refugee Protection Act*;
3. A Canadian corporation;
4. A not-for-profit organization in which 75% of its members are persons referred to in paragraphs 1 or 2; or
5. A partnership, trust or joint venture in which a person or any combination of persons referred in paragraphs 1, 2, 3, or 4 beneficially own or control, directly or indirectly, interests representing in value at least 75% of the total value of the assets of the partnership, trust or joint venture, as the case may be.

Canadian-owned and -controlled firm

A firm:

1. that is a sole proprietorship, partnership, cooperative or a corporation (for profit or not for profit) established under the laws of Canada or a province;
2. whose activities are based primarily in Canada;
3. whose chairperson or presiding officer and at least 75% of whose directors and other similar officers are Canadian citizens or permanent residents within the meaning of the *Immigration and Refugee Protection Act*;

4. if a corporation with share capital, of which Canadians beneficially own or control, other than by way of shares held only as security, directly or indirectly, in the aggregate at least 75% of all the issued and outstanding voting shares representing at least 75% of the paid-up capital;
5. if a corporation without share capital, of which Canadians beneficially own or control, directly or indirectly, interests representing in value at least 75% of the total value of the assets.

If at any time one or more persons that are not described in any of paragraphs (1) to (5) of the definition [Canadian](#) have any direct or indirect influence through a trust, an agreement, an arrangement or otherwise that, if exercised, would result in control in fact of the publishing firm, the firm is deemed not to be Canadian-owned.

#### Contribution

A contribution is a conditional transfer payment to an individual or organization for a specified purpose pursuant to a contribution agreement that is subject to being accounted for and audited.

#### Directives for travel

The directives for travel permit the establishment of maximum rates allowed in respect of lodging, including hotels and other accommodations related to lodging, transportation by car, train, or plane, meals including breakfast, lunch, and dinner, as well as incidental costs. These rates vary depending on the destination, duration of travel, and the time of the year. Eligible costs associated with the project will be evaluated within the guidelines of this policy. See the federal government's [Travel Directive](#).

#### Fiscal year

The Government fiscal year runs from April 1 to March 31.

#### Grant

A grant is a transfer payment made to an individual or organization, which is not subject to being accounted for or audited but for which eligibility and entitlement may be verified or for which the recipient may need to meet pre-conditions.

#### Official-language minority community

A French-language community located outside of Quebec or an English-language community located in Quebec.

## **7. Project Evaluation Framework**

The evaluation framework is a qualitative and quantitative (percentage/numeric change) reporting tool whereby the program can measure the success of a project to meet its objectives by comparing the original expected results with the results achieved.

Recipients are required to set **three objectives** regarding the project's success and the growth of the organization and then identify the indicators and targets that will be used to measure the degree to which the expected results were achieved. The objectives of the project must be aligned with the objectives of the CBF. Indicators and expected results are usually expressed in terms of change (increase, reduction, improvement, etc.). Each of the three objectives must include:

- a statement about the expected results;
- the indicators that will be used to assess the degree to which each result was achieved; and
- performance targets.

Examples of measures and indicators that could be used by the applicant include the sales of books, in terms of revenues or unit sales, measuring audience attendance numbers, media coverage and new business opportunities.

In the final activity/results report of the project, the recipient will be required to report on the results achieved at the end of the project in comparison with the results originally expected.

**Example**

Objectives	Indicators	Expected Results
To build the profile of new Canadian-authored books by showcasing new works at promotional event X.	<p>The number of Canadian-authored books promoted (expected result: 60 books).</p> <p>The sales generated (objective to increase the number of copies and revenue by 5% compared with last year).</p>	Increase in sales of the titles promoted.
To provide Canadian publishing industry stakeholders with the opportunity to acquire tangible knowledge and techniques for improving their businesses.	<p>The number of participants at networking activities (expected result: increase by 10% compared with last year, 50 participants in total).</p> <p>In response to a survey, the percentage of participants satisfied or very satisfied with the activity (expected result: 90% satisfaction).</p>	<p>Increase in the number of professionals at networking activities.</p> <p>A high level of participant satisfaction with activities geared towards professionals.</p>
Offer the intern experience in the fields of book marketing and event organization.	<p>Under the supervision of the executive director, the intern will:</p> <ul style="list-style-type: none"> <li>- be responsible for liaising with five member publishers for the production of the fall catalog; and</li> <li>- organize two collective launches for titles of member publishers.</li> </ul>	Acquisition by the intern of skills that will prepare him for employment in the book publishing industry.