

# Application Guidelines – Collective Initiatives component

## Canada Periodical Fund

On this page:

- [Objectives and expected results for the Canada Periodical Fund](#)
- [Objectives and expected results for the Collective Initiatives component](#)
- [Application deadline](#)
- [Who can apply](#)
- [Eligible projects](#)
- [Eligible expenses](#)
- [Eligibility criteria](#)
- [Limits of government assistance](#)
- [Applying for more than 12 months](#)
- [How to apply](#)
- [Application process](#)
- [How applications are evaluated](#)
- [Evaluation criteria](#)
- [Application processing time](#)
- [Funding decisions](#)
- [How funding is provided](#)
- [Funding conditions](#)
- [Official languages requirements](#)
- [Acknowledgement of financial assistance](#)
- [Access to information requests](#)
- [Disclosure of information](#)
- [Audits of recipients and evaluation of the Program](#)
- [Contact us](#)
- [Glossary](#)

## Objectives and expected results for the Canada Periodical Fund

The Canada Periodical Fund (CPF) provides financial support to Canadian print magazines, non-daily newspapers and digital periodicals to enable them to overcome market disadvantages. The Fund ensures Canadians have access to diverse Canadian editorial content in printed magazines, printed nondaily newspapers and digital periodicals.

## Objectives and expected results for the Collective Initiatives component

The Collective Initiatives component of the CPF provides funding to organizations for projects designed to increase the overall sustainability of the Canadian print magazine and non-daily newspaper industries.

The objectives of the Collective Initiatives component are to fund organization-based projects that will:

- encourage collective efficiencies in the creation, publishing and distribution of Canadian periodicals;
- explore and test new business models and digital opportunities for the periodical industry;
- increase the information base available to the periodical industry and policymakers;
- provide services, training and professional development opportunities to the industry; and
- raise the profile of the periodical industry among advertisers, readers, creators, and as a career opportunity for Canadians.

## Application deadline

### September 15

Applications will be accepted until **September 15**, or until all funding has been fully committed for the current Government of Canada fiscal year.

Applications should be received at least eight (8) weeks before the planned project start date.

## Who can apply

To be eligible for funding, your organization must:

- be incorporated as a non-profit organization under the laws of Canada or a province;
- have its head office located in Canada;
- have been in operation for at least one financial year prior to application;
- have a mandate of:
  - representing and informing members of the periodical industry;
  - delivering educational or consultative programs to its members and/or other members of the industry;
  - promoting Canadian print magazines, digital periodicals and/or non-daily newspapers or the services of their creators; or

- encouraging and/or recognizing excellence in the content and creation of Canadian print magazines, digital periodicals and non-daily newspapers.

If the project is submitted by an organization that represents a wide range of professional activities, the degree to which the project benefits primarily the periodical industry will be considered.

## Eligible projects

To be eligible for funding from the Collective Initiatives component, your project must:

- be well-researched, with activities that demonstrate realistic objectives and measurable outcomes;
- be detailed and specific in terms of timeframe, activities, products and costs;
- be result-driven and aimed at improving the competitive performance of the Canadian periodical industry; and
- adhere to the objective of the CPF, and at least one of the objectives of the Collective Initiatives component.

Eligible projects may include:

- research aimed at analyzing industry trends, new technologies, new business models;
- market research and/or business plans;
- collective initiatives in response to industry trends (aimed at marketing, promotion, education, awareness);
- training and professional development for members of the periodical industry (e.g. workshops or webinars on subjects such as crowdfunding, multiplatform publishing, data mining, etc.); and
- promotion of the Canadian periodical industry in domestic and foreign markets, particularly through the Web and other digital platforms.

## Eligible expenses

We will fund only project-related expenses, which can be of cash and in-kind value. These may include:

- salary costs related to the project, to a maximum of 25% of the requested amount;
- professional/consultant fees;
- data entry and analysis;
- website creation and addition of features;
- cost of producing documents and products;
- mailing/distribution costs;
- specialized software purchase or custom programming;
- promotional and advertising costs;
- training;

- registration fees (excludes registration fees of participants for the organization's own events);
- travel expenses that 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;
- overhead costs related to the project, up to 10% of total eligible expenses;
- costs of audited financial report for the project (for contributions of \$250,000 and over, or when required by the program);
- rental costs; and
- market research costs.

In-kind contributions are considered real contributions to the cost of the proposed project but are not reimbursable. Donated goods and services may be considered in-kind contributions if they:

- are essential to your project's success;
- are eligible and would otherwise have to be purchased or paid for by you;
- can be measured at fair market value (i.e.: in relation to similar goods and services); and
- are balanced by an equal revenue in your budget (i.e. total in-kind expenses equal total in-kind revenues).

We cannot fund expenses incurred before we receive your application. If you incur expenses for your project before receiving written confirmation of your funding approval, you will be doing so at your own risk.

Other ineligible expenses include:

- capital expenditures;
- research or activities undertaken prior to the receipt of an application;
- salaries/benefits of employees not directly related to the project;
- occupancy and ongoing operating costs of the organization;
- overhead costs not directly related to the project;
- hospitality costs (for example: meals and beverages served at an event, catering fees);
- portion of GST or other taxes that are recoverable for reimbursement;
- money prizes, trophies, certificates (recognition awards);
- incentive prizes for use in sweepstakes or draws;
- travel expenses that are not directly business-oriented or to attend professional development sessions or seminars;
- per diem costs;
- bursaries for organization members;
- all other expenses deemed ineligible.

## Eligibility criteria

We are responsible for determining the eligibility of each applicant, their project and project-related expenses.

Meeting the eligibility criteria does not guarantee funding.

## Limits of government assistance

To ensure the success of your project, applicants are required to have other funding sources. This may include contributions from your organization, the private sector or other levels of government.

The total financial assistance received from the Collective Initiatives component of the CPF and other levels of government (federal, provincial, territorial and municipal) cannot exceed 75% of the total project-related costs.

We can fund up to 75% of eligible expenses per government fiscal year (April 1 to March 31).

The applicant's cash contribution must represent at least 10% of the total cost of the project.

Recipients may receive funding for more than one project in a fiscal year.

## Applying for more than 12 months

If you request funding for a project spanning more than 12 months, you must show that there is a need for a multi-year commitment and that you have the capacity to complete the project. This is demonstrated with a realistic project timeline and budget projections, as well as sound governance and continued financial viability.

The maximum duration for a project is 36 months.

## How to apply

Read these Application Guidelines in their entirety before completing your application.

You must meet all eligibility requirements and submit a complete application package to be considered for funding. A complete application package includes the signed [General Application Form – Appendix A](#) and the following supporting documents:

- [Project Proposal - Appendix B](#) (for projects with multiple activities, Appendix B1 must also be completed for each activity);
- [Detailed Expenses – Appendix C](#) (for projects overlapping two government fiscal years, provide the information by fiscal year);
- [Detailed Revenues – Appendix D](#) (for projects overlapping two government fiscal years, provide the information by fiscal year);

Your application must include the following organizational information:

- Articles of incorporation and charter (or constitution and by-laws);
- List of board members and the membership list;
- The most recent annual activity report;
- For funding requests of \$100,000 and over, provide the most recent financial statements of the organization at one of the following levels:
  - Audited;
  - Review engagement report; or
  - Notice to reader.

Your application must also include the following project information:

- Resolution from the organization's board of directors supporting the project, and identifying signing authority;
- Copies of letters of support from organization members and representatives from other sectors of the Canadian periodical industry, if applicable;
- Résumés of consultants to be hired for the project, if applicable.

In addition, the following documents should be submitted as soon as they are available:

- Copies of documents confirming in-kind contributions and volunteer work for the project, if applicable;
- Copies of documents confirming cash funding sources for the project, if applicable.

The CPF reserves the right to request additional information and/or clarifications for the project assessment.

## Application process

- Complete, sign and date the [General Application Form – Appendix A](#);
- Attach all the required supporting documents.

Please submit your application in only **one** format.

## Mail or courier submissions

You can mail or courier your complete application package to the following address:

Department of Canadian Heritage  
Canada Periodical Fund – Collective Initiatives  
25 Eddy Street  
Gatineau, Quebec  
K1A 0M5

Your application must be postmarked no later than the published deadline to be considered.

## How applications are evaluated

We fund projects that have clear objectives and measurable results. Funding decisions are based on the number and quality of applications received. Your application will be reviewed for eligibility and then evaluated based on the criteria below.

## Evaluation criteria

Your application will be evaluated by a Review Committee who will compare and prioritize it with other applications in relation to the funds available.

Assessment of all projects will be based on the following criteria:

- Degree to which the project meets the objectives of the CPF, as well as the Collective Initiatives component;
- Demonstrated industry need for the project;
- Need for funding;
- Degree of innovation involved in the project;
- Degree to which the project can demonstrate short-term results, measurable improvement, added value from previous projects or activities, and/or a sustainable strategy;
- Impact of the project on the Canadian periodical industry (for example: lasting benefit; broad reach to variety of stakeholders);
- Degree of involvement and assistance or financial commitment from other sources, including members of the organization and other stakeholders;
- Demonstrated capacity of the organization to undertake the project;
- Suitability of the budget to the scale of the project; and
- Clarity and relevance of expected results and performance measures, including indicators that will be used to assess the success of the project.

Note: Applicants that have previously received funding from the Collective Initiatives component are encouraged to demonstrate how the current application represents new activities for the organization, or incorporates activities that add value to previous applications. New projects and activities will be given priority.

## Application processing time

For application processing time, please refer to the [Service standards for Canadian Heritage funding programs](#) or [contact the program](#).

We will acknowledge receipt of your application within two weeks of submitting your application.

## Funding decisions

Please note that decisions regarding eligibility and funding amounts are final.

## How funding is provided

We provide funding in the form of a contribution.

A contribution is a conditional payment issued to your organization for a specific purpose, as outlined in a funding agreement. The funding agreement is signed by us and your organization and specifies the terms and conditions to receive payment. At the end of your project, you must submit a final report.

## Funding conditions

You may be required to submit interim reports during your project.

Additional conditions may apply and will be included in your funding agreement.

## Official languages requirements

We are committed to taking positive measures to enhance the vitality of official language minority communities and to promote the use of English and French in Canadian society. If you receive funding, you agree to comply with the official languages requirements set out in your application or in your funding agreement.

## Acknowledgement of financial assistance

If you receive funding, you must publicly acknowledge – in English and/or in French – the financial support received from us in all communications materials and promotional activities. Additional requirements may be included in your funding agreement.

For additional information, please refer to our [Guide on the public acknowledgement of financial support](#).

## Access to information requests

We are subject to the [Access to Information Act](#) and the [Privacy Act](#). The information you submit in your application may be disclosed in accordance with these Acts.

## Disclosure of information

By submitting your funding application, you authorize us to disclose any information submitted with this application within the Government of Canada or to outside entities for the following purposes:

- to reach a decision;
- to evaluate the results of the project; and
- to support transparency, accountability and citizen engagement.

## Audits of recipients and evaluation of the Program

We reserve the right to audit your accounts and records to ensure compliance with the terms and conditions of your funding agreement. We also conduct periodic Program evaluations, during which you may be required to present documentation.

You must keep any records, documents, or other information that may be required to perform the audit or the evaluation for five years. Demonstrated failure to maintain such records may result in the repayment of amounts previously received.



## Contact us

For further information, please contact us:

Department of Canadian Heritage  
Canada Periodical Fund – Collective Initiatives  
25 Eddy Street  
Gatineau, Quebec  
K1A 0M5

### Email

[PCH.fondsdesperiodiquescanada-canadaperiodicalfund.PCH@canada.ca](mailto:PCH.fondsdesperiodiquescanada-canadaperiodicalfund.PCH@canada.ca)

### Telephone

819-997-0055  
1-866-811-0055 (toll-free)

### TTY

1-888-997-3123 (toll-free)

Agents are available to answer your questions Monday to Friday, 8:30 a.m. to 5 p.m. (EST).

## Glossary

### **Aboriginal communities**

Aboriginal communities include First Nations, Métis and Inuit communities.

### **Business plan**

A written document that describes your organization's current status and plans for two to five years. It identifies future opportunities and includes the financial, operational and marketing strategies to achieve your goals.

### **Cash flow**

A presentation of all anticipated revenues and planned expenses that will occur over the length of your project. At the beginning of your project, your cash flow will have only forecasted revenues and expenses. Over time, your cash flow will be updated to reflect the actual revenues and expenses.

### **Digital periodical**

For the purpose of the CPF, a digital periodical is defined as primarily text, photographic and illustrated editorial content delivered via a website, download or email that is published on a regularly scheduled basis under a common title and governed by an editorial function.

## **Ethnocultural communities**

A group of people whose members identify with each other, through a common heritage. For the purpose of this definition, ethnocultural communities include Canadians of diverse culture such as, but not limited to African, Arab, Asian, Latin American or mixed heritage.

## **Financial statements**

A complete set of financial statements, including a statement of financial position; a statement of operations; and a statement of changes in financial position. Financial statements may be audited or unaudited.

The following are definitions of the different engagement levels acceptable to the Collective Initiatives component for financial statements:

- audit engagement;
- review engagement; or
- compilation engagement.

### **Audit engagement:**

An audit engagement offers a high, though not absolute, level of assurance. This type of engagement incorporates procedures such as inspection, observation, enquiry, confirmation, re-calculation, re-execution and analysis which, in the accountant's professional judgement, reduce the risk of an inappropriate conclusion to a low level. The expression "high level of assurance" refers to the highest "reasonable" level of assurance that an accountant can provide on a subject matter.

### **Review engagement:**

A review engagement provides a moderate level of assurance through the introduction of procedures which ensure, in the accountant's professional judgement, that the risk of an inappropriate conclusion is reduced to a moderate level. Procedures are normally limited to enquiry, analytical procedures and discussion. The risk is reduced to a moderate level when the evidence obtained enables the accountant to conclude that the subject matter is plausible, given the circumstances.

### **Compilation engagement:**

A compilation engagement is a process in which the accountant receives information from a client and arranges in the form of a financial statement. No expression of assurance is provided upon completion of a compilation engagement.

## **Final report**

A final report is submitted at the end of your project based on the requirements in the funding agreement. Your final report needs to provide the results of the activities you have undertaken for the duration of your project and include a final report of actual revenues and expenses.

**Fiscal year (of the Government)**

Refers to the federal government fiscal year, which starts on April 1 of a given year and ends on March 31 of the following year.

**Innovation**

Innovation generally refers to changing or creating more effective processes, products and ideas to increase productivity, performance and sustainability. Innovation may involve the use of technology but, it can also involve changing your business model and adapting to changes in your environment to deliver better products or services. Some examples of innovation are:

- Product innovation (the what): developing new products and services and improving existing products and services;
- Process Innovation (the how): developing new processes, methods and tools to reduce cost, create efficiencies, improve delivery and quality of products and services;
- Market innovation (the who): extending market reach by modifying current offerings to reach new audiences and targeting audiences in new ways; or
- Value innovation (the why): re-branding. Activities related to developing the organization's brand.

**Interim reports**

Interim reports are submitted during your project based on the requirements in the funding agreement. Your interim report will provide the results of the activities you have undertaken for a specific period, a report on the status of work to be accomplished and include updated revenue and expense reports.

**Magazine**

A print periodical that is commonly recognized as a magazine, is paginated and bound, appears in consecutively numbered or dated issues, is published under a common title at regular intervals and may possess an International Standard Serial Number (ISSN).

**Not-for-profit organization**

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

**Official-language minority communities**

The official-language minority communities are the Anglophone communities residing in Quebec and the Francophone communities residing outside of Quebec.

**Overhead costs**

Long distance telephone charges, fax, photocopying, couriers, general administration and similar expenses.

**Volunteer**

An individual working on behalf of others without receiving financial or material gain.