

TELEFILM CANADA PRIVATE DONATION FUND

Frequently Asked Questions (FAQs)

Where did the idea for a private donation fund come from?

Telefilm made a commitment, in its latest corporate plan, to help the industry diversify its funding sources. During our consultations with the industry over the last year, the industry encouraged Telefilm to find a new way to interest the private sector to invest in Canadian cinema.

What is the Fund's objective and how will it work?

The Private Donation Fund will contribute to the success of Canada's audiovisual industry and to its competitiveness in international markets. It will support outstanding and promising projects that can be produced, notably, within the framework of the Canada Feature Film Fund. The Private Fund will have two streams.

The first stream will fund original first works made by young filmmakers of exceptional talent. The Fund will also see to it that these projects benefit from innovative releasing methods.

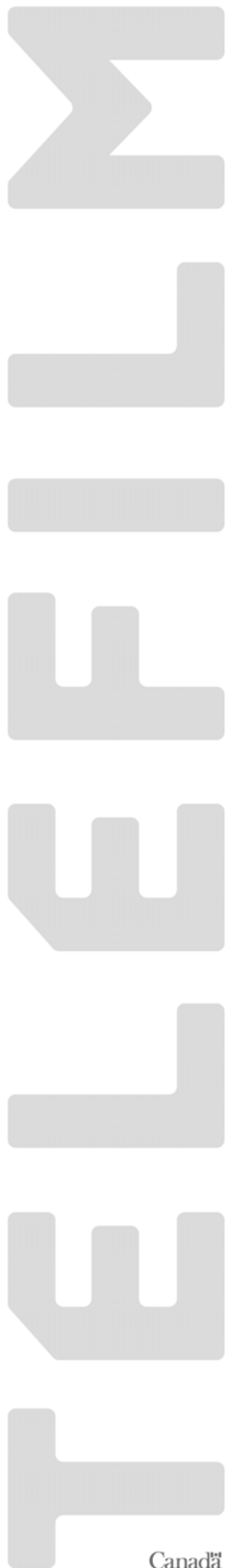
The second stream will support productions from well-known filmmakers whose films have garnered prizes and awards, in the aim of helping them become more successful around the world thanks to more ambitious promotion and distribution efforts.

How can you show that a fund such as this meets a real need?

Canada has a large number of very talented emerging filmmakers as well as established, renowned filmmakers, but current funding sources are limited. Telefilm can only fund a portion of the many excellent projects it receives. To attract large international audiences, our filmmakers also need adequate promotion budgets.

How will the fund be administered?

The Private Donation Fund will be managed directly by Telefilm, within the framework, notably, of the Canada Feature Film Fund, which provides support to a variety of feature films. Telefilm will open a separate bank account for the Private Donation Fund and will monitor and report on the account in a detailed and transparent manner. Tax receipts will be issued by Telefilm.



What is Telefilm's financial goal for the Private Donation Fund?

Telefilm's approach is to start on a small scale and gradually increase the amount of financial resources allocated to Fund activities. The goal is to endow the Fund with \$5 million in private donations each year.

Does Telefilm plan to finance a greater number of projects as a result of this new fund?

Yes. Telefilm would also like to see that the most promising projects benefit from higher promotion budgets.

Who will be responsible for managing this fund at Telefilm?

Administration of the Private Donation Fund will fall under the responsibility of the Board and of the Office of the Executive Director. A resource will be hired to solicit donations from donors. The Project Financing team will be responsible for choosing projects supported by the Private Donation Fund, as is already the case for all projects financed under the Canada Feature Film Fund.

Why does your news release mention that the Canadian Chamber of Commerce is supporting this project?

The Canadian Chamber of Commerce represents a large variety of economic players of all sizes from across the country. The Chamber found this project interesting and wishes to encourage its members to invest in culture.

How will Telefilm solicit donors?

We will follow a two-step approach, first by targeting companies and then by calling on individual donors.

Who should interested donors—companies as well as individuals—contact at Telefilm if they're interested in donating to the fund?

They should contact Jean-Claude Mahé, Director, Public and Government Affairs, at Telefilm. The name of the person who will be responsible for donor relations will be announced shortly.

How will donors' support be acknowledged?

All donors will be recognized on Telefilm Canada's website and in its annual report.