

**ESSENTIAL INFORMATION GUIDE**  
**COVID-19 EMERGENCY RELIEF FUND – TELEFILM ALLOCATION**  
(the “Emergency Relief Fund”)

**1. How do I know whether I should apply to Telefilm Canada, the Canada Media Fund, Canada Council for the Arts or Canadian Heritage?**

Clients must apply to the organization from which their corporate group has received the most financial support (signed contracts) between April 1, 2017 and March 31, 2020. If your corporate group has received funding from more than one of the above organizations and it is not clear which organization you should apply to, please contact our dedicated Emergency Relief Fund support team at [covid-19@telefilm.ca](mailto:covid-19@telefilm.ca).

**2. Can I apply to more than one institution for funding under the Emergency Support Fund for Cultural, Heritage and Sport Organizations?**

No. Clients may apply for funding from **no more than one** of the following organisations:

- Telefilm Canada;
- Canada Media Fund;
- Canada Council for the Arts; or
- Canadian Heritage.

Clients must apply to the organization from which their corporate group has received the most financial support (signed contracts) between April 1, 2017 and March 31, 2020.

**3. What companies are eligible for the relief funding?**

Companies who can attest an actual or projected 25% negative financial impact due to the COVID-19 Pandemic and are in need for funding to ensure continuity of operations and to safeguard jobs.

Only companies who have received funding from Telefilm under one or more of the following programs between April 1, 2017 and March 31, 2020 are eligible:

- Production Program;
- Theatrical Documentary Program;
- Talent to Watch Program;
- Development Program;
- National Marketing Program;
- Innovation Program;
- Promotion Program; and
- Theatrical Exhibition Program.

**4. I am not a client of Telefilm. Why am I not eligible?**

The Emergency Support Fund for Cultural, Heritage and Sport Organizations allocated by the Government of Canada to Telefilm Canada is intended to quickly deliver emergency support to established regular clients. This funding approach has been chosen because there are pre-

existing validation mechanisms in place at Telefilm. Further, focusing the funding on current Telefilm clients (including production companies, festivals, distributors and exhibitors) will facilitate a fast disbursement of relief funding that will impact a considerable cross-section and representation of the Canadian audiovisual industry.

**5. Why are there only three weeks to apply for the base financing?**

Telefilm's priority is to get funding out as fast as possible in order to support all recipients who are in urgent need of financial support. We also want to ensure that this does not significantly delay financing decisions in our regular programs.

The application process is simple and fast.

**6. Will applications for base financing be considered on a first come, first served basis?**

No. Telefilm has calculated and allocated the funding amounts across the eligible clientele based on the parameters of the Emergency Relief Fund and within its total budget. Having said this, please do not wait until the end of the three-week period to apply for base financing.

**7. Is the base funding allocation based on the corporate group's operating budget or on the financing received from Telefilm?**

The funding allocation for each eligible applicant is based the total funding granted by Telefilm to the corporate group of the applicant across all eligible programs between April 1, 2017 and March 31, 2020, divided by 2.

**8. Is the three-year calculation based on 'money out the door' or the total amounts committed under the Telefilm contract(s)?**

Telefilm's base financial contribution under the Emergency Relief Fund is calculated based on the total amount of the funds allocated by Telefilm to the corporate group under the financing agreements signed between April 1, 2017 and March 31, 2020, and not based on the amounts disbursed under these contracts. This implies that contracts signed before April 1, 2017 are not eligible, even if the disbursements were made during the reference period. On the other hand, for contracts signed between April 1, 2017 and March 31, 2020, the total amount of Telefilm's financial participation is used for the calculation, even if it has not yet been disbursed in full yet.

**9. I have a financing agreement with Telefilm which was signed before April 1, 2017 and amended between April 1, 2017 and March 31, 2020. Is it included in the calculation of the total financing received by my corporate group?**

No. The original financing agreement must have been signed between April 1, 2017 and March 31, 2020. If it was signed before April 1, 2017 and amended afterwards, it does not qualify.

**10. How are amounts for interprovincial or regional coproductions allocated to the signatories of those contracts with Telefilm for the purposes of the base financing?**

For interprovincial or regional coproductions where the contract is signed by more than one Canadian company, Telefilm will prorate the amounts. For coproduced projects contracted under the **Production and the Theatrical Documentaries** programs, the commitment amount

for each company will be allocated based on the score-sharing form (provided at the time of contracting) and that prorated commitment amount will be used in the three-year annual calculation for each company. The score sharing between companies cannot be changed or altered after contracting, Telefilm will rely solely on the split as captured at the time of contracting. For coproduced projects under all other programs, the calculation of the pro-rated amount for each company will be based on the ownership of the program's main applicant.

**11. How do you define which individuals should receive payment to meet the objective of 'safeguarding jobs'?**

The funds may be used to pay, among others, full-time, salaried employees, contract staff, as well as freelancers (workers, artists and creators).

**12. Does the approximate total number of freelancers and self-employed workers retained by the applicant and its related parties (entered in the application form in Dialogue) include the individuals working on specific projects?**

Yes. Furthermore, the number indicated in the form in Dialogue shall reflect the approximate average number of freelancers and self-employed workers retained by the applicant and its related parties annually.

**13. How do I assess the "25% negative financial impact"?**

The corporate group is responsible of assessing, in a reasonable manner, the negative financial impact of the COVID-19 pandemic on all of the companies that are part of it.

In general, the use of financial projections can be used to calculate the financial impact.

The financial impact of at least 25% can be related to revenues, costs or a combination of both. It can be evaluated over a short period (for example, 3 months or 6 months and up to 12 months).

The comparison period could include the period preceding the one subject to financial projections or a comparable period. Use your usual accounting method for calculations. You can use the cash method or the accrual method, but you have to use the same approach throughout.

**14. What is the fiscal treatment of the Financial participation of Telefilm under the Emergency Relief Fund?**

Telefilm Financial Participation under the Emergency Relief Fund is a Non-Repayable Contribution. **Please note that it may be taxable.** We recommend that you consult your tax advisors to determine the tax treatment applicable to the amounts you may receive.

**15. What is the turnaround time from submitting an application to receiving base funds?**

Telefilm's team is processing the applications as they come in, including contracting and disbursement of monies. Complete applications from eligible applicants should be processed quickly. We encourage clients to apply as soon as possible and not wait until the end of the application period.

**16. Will the funds be sent to the applicant by cheque or direct deposit?**

The allocations of relief funds will be dispersed in the form of electronic payments by direct deposit.

**17. How will Telefilm ensure that funding is used in accordance with the objectives of the Fund?**

All applicant companies are required to complete and sign the Attestation (available on the Fund's [webpage](#)) under which they attest to an actual or projected 25% negative financial impact due to the COVID-19 Pandemic and are in need for funding to ensure continuity of operations and to safeguard jobs and further, that they will use the funds for business continuity, project costs caused by the pandemic and to support workers such as self-employed and freelance workers, artists and creators. Telefilm reserves the right to conduct audits to validate and ensure that these funds were used in accordance with the Emergency Relief Fund's guidelines.

**18. Are all the questions included in the Application Form for eligibility purposes?**

No. Except for the questions regarding the negative financial impact and diversity, all other questions are for statistical purposes only.

**19. May I use the funds received under the Emergency Relief Fund for development purposes?**

Yes, as long as the funds are used in accordance with the objectives of the Emergency Relief Fund ie. support the business continuity and support writers, directors, crew, cast and other employees in the screen industry.

**20. I have a production which was at production or post-production stage and was interrupted by the pandemic, forcing me to incur additional costs, may I use financing received under this Emergency Relief Fund to cover these extraordinary costs?**

Yes, the financing received by the applicant under the Emergency Relief Fund may be used to cover additional costs relating to obligations inherent to suspended, canceled or postponed projects due to the COVID-19 Pandemic.

In addition, you may also be eligible to receive additional financing if this production is already financed by Telefilm and that you meet the other eligibility criteria under the Emergency Relief Fund's guidelines.

This additional financing for affected productions will be deployed after June 19, 2020.

**21. How do you define a project affected in production and a project affected in post-production for the purposes of receiving additional financing for affected productions already financed by Telefilm?**

Telefilm considers that a project is in production when at least one day of shooting of the principal photography has occurred before an interruption related to the COVID-19 pandemic. Telefilm considers that a project is eligible in post-production when the last day of principal photography has occurred after August 31, 2019. For the purposes hereof, “principal photography” is defined as the production phase during which the essential shooting takes place, with the exclusion notably of additional shooting days for adjustments or reshoots that may occur following the date of completion of this production phase.

**22. Will the additional financing for productions already financed by Telefilm also be granted to the eligible applicant under the Emergency Relief Fund?**

Yes. This additional financing for productions already financed by Telefilm will also be granted to eligible applicants under the Emergency Relief Fund, that is to the active parent corporation of each corporate group. The eligible applicant will need to inform the other companies related directly to an eligible project of the grant of the additional financing. The eligible applicant will also need to commit to use the additional financing solely to cover eligible costs related to the project. Please note that these funds shall not be considered as an additional financial participation by Telefilm in the financial structure of the eligible project.

For eligible projects that are interprovincial or regional coproductions where the contract is signed by more than one Canadian company, the additional financing shall only be granted to the eligible applicant under the Emergency Relief Fund that includes the main applicant of the project in its corporate group; in other words, the score sharing of the project between the companies shall not be considered and any other co-applicant for the project shall not receive additional financing. This approach aims to keep the application process simple and fast.

**23. Telefilm announced that up to 15% of the Emergency Relief Fund’s budget will be reserved to support its clients who have received base funding and are part of underrepresented groups. How will that funding be allocated?**

This is a portion of emergency funds intended for clients who could be disadvantaged by formulas that are based on historical access. Firstly, Telefilm has assessed the number of successful requests from underrepresented groups during the three-week opening period for the base financing.

Based on this information, Telefilm has established the following formula in order to determine the amount of additional financing granted to each applicant that meets the definition of underrepresented groups: an amount of \$11,000 will be granted for each of the six underrepresented groups that an applicant has disclosed to Telefilm as part of the initial application process.

For example, an applicant that disclosed to Telefilm being a corporate group composed of companies that are majority-owned and controlled by visible minority women (i.e. two underrepresented groups) would be eligible to receive an amount of \$22,000, being the amount of \$11,000 multiplied by two.

**24. How do you define “visible minorities” in the underrepresented groups?**

“Visible minorities” means People of Colour and/or racialized people and corresponds to the Government of Canada’s description of ‘visible minority’ as non-Caucasian in race, or non-White in colour, and who are also not Indigenous. In addition, it refers to individuals of mixed racial background who also self-identify as Persons of Colour.

**25. How do you define “person with a disability” in the underrepresented groups?**

“Person with a disability” means a person who lives with a long-term, persistent or recurring physical, mental, sensory, psychiatric or learning impairment, activity limitation or participation restriction. It also means a person who is regarded as having an impairment, limitation or restriction, whether their disability is visible or invisible to others.

**26. Telefilm has indicated that part of the Emergency Relief Fund budget will be allocated to regional companies. How will that funding be allocated?**

Similarly to the underrepresented groups, Telefilm shall grant an additional amount of financing of \$11,000 to each applicant that has received base funding and meets the definition of a regional company.