



**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 or Canadian Heritage?

Clients should 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.

2. What companies are eligible for the relief funding?

Companies who can attest an actual or projected 25% negative financial impact over a 12-month period 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.

3. 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.

4. Why are there only three weeks to apply?

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.

5. Will applications 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.

6. Is the 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 annual average of Telefilm's financial participations granted to the corporate group of the applicant across all eligible programs during the last three (3) fiscal years, ie between April 1, 2017 and March 31, 2020.

7. Is the three-year annual average based on 'money out the door' or the total amounts committed under the Telefilm contract(s)?

Telefilm's financial contribution under the Emergency Support Fund is calculated based on the average 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.

8. How are amounts for interprovincial or regional coproductions allocated to the signatories of those contracts with Telefilm?

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 average 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 prorated amount for each company will be based on the ownership of the program's main applicant.

9. 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).

10. 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 over a 12 months period.

11. How do I assess the “25% negative financial impact”?

The negative financial impact could be loss of total revenue, increase in costs, or a combination of the two, equal to or greater than 25% over a 12-month period. The impact may be actual or projected.

12. 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 is taxable.** We recommend that you consult your tax advisors to determine the tax treatment applicable to the amounts you may receive.

13. What is the turnaround time from submitting an application to receiving 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.

14. 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.

15. 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 over a 12-month period 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 will be conducting random audits to validate and ensure that these funds were used in accordance with the Emergency Relief Fund’s guidelines.

16. 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.

17. 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.

18. I have a production which was at production or post-production stage and was interrupted by the pandemic, forcing me to incur extraordinary 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, please note that if your production was financed by Telefilm, you may be eligible for a pre-determined fixed amount of top up under your production application. Please contact your business affair analyst for more information. However, please note that the sum of the amounts of the top-up for interrupted shoots and funding under the Emergency Support Fund cannot exceed 25% of the average annual funding received by the corporate group from Telefilm between April 1, 2017 and March 31, 2020.

19. Telefilm announced that up to 15% of the Emergency Relief Fund's budget will be reserved to support under-represented 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 will assess the number of requests from under-represented groups during the three-week opening period in order to determine the top-up amounts. Once the three-week window is over, we will determine the top-up amounts to be deployed in the form of a second payment to applicants who fall within the category of under-represented groups.

20. What do you mean by 'Regional' (in the context of under-represented groups)?

We will be using Telefilm's historical definitions, which is having its head office in any part of Canada that is more than 150 km by the shortest reasonable roadway route from Toronto or Montreal.

21. How do you define "visible minorities"?

"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.

22. How do you define "person with a disability"?

"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.