Canadian Heritage

Canadian Memory Fund

Program Guidelines

Canadian Culture Online
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La version française de ce document est également disponible.

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PART A – Program Guidelines

1.   PROGRAM OBJECTIVES

The primary objective of the Canadian Memory Fund is to connect all Canadians, particularly youth, with the riches of Canada's heritage by making key Canadian cultural collections held by federal institutions, including all federal departments, agencies and Crown corporations holding significant collections of Canada's cultural heritage, available free of charge via the Internet in both official languages. The Canadian Memory Fund will provide meaningful and seamless access to content that helps deepen an understanding of Canada and of our rich diversity, especially for the benefit of Canadian youth and students. Particular emphasis will be placed on projects that implement accessibility measures for Canadians with disabilities, and provide for the digitization and presentation online of original French language content and content that reflects Canada's diversity.

In an effort to increase French on the Internet, approximately fifty percent of the total amount of funding through the Canadian Culture Online strategy (CCO) will be allocated for French-language content. The Canadian Memory Fund will strive to achieve a fifty-fifty balance between original English and French content. In order to reflect Canada's diverse cultural communities, proponents are also encouraged to develop content in other languages, such as Aboriginal languages, in addition to English and French.

Through the Canadian Memory Fund, CCO seeks to fund the highest quality and most innovative projects undertaken by federal agencies and departments holding key cultural collections. CCO encourages Canadian Memory Fund proponents to take advantage of the expertise of the Canadian new media industry.

The anticipated output is an Internet product or website that presents a digitized collection of existing cultural resources, that is well explained, engagingly interpreted and easy to explore. Complementary learning resources facilitating the use of the digitized collection by teachers and students, such as curriculum-based lesson plans, student activities and quizzes or games, are strongly encouraged.

2.   PROPONENT ELIGIBILITY

To be considered eligible, proponents **must be**:

- Federal institutions including all federal departments, agencies and Crown corporations holding key collections relevant to Canada's culture and heritage.

3.   INDIVIDUAL PROJECT ELIGIBILITY

To be considered eligible, all projects **must explicitly demonstrate the following**:

- Propose the development of unique online cultural content based on a specific cultural theme; and

  Please note: Additional phases to existing projects will require a clear demonstration of the added value and of the significance of continuing with a new phase as opposed to presenting some other new content previously unavailable to Canadians

- The proposed collection/site and its presentation will target the general Canadian public or Canadian youth and teachers; and

- The proponent i) owns, ii) has cleared copyright for and/or iii) is in the process of clearing the copyright and electronic reproduction rights to digitize and make accessible all the material in the proposed collection(s) on the Web for the life of the website or for a minimum of five (5) years after the launch of the project;

- The proposed collection/site will include detailed information regarding copyright protection measures, restrictions, permissions or any relevant information that Internet users, including teachers and students, should be aware of; and

- The CCO funded portion of the collection/site will be accessible free of any charge.

Any proposal that does not explicitly demonstrate meeting all of the above eligibility criteria will be screened out and will not be eligible for funding.

The Canadian Memory Fund receives more project proposals than it can fund in each year, meeting the eligibility criteria does not guarantee project funding.

4. EVALUATION PROCESS

All proposals received by the deadline will be evaluated in accordance with the following procedures:

- Each project must be described individually (i.e. complete project description based on eligibility and evaluation criteria, individual budget etc.) within the overall proposal;

- Each proposal will go through an initial screening by CCO to determine the eligibility of the proponent, the overall proposal and/or the project(s). Only proposals demonstrating that all the eligibility requirements have been met, and for which all related documentation has been submitted, including written confirmation from partners for financial and/or content and/or other specific contributions, will proceed to the next stage of consideration for financial support;

- Eligible projects will then be evaluated by CCO based on the evaluation criteria mentioned in Section 5. An overall funding recommendation, taking into account all received projects, will be established based on how each project best meets the evaluation criteria and the objectives of the CCO strategy; and

- The results of past projects will be considered as part of the evaluation process.

In order to facilitate the development of a more effective proposal, the Program encourages proponents to discuss their projects with a CCO analyst before submission.

The Canadian Memory Fund strives to work with its proponents as partners in achieving the objectives of the Fund and of the overall CCO strategy. The Department may propose modifications to any portion of a submission, at any point in the evaluation process. In addition, actual project funding may be lower that the amount requested due the availability of funds, the overall demand and the Department of Canadian Heritage's objectives and priorities.

5. EVALUATION CRITERIA

Eligible projects will be assessed based on the degree to which they meet the following criteria:

Content
- A compelling story will be told and will be centered around specified theme(s), time period(s) and location(s);

- The presentation of content will be in the appropriate context and in a way that will be easily understood by the target audience;

- The project will demonstrate that the content will meet an identified need of the target audience (please provide evidence of user expressed need);

- Stakeholders and subject matter experts will be consulted, as appropriate, in the selection of content to be digitized;

- There will be clear demonstration that the content to be digitized is of significant importance in Canada's history; and

- A detailed description of content to be digitized will be included in the proposal (estimated volume for each type of content).

Partnership on Common Content Themes

- The proponent will partner, wherever similar content exists in the holdings of one or more federal institutions and/or other organizations, with those content holders for the development of content on common themes and is submitting supporting documentation, with the proposal, confirming partnerships and/or formal discussions.

Educational Resources

- The project will include the creation of online learning materials, to be used in conjunction with the collection, which will meet the needs of students and teachers or could be used as learning tools by the general Canadian public (the type of learning resources along with the associated grade levels and disciplines should be clearly identified in the proposal);

- If educational resources are being created for students, linkages will be created with schools and teachers in order to conduct user testing and focus groups during website development; and

- Teachers will be authorized to use, modify, reproduce and distribute the educational resources found on the proposed collection/site, including teaching strategies, ideas for the classroom, activities and games, exclusively for non-commercial purposes.

Innovation

- The project will use technology to create and present content which embraces innovation and new forms of communication, interaction, and expression, and will provide an engaging Internet experience for users; and

- The proponent will contract with one or more Canadian new media producer(s) for the development and presentation of the digitized content, subject to the Agreement on International Trade and Canada's obligations under international trade agreements to which it is a signatory. When submitting its proposal, the proponent must clearly demonstrate the type of technology it will use for the realization of the project(s) and confirm its intention to partner with one or more new media producer(s), if the project is approved.

Accessibility

- **The project will include a strategy to make the resulting collection accessible to Canadians with disabilities by, for example:**
  - Providing written transcripts for audio recordings;
  - Including captions or storyboards for animated, video or audiovisual content;
  - Making full use of alternate text and long descriptions for digitized images;
  - Designing site navigation and interactive elements with due consideration for the needs of mobility impaired users; and
  - Testing project web pages using browsers specifically designed for visually impaired users (including text-only and screen-reading software), etc.

- **The resulting collections will be accessible to low-speed Internet users. Options may be offered such as:**
  - Providing low resolutions for sites using 3D modelling;

- o Providing a "Skip Intro" option and an HTML version for Flash sites; and

- o Using appropriate web image formats (i.e. JPEG, GIF) when presenting digitized content, etc.

- **The resulting collection/site will be functional through both Internet Explorer and Netscape browsers.**

Project Planning

- The proposal includes a detailed budget showing planned expenditures by category and sub-category and documenting all sources of revenues (including cash and in-kind contributions from the proponent and any identified partner(s));

- The project is well planned, includes a realistic project timeline, and will make efficient use of resources (i.e. human, financial, and technological); and

- The project plan includes appropriate technical expertise in order to effectively face possible technical challenges.

Financial Leverage

- The proposal includes more than the required 25% from sources other than CCO (All sources of financial assistance and contributions, i.e. cash and in-kind, must be clearly documented in the budget).

  Canadian Memory Fund proponents and their partners are encouraged to assist CCO in leveraging the financial resources available by seeking additional project funding through other sources. CCO, through its various programs, will not contribute more than 75% of the total eligible expenses of the project Any project funding received through the Virtual Museum of Canada is included in the calculation of the 75% ceiling. (Please see page 6 - Section 6 Eligible Expenses)

Sustainability

- The proposal demonstrates that the resources required to maintain the project during a minimum of five (5) years after the launch of the project will be covered by the proponent and its partners; and

- The proposal demonstrates that there will be a content owner who will ensure that the content is maintained and appropriate changes and updates are incorporated.

Marketing

- The proposal includes a reasonable marketing plan to promote the project to a general Canadian audience or Canadian youth, including:

  - o A clearly identified audience and appropriate measures to reach it;

  - o An appropriate amount of financial resources allocated to marketing given the size and type of project;

  - o A detailed description of both online and offline marketing activities to be undertaken to make the project known to Canadians and to maintain interest in it overtime;

  - o A plan to gauge the effectiveness of the marketing plan and of the promotional activities; and

  - o The demonstration that the proponent has the appropriate expertise and human resources required to develop and implement marketing and promotional strategies for the CCO-funded collection/site.

Note: **The purpose of CCO funding is to help make Canadian digital cultural content accessible to Canadians; accordingly, proponents should dedicate a portion of their budget to promote visits to the resulting collection. CCO recommends that at least 5-10% of your total project budget be allocated towards**

promoting your finished product.   We also encourage proponents to partner with *Culture.ca* to promote their project(s).

6.   ELIGIBLE EXPENSES AND CALCULATIONS

The determination of expenditures eligibility and actual project funding is at the discretion of CCO, but funding will not exceed 75% of total eligible expenses incurred under all eligible categories (see Annex A).

The following are eligible expense categories:

- Project Management and Administration
- Content Development/Presentation
- Digitization/Scanning
- Web Development (Design, Development, Integration and Testing)
- Educational Materials
- Infrastructure/Hardware/Software
- Promotion and Marketing

Indirect expenditures are not eligible and must not be represented in the project budget. These include various overhead costs, ongoing operational expenses, staff time not spent directly on project related activities, rent, telephone, office supplies, etc.

Activities that are not eligible for funding include:

- The development of CD ROMs (unless used for promotional purposes only)
- Traditional photography and film developing
- Physical storage items (acid free boxes, shelving, etc.)
- Ongoing website maintenance or updating
- Creation or printing of learning materials that are not online

7.   MAXIMUM FUNDING

Eligible expenses are reimbursed as outlined in the eligible expenses table in Section 6. The total maximum contribution to any proposal funded through the Canadian Memory Fund will not exceed 75% of the total eligible costs. Total funding per proposal will not exceed $2,000,000 unless expressly approved by CCO.

Financial assistance that may have been received in previous years under the Canadian Memory Fund is not to be construed as a guarantee, express or implied, of financial assistance for subsequent requests.

8.   CONDITIONS OF FUNDING

Successful proponents will receive a letter from either the Deputy Minister or the Minister of Canadian Heritage indicating that funding has been approved for their project(s). Recipients are required to sign a **Memorandum of Understanding**, which is a legal contract outlining the responsibilities of both the Department and the Recipient. The transfer of funds will take place in either Supplementary Estimates exercise "A" or "B".

9.   PROPOSAL DEADLINE

Proposals to the Canadian Memory Fund must be received by CCO on or before April 18, 2005 for projects to be funded in the coming fiscal year (April 1st 2005 – March 31st, 2006). Proposals must be submitted in four (4) printed copies and on CD format.

We strongly suggest that you follow the instructions outlined in the section, "How to assemble your proposal" in preparing your proposal. It contains useful information and templates to help guide you step by step through the elements required. By using this guide you will also assist CCO in having a more efficient analysis and recommendation process.

10.   CONTACT INFORMATION

Questions regarding project eligibility, submission dates or any other information on the Canadian Memory Fund should be addressed to CCO.

Telephone: 1-866-900-0001 (toll free) or (819) 997-8141 (National Capital Region)

TTY/TDD: (819) 997-3123

Fax   (819) 994-8360

E-mail: ccop-pcce@pch.gc.ca

Web Site: http://www.canadianheritage.gc.ca/ccop-pcce/

Mailing address: Canadian Culture Online
                Canadian Memory Fund
                25 Eddy Street, 3rd Floor (25-3-V)
                Gatineau, Quebec
                K1A 0M5

PART B - HOW TO ASSEMBLE YOUR PROPOSAL

The Canadian Memory Fund is asking all proponents to use the following template when preparing your 2005-2006 proposal and project outlines. By using this format, all proponents will be providing all the information required for an effective and efficient evaluation process.

Please consider and respond to the elements as indicated for each criterion, ensuring that each section and sub-section of your project description is clearly numbered and labeled according to this template.

For those proposals that will contain more than one project, please include only one Part A for the entire proposal and create an individual Part B for each project.

Part A – Executive summary and Proponent Eligibility

SECTION 1 – Executive summary

- State the objectives and expected outcomes of the proposal (including one or more projects);
- Explain how the project(s) meet the objectives of the Canadian Memory Fund; and
- Identify your project partner(s) and describe their contribution.

SECTION 2 – Proponent Eligibility

Part B – Individual Project Outline(s)

SECTION 1 – Individual Project Eligibility

SECTION 2 – Content

SECTION 3 – Partnership on Common Content and Themes

SECTION 4 – Educational Resources

SECTION 5 – Innovation

SECTION 6 - Accessibility

SECTION 7 – Project Planning

SECTION 8 – Financial Leverage

SECTION 9 – Sustainability

SECTION 10 – Marketing

SECTION 11 – Project Budget

You may also wish to include in an annex any other information that you feel is relevant to demonstrate that your project meets the eligibility and evaluation criteria.

Project Budget

The Canadian Memory Fund provides financial assistance on a project basis and, as such, funds are not available for ongoing operational support. **Proponents and their partner(s) are also required to make cash and in-kind contributions to their project, and to leverage resources from the public, private and not-for-profit sector.**

Proponents may receive up to 75% of the total project cost in financial assistance from Department of Canadian Heritage sources to support a project. The total assistance for a project from all government sources (federal, provincial, territorial and municipal) cannot exceed 100% of total project budget.

The project budget must include a detailed list of all project costs and revenue sources, identifying the amount of funding requested from CCO, which cannot exceed the thresholds as identified in the Program Guidelines. A separate budget is required for each project.

Only expenditures directly related to the project should be included. In your budget, please also include the following elements:

1. Details regarding the various sources of revenues (i.e. cash contributions and in-kind, and whether they are from the proponent, federal government, other levels of governments, non-governmental)

2. A table detailing the percentage of funding sources relating to the project (i.e. leveraging of funding sources).

N.B each partner must be clearly identified with corresponding cash or in-kind contribution as well as detailed information on any in-kind contributions.

Please see Annex A for a sample budget outline.

IN-KIND CONTRIBUTIONS

For the purposes of the Canadian Memory Fund, part of the proponent or partner contributions towards project costs may be in the form of "in-kind" donations to the project, so long as an actual expense of that value would otherwise have been incurred to complete the project.

Please note that each in-kind contribution must be well described, with detailed explanation of how the value was calculated.

The term "in-kind" means any non-monetary good or service provided by an interested party (without any expectation of reciprocal favorable treatment). To be considered a genuine in-kind contribution, the otherwise incurred expense **must be** essential to the project's success; eligible under the program's terms and conditions; and otherwise would be purchased and paid for by the proponent; (i.e. volunteer time **does not** constitute an in-kind contribution).

In addition, for in-kind contributions to be deemed eligible by the Program, the fair market value must be documented. Fair market value is a realistic expression of value. For example: If the proponent has an arrangement whereby they normally have access to a preferred rate for goods or services, fair market value is that preferred rate if the good or service were to be donated, not any published rate; or if an asset theoretically has revenue generating capacity, but has not been doing so, and there is no demonstration of future opportunity lost, the asset cannot be valued at its full original cost; or if the donor is in a position to benefit directly from the resultant project, their contribution would not have the same value as an arm's length transaction. Acceptable forms of documentation include independent professional appraisals, a tax receipt issued by the proponent organization to the donor or fair estimates for similar goods or services based on competitive bidding or solicitation.

PART C - ANNEX A – Canadian Memory Fund Budget Template

Canadian Culture Online (CCO)
(Name of Proponent, Name of Project) Budget – Canadian Memory Fund
Fiscal Year – April 1, 2005 to March 31, 2006

Expense Categories	Total Project Costs			Total Project Revenues							
	Cash Cost	In Kind Cost	Total Cost	Requested from CCO (maximum 75% except 10% for *Infrastructure/Hardware/Software*		Covered by Proponent/Partners					
				Cash	%	In Cash	%	In Kind	%	Total	
Project Management and Administration											
(indicate every type of expenses associated to this specific category)											
Sub-total	$ -	$ -	$ -	$ -		$ -		$ -		$	-
Content Development											
(indicate every type of expenses associated to this specific category)											
Subtotal	$ -	$ -	$ -	$ -		$ -		$ -		$	-
Digitization/Scanning											
(indicate every type of expenses associated to this specific category)											
Sub-total	$ -	$ -	$ -	$ -		$ -		$ -		$	-
Web Development (Design, Development, Integration and Testing)											
(indicate every type of expenses associated to this specific category)											
Sub-total	$ -	$ -	$ -	$ -		$ -		$ -		$	-

Education Materials							
(indicate every type of expenses associated to this specific category)							
Sub-total	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Infrastructure/Hardware/Software (maximum 10% of eligible costs)							
(indicate every type of expenses associated to this specific category)							
Sub-total	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Promotion and Marketing Plan							
(indicate every type of expenses associated to this specific category)							
Sub-total	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Other – Please specify							
Grand Total							