Partnerships Fund
2005 Call for Proposals
Application Guidelines

Deadline for submitting an Expression of Interest
(For 2006/2007 Fiscal Year Funding)
October 21, 2005

Canadian Culture Online
25 Eddy St., 3rd Floor, 25-3-V
Gatineau, Quebec K1A 0M5
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La version française de ce document est également disponible.

Canada

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PART I – PROGRAM INFORMATION

1. PROGRAM OBJECTIVES

The primary objective of the Partnerships Fund is to connect all Canadians with the riches of Canada's heritage by making Canadian cultural collections held by provincial, municipal and local cultural organizations available via the Internet in both official languages. Projects supported under the Fund will provide meaningful and seamless access to content that helps deepen an understanding of Canada and its rich diversity, particularly for the benefit of youth, students and lifelong learners.

Through the Partnerships Fund, Canadian Culture Online (CCO) seeks to fund the highest quality and most innovative projects undertaken by Applicants from across the cultural sector working together with project Partner(s). The anticipated output is an Internet product or website that presents a collection of existing cultural resources, that is well explained, engagingly interpreted and easy to explore. Complementary learning resources that facilitate the use of the collection by teachers and their students, such as curriculum-based lesson plans, student activities and quizzes or games, are strongly encouraged.

2. WHAT IS A PARTNER?

In the context of the Partnerships Fund, a "Partner" can be any individual or organization, public institution or private company which contributes **at no cost or at a substantially reduced cost to the Applicant**, content, services, materials necessary for the completion of the project.

For an individual or an organization to be considered a Partner, its participation must be integral and add distinctive value to the project. Funding agencies, sponsors or cash-only contributors cannot be considered Partners, but are recognized as revenue sources for the project.

Applicants might seek to partner with the following types of organizations:
- Other not-for-profit cultural or heritage organizations (e.g., museums, libraries, archives, historical societies);
- Web development companies and/or other technical experts/consultants;
- Educational consultants and/or teachers; and/or
- Schools and/or school boards.

All Partners **must commit** to their participation in the project **by means of a signed partnership letter**, which must clearly specify what each Partner will be contributing to the project by:
- Establishing the duration of the partnership;
- Confirming the amount of any cash contribution;
- Describing any in-kind support and confirming its value (a description is necessary to allow CCO to determine the eligibility of the in-kind support);
- Identifying the specific content/collection(s) that they are providing access to; and/or
- Explaining the expertise or services that will be provided.

PART II – 2005 CALL FOR EXPRESSION OF INTEREST (EOI)

Specific subject matter priorities may be targeted in order to promote the priorities of the Department of Canadian Heritage. At this time, the Department is particularly seeking projects for the development of online content that reflects at least one of the following:
- Canada's contemporary culture and artistic expression;
- Aboriginal culture;
- Francophone community content;
- Canada's cultural diversity (including the content of minority groups in Canada).

In an effort to increase French on the Internet, approximately fifty percent of the total amount of content funding through CCO will be allocated for French-language content. The final selection of projects will respect this balance.

1.   THE APPLICATION PROCESS

Applicants will go through a two-stage process: a shorter Expression of Interest (EOI) phase, followed by a more extensive Full Application phase for those proposals that are selected.

At this time, interested organizations are invited to submit an EOI, which will contain the appropriate information and documentation for the proposed project.

Before applying to the Partnerships Fund, the Applicant should go to CCO's "Applicant Resource Centre" (http://www.canadianheritage.gc.ca/progs/pcce-ccop/pubs/pubs_e.cfm) and/or send an email message to *ccop-pcce@pch.gc.ca* to receive all that is needed to complete the EOI.

EOI must be sent via email to ccop-pcce@pch.gc.ca **no later than Midnight, Friday, October 21, 2005**. Please insert "Application to the Partnership Fund" in the subject line of your email. Hard copies must be sent to CCO by regular mail or courier and postmarked no later than **Friday, October 21, 2005** to the address below:

Attn: Partnerships Fund 2005 Call for Proposals
Canadian Culture Online
25 Eddy St., 3rd Floor, 25-3-V
Gatineau, Quebec K1A 0M5

2.   THE SELECTION PROCESS

A - PHASE I – Expression of Interest (EOI)

CCO will verify that the EOI is complete, including all required information/documentation, and assess the eligibility of both the Applicant and the project. Each EOI deemed complete and eligible will then be ranked by a Program Advisory Committee independent of CCO according to how well it meets the evaluation criteria. The following section indicates the Applicant and project eligibility criteria as well as the criteria that will be used to evaluate the content and rank the EOI.

To be considered complete, the EOI must include the following: project title, objectives and intended outcomes of the project, description of the project and summary of the collection to be made available online, demonstration of Applicant and project eligibility, demonstration of how the project meets each of the evaluation criteria, <u>at least one</u> signed partnership letter, and a budget (See Part III of these guidelines for information on how to prepare your EOI).

B - PHASE II – Full Application

Based on the review by the Program Advisory Committee, the Department will request a Full Application from those Applicants who will have submitted the EOIs which best meet the evaluation criteria. The Full Application will have to be submitted within a specific time period and will include: a detailed work plan for the project, a Web development strategy, a strategy to ensure accessibility to Canadians with disabilities, plans to establish linkages with the education community if educational materials will be created as part of the project, valid partnership letters from all Partners, a detailed budget and proposed cash flow for the project, sustainability and promotion plans, information showing the financial status of the Applicant, and any additional information required by CCO.

Based on a thorough review of this information and available funds, the Department will make the final decision to approve or reject projects. Decisions will be communicated to the Applicant in writing.

3.   EXPRESSION OF INTEREST (EOI) ASSESSMENT PROCESS (PHASE I)

A - DETERMINATION OF ELIGIBILITY

CCO will determine the eligibility of the Applicant and the project through an initial screening of each EOI. **Only those EOIs demonstrating that <u>all</u> the eligibility requirements have been met, and for which <u>all</u> related documentation has been submitted, will proceed to the next phase.** If the EOI is incomplete or does not demonstrate that it meets all of the Applicant and project eligibility criteria, it will <u>not</u> be assessed further and will not be considered for funding.

Applicant Eligibility

To be considered eligible, all Applicants **must be** one of the following:
- Registered or incorporated Canadian not-for-profit organization active in the cultural heritage sector (the registration or incorporation must be effective, not in progress, at the submission deadline);
- Public educational institution (i.e., university, public school, college, etc.);
- Aboriginal, municipal or regional government; or
- Agency of a provincial or territorial government.

The following are **not** eligible Applicants to the Partnerships Fund:
- Federal organizations and federal crown corporations;
- Provincial or territorial governments; and
- Private sector companies (However, private companies are encouraged to work in partnership with an eligible Applicant).

Applicants previously funded by CCO are eligible only if they are in compliance with contribution agreements for that funding (including all reporting requirements).

Project Eligibility

To be considered eligible, all complete EOIs <u>must</u>:
- Be sent to CCO by email no later than midnight on **October 21, 2005**, with hard copies sent by regular mail or courier and postmarked no later than **October 21, 2005**;
- Be a collaborative partnership led by an eligible Applicant and confirmed through **at least one signed partnership letter provided by the submission deadline.** While letters from all of your Partners are not required at this stage, any EOI that does not include at least one signed partnership letter by the submission deadline will be screened out. Please refer to the definition of eligible Partner in Part I*;
- Create and make available on the Internet **content from existing cultural collections** in at least one of Canada's official languages. Applicants are also encouraged to develop content in a language or languages relevant to the project, in addition to English and/or French;
- Demonstrate that the **intellectual property implications** related to making the proposed content accessible on the Internet have been appropriately addressed. The EOI should specify whether the content is in the public domain, the rights have been cleared or will be cleared as a part of the project. There should be an appropriate plan to clear the remaining rights if applicable, including the inclusion of copyright clearance costs in the budget;
- Specifically confirm that the content funded through CCO will be **accessible online free of charge**. Recipients are responsible for ensuring that their Web content will be available online for the life of the website or a minimum of five years. Hosting and maintenance costs after March 31, 2007, are the sole responsibility of the recipient;
- Specifically demonstrate (including on the General Application Form and the Budget) that the Applicant, Partner(s) or other revenue sources are contributing **a minimum of 25% of the total eligible costs** in cash and/or in-kind that are required to complete the project; and
- Not request a contribution in excess of **$500,000**.

Please note that it is anticipated that more project applications will be received than can be funded. Therefore, meeting the eligibility criteria **does not** guarantee funding assistance.

B – EOI EVALUATION CRITERIA

A Program Advisory Committee comprised of external experts in online cultural expression will evaluate all eligible EOIs based on the degree to which the project demonstrates that:

1. **General – 50%**
   - The collection is relevant to Canadians and it is important to make it available online (benefits derived, impact on Canadians);
   - A compelling story will be told about the digitized collection;
   - The collection will be presented in a creative and innovative way, and use engaging and interactive features (sound, image, flash, animation, interactive activities, etc);
   - A unique Canadian cultural collection will be made available online that will not duplicate content from other sources;
   - The online content, educational materials, Web interface, search functionalities, metadata and promotion will be in both of Canada's official languages.

Please note that translation is an eligible cost of the Program.

2. **Prioritized Content – 20%**
   - The proposed collection is consistent with what the Department is particularly seeking through this call, i.e. projects that deal with **Canada's contemporary culture and artistic expression; Aboriginal culture; Francophone community content; and Canada's cultural diversity (including the content of minority groups in Canada).**

In the case where an organization proposes to make available online the content of one or more Aboriginal, francophone or diversity community, to which it does not itself belong, the evaluation of the EOI will take into account the extent to which the community has been consulted, and the benefits it will derive from the project.

Please note that there is likely to be more value in a project that addresses only one of the prioritized content areas very well, than in a project that seeks to address many of them on a limited basis. Points will not be awarded based on the number of prioritized content areas addressed.

3. **Youth-oriented Interpretation – 30%**
   - The online content will target a youth audience (for example, through the creation of online learning materials to be used in conjunction with the collection, which meet the needs of specific grade levels or groups; interactive educational games, etc.);
   - The online content will be suitable for repurposing in multiple ways by teachers and students (e.g., printing, insertion and customization for use in lesson plans, classroom activities, and student works, etc.), and such use will be authorized through clear statements on the Applicant's resulting website;
   - If specific learning materials are developed, the Applicant will make contacts with schools and teachers in order to conduct user testing and focus groups during website development (what contacts have been contemplated, for what aspects of the projects, whether specific schools confirmed their support).

The Program Advisory Committee will score each of the evaluation criteria. If an Applicant does not document the ways in which the EOI meets any of the stated evaluation criteria, it will be scored zero for that criterion. A project's final ranking is based on the aggregate score for all the evaluation criteria.

Please note that if CCO has previously funded any project by the Applicant, the results of this project will be considered as part of the evaluation process. The URL(s) for any project(s) of the Applicant previously funded by CCO, or the URL of the site currently operated by the Applicant (if it already has a site), should be provided in the EOI.

4.   CONDITIONS OF FUNDING

Successful Applicants will receive a letter from the Minister of Canadian Heritage indicating that a contribution has been approved for their project. Recipients will be required to sign a **Contribution Agreement**, which is a legal contract outlining the responsibilities of both the Department and the Recipient. Once funding has been approved, no substantial changes can be made to the project without the prior written consent of the Department.

The contribution agreement will require the recipient to obtain licenses to allow the use of the content by the government of Canada for the purpose of promoting the funded project and/or the Canadian Culture Online program. To the extent possible, they will also be required to make the funded content available for use by teachers and students, and to include a specific mention to this effect on their website. Please see CCO's Applicant Resource Centre for the "Sample Contribution Agreement" containing the standard intellectual property clauses at http://www.canadianheritage.gc.ca/progs/pcce-ccop/pubs/pubs_e.cfm.

Note: The "Sample Contribution Agreement" represents the basis for most contribution agreements. CCO reserves the right to make changes as appropriate.

Funds are subject to examination of a Recipient's accounts, records, or other evidence deemed necessary in the circumstances, up to and including a financial audit. Funding must be used only for the purposes specified in the letter of approval signed by the Minister of Canadian Heritage and the Contribution Agreement. Any funding not used for these purposes must be returned to the Department.

Recipients must comply with all relevant sections of the "Technical Standards and Guidelines for CCO-Funded Initiatives"**.** This document is available electronically through CCO's Applicant Resource Centre at http://www.canadianheritage.gc.ca/progs/pcce-ccop/pubs/pubs_e.cfm.

Applicants who start the preliminary phases of a project during the period in which the Department is evaluating their application do so at their own risk. If the Department approves funding, reimbursements can only be made for expenses incurred from April 1, 2006 to March 31, 2007 or the end of the project's activities to be specified in the Contribution Agreement.

In accepting a contribution from the Department of Canadian Heritage, organizations are expected to publicly acknowledge this assistance. Public acknowledgement of the assistance received shows Canadians where and how public funds are being spent, and raises public awareness of the social and economic benefits of programs such as Canadian Culture Online.

PART III - HOW TO PREPARE YOUR EXPRESSION OF INTEREST (EOI)

1. GENERAL INFORMATION

Applicants are welcome to contact CCO should they wish to discuss their project and the development of an effective application before submission.

To facilitate the work of our Program Advisory Committee, the content of the EOI must be presented according to the sections - Parts 1 to 6 - indicated below.

Please use the following numbering and headings in your proposal, and provide all information requested.

Follow the instructions carefully. Only applications demonstrating that <u>all</u> the eligibility requirements (see Part II, Section 3) have been met, and for which <u>all</u> related documentation has been submitted, will be considered for funding.

Keep your project description - parts 1 to 5 below – under 6 typed pages (using a font size of 10 points or larger). Please note that to ensure fairness for all Applicants, **the Program Advisory Committee will be instructed to <u>not </u>read more than six (6) pages**.

Please submit three (3) copies of your EOI. To facilitate further copying by CCO, paginate but <u>do not bind</u> your application.

2. CONTENT OF THE EOI

General Application Form

A completed "General Application Form" (GAF) signed by a duly authorized representative of your organization must be provided with your project proposal (the GAF is available for download at http://www.pch.gc.ca/progs/pcce-ccop/pubs/pubs_e.cfm).

Part 1 – Project Overview

1. **Project title** (In the case of a bilingual project, the title should be provided in both official languages).

2. **Project summary**
   a) Briefly describe the project and state its objectives and expected outcomes.
   b) Describe how the project fits into your organization's mandate/objectives, and how it meets the objectives of the Partnerships Fund.
   c) Identify the target audience for the project and explain how the project will meet the needs of that audience.

Part 2 – Applicant and Project Eligibility

1. Demonstrate clearly how your organization meets the Applicant eligibility requirements.

2. Summarize the existing cultural collection to be made available online, including quantity of items, nature (i.e., photos, sound recordings, etc.), original language (percentage of items per original language), and provenance.

3. *Describe the intellectual property implications related to making the proposed content accessible on the Internet, and explain how they have been appropriately addressed. Specify whether the content is in the public domain, the rights have been cleared or will be cleared as a part of the project. Describe your plan to clear the remaining rights if applicable. Indicate whether copyright clearance costs are included in your budget; (Please see CCO's Applicant Resource Centre for the "Sample Contribution Agreement" containing the standard intellectual property clauses at* http://www.canadianheritage.gc.ca/progs/pcce-ccop/pubs/pubs_e.cfm).

4. Confirm that the content presented online will be available at no cost to Canadians.

5. Identify your confirmed and pending Partners for the project, and **attach at least one signed partnership letter to your application** (see definition of Partner and partnership letter in Part I, Section 2). While letters from all of your Partners are not required at this stage, any EOI that does not include at least one signed partnership letter by the submission deadline will be screened out.

Part 3 – General Evaluation Criteria and URLs

1. Explain why the collection is relevant to Canadians and it is important to make it available on-line (benefits derived, impact on Canadians).

2. Explain how a compelling story will be told about the digitized collection.

3. Explain how the collection will be presented in a creative and innovative way, and use engaging and interactive features (sound, image, flash animation, interactive activities, etc).

4. Demonstrate that a unique Canadian cultural collection will be made available online that will not duplicate content from other sources.

5. Indicate the extent to which the online content, educational materials, Web interface, search functionalities, metadata and promotion will be in both of Canada's official languages. Please note that translation is an eligible cost of the Program; any associated costs should appear in your budget if applicable.

6. Provide the URL(s) for any projects previously funded by CCO or the URL of the site currently operated by the Applicant (if available).

Part 4 – Prioritized Content Evaluation Criteria

1. Demonstrate to what extent the proposed collection is consistent with what the Department is particularly seeking through this call for EOI, i.e. projects that deal with **Canada's contemporary culture and artistic expression; Aboriginal culture; Francophone community content; and Canada's cultural diversity (including the content of minority groups in Canada).**

If your project is about making available online the content of one or more Aboriginal, francophone or diversity community of which you are not a member, indicate to what extent the community has been consulted, and what benefits it will derive from the project.

Please note that there is likely to be more value in a project that addresses only one of the prioritized content areas very well, than in a project that seeks to address many of them on a limited basis. Points <u>will not</u> be awarded based on the number of prioritized content areas that are addressed.

Part 5 – Youth-Oriented Interpretation Evaluation Criteria

1. Explain to what extent the online content will target a youth audience (for example, through the creation of online learning materials to be used in conjunction with the collection, which meet the needs of specific grade levels or groups; interactive educational games, etc.).

2. Describe how the online content will be suitable for repurposing in multiple ways by teachers and students (e.g., printing, insertion and customization for use in lesson plans, classroom activities, and student works, etc.), and indicate to what extent such use will be authorized through clear statements on your website.

3. If specific learning materials are developed, describe to what extent contacts with schools and teachers will be created in order to conduct user testing and focus groups during website development (what contacts have been contemplated, for what aspects of the projects, have specific schools confirmed their support).

Part 6 – Budget

1. Provide a project budget consistent with the template in Annex A (an Excel version of the budget template is available at http://www.canadianheritage.gc.ca/progs/pcce-ccop/pubs/pubs_e.cfm). You may add rows as needed to detail the various costs under each expense category. In preparing your budget, carefully consider the maximum amount that can be covered by CCO.

ANNEX A – BUDGET TEMPLATE AND NOTES

APPLICANT NAME
PROJECT TITLE
Canadian Culture Online (CCO) Budget – Partnerships Fund
April 1, 2006 to March 31, 2007

Categories [1] [2]	Total Project Costs			Total Project Revenues			
	Cash Cost	In Kind Cost	Total Cost	Requested from CCO	Covered by Applicant/Partners		Total Revenues
					Total in Cash	Total In-Kind [3]	
Research and Preparation of Materials							
(such as salaries, consulting fees, copyright clearance, travel, and other costs)							
	$ -	$ -	$ -	$ -	$ -	$ -	$ -
	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Sub-total	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Digitization and Web Development							
(such as salaries and consulting fees linked to digitization, Web design, metadata creation, translation, etc.)							
	$ -	$ -	$ -	$ -	$ -	$ -	$ -
	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Sub-total	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Learning Material							
(such as salaries and consulting fees linked to creation of lesson plans, interactive learning modules, translation, etc.)							
	$ -	$ -	$ -	$ -	$ -	$ -	$ -
	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Sub-total	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**
Promotion							
(such as salaries, consulting fees, project launch, printing of materials, translation, etc.)							
	$ -	$ -	$ -	$ -	$ -	$ -	$ -
	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Sub-total	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**
Evaluation/Testing and Audit							
(such as salaries, consulting fees linked to website testing, focus group and preparation of project audit report)							
	$ -	$ -	$ -	$ -	$ -	$ -	$ -
	$ -	$ -	$ -	$ -	$ -	$ -	$ -
Sub-total	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**
TOTAL 1	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**
Technical Infrastructure and Software/Skills Upgrading							
(such as training, software and equipment rental or purchase – value must be based on demonstrable amortization)							
Please note that PCH will only fund up to 10% of the total eligible costs in this category							
	$ -	$ -	$ -	$ -	$ -	$ -	$ -
	$ -	$ -	$ -	$ -	$ -	$ -	$ -
TOTAL 2	**$ -**	**$ -**	**$ -**	**$ - [4]**	$ -	**$ -**	**$ -**
GRAND TOTAL (1 + 2)	**$ -**	**$ -**	**$ -**	**$ - [5]**	$ -	**$ -**	**$ -**

BUDGET NOTES

[1]
CCO (Canadian Heritage) may reimburse up to 75% of the total eligible costs of the project (including consideration of cash and in-kind costs). However, CCO will only fund up to 10% of the eligible "Technical Infrastructure and Software/Skills Upgrading" category costs.

[2]
The following are examples of non eligible expenditures:
- Development of CD ROMs (unless used for specific promotional purposes);
- 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;
- Various overhead and administrative costs that are not directly related to the project (e.g., ongoing operational expenses, basic telephone service, office rental, etc.); and
- Staff time not spent directly on project related activities.

[3]
The term "in-kind" means any non-monetary good or service provided by an interested party (without any expectation of reciprocal favorable treatment). The expense must be **essential** to the project's success and **eligible** under the program's terms and conditions; and otherwise would be purchased and paid for by the Applicant; (i.e. volunteer time **does not** constitute an in-kind contribution).

For in-kind contributions to be deemed eligible, the fair market value must be documented. Fair market value is a realistic expression of value. For example: if the Applicant 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.

In the case of a collection to be made available online that is based on information that is in the public domain and free of copyright, a value for the collection cannot be claimed as in-kind contribution.

Acceptable forms of documentation include independent professional appraisals, a tax receipt issued by the applicant organization to the donor or fair estimates for similar goods or services based on competitive bidding or solicitation.

[4]
This amount cannot be higher than 10% of the total eligible cost for this category of expense. Also please remember that CCO (PCH) cannot reimburse an in-kind cost.

[5]
This amount cannot be higher than 75% of the total eligible cost for your project. The Applicant, its Partners and other revenue sources are responsible for providing the remaining 25% in cash and/or in-kind.