



Celebrate Canada Funding Application Guide Deadline: January 15, 2013

Application Deadline

Please note that the deadline to submit your funding application for the 2013 edition of Celebrate Canada is January 15, 2013.

If you wish to plan a celebration that will play a vital role and increase the sense of pride and belonging to all Canadians, consult the information and documentation on the funding application process.

Service Standards

Acknowledgement: Our goal is to acknowledge receipt of your application form within **15 calendar days**.

Decision: Our goal is to issue official written notification of the funding decision within **13 weeks** of the Program deadline.

Payment: Our goal is to issue payments within **28 calendar days** of either the successful fulfillment of requirements as outlined in the contribution agreement, or the date of issue of a grant award letter.

Program Information

Canadian Heritage provides financial support for activities organized during the Celebrate Canada period, from June 21 to July 1.

The activities celebrate National Aboriginal Day on June 21, Saint-Jean-Baptiste Day on June 24, Canadian Multiculturalism Day on June 27 and Canada Day on July 1.

Objectives

Funding for Celebrate Canada celebrations will provide Canadians opportunities to:

- Appreciate Canada's cultural, ethnic, linguistic and geographic diversity.
- Participate in celebrations that create a sense of pride and belonging to Canada.



Eligible Recipients

- Canadian not-for-profit organizations: corporations, cooperatives, and unincorporated associations, etc.;
- Canadian business corporations where projects are non-commercial in nature; or
- Canadian educational institutions, Canadian municipal governments or other municipal, provincial and territorial institutions.

Funding Criteria

Funding decisions are based on available funds and assessments of applications received. The assessment of applications is a competitive process, and resources are limited.

Even if your organization and application are determined to be eligible, you are not guaranteed funding from the Program. If your application is successful, the funding you receive may be less than the amount requested.

If you require assistance to complete the application form, please contact your Regional Office. Departmental contact information is provided at the end of this guide.

Application Requirements

- A complete, accurate and signed application form that includes a **balanced budget** is required. Failure to submit a complete application will result in a rejection. All fields are required information unless designated "optional".
- If you previously received funding from the Department of Canadian Heritage but **did not submit a Final Activity Report** as required, you are not eligible for further funding.

Applications will be considered on the following basis:

- Eligible projects will contribute to the achievement of Program objectives.
- Eligible activities will be publicly identified as funded by the Department of Canadian Heritage and held between June 21 and July 1, 2013.
- Admission fees will not be charged and donations will not be required for entry in order to ensure the events are accessible to the entire community.
- **Events must be open to the general public and promoted as such.**

Funding priority may be given to:

- Proposals that seek wider participation and that are inclusive of various community groups such as Aboriginals, official-language minorities, ethno-cultural groups and youth; and
- Applicants who have obtained financial or in-kind support from other sources.



Funding Terms

The Department provides funding to successful applicants by means of a grant or contribution. In the case of a contribution, a written agreement sets out the parameters for reporting and payment. In the case of a grant, the signed application and approval letter constitute the agreement.

Only one application per applicant will be accepted for the funding cycle. Each of the designated days constitutes an event. If you wish to celebrate more than one of these events (National Aboriginal Day, Saint-Jean-Baptiste Day, Canadian Multiculturalism Day and Canada Day) please include them all in the one application.

Applicants who incur costs prior to notification of approval do so at their own risk. The earliest date at which costs may be eligible is the date your application is received by the Department.

If funds are received from PCH and not spent on **Celebrate Canada events** as stipulated in the written agreement, they must be returned to the Department of Canadian Heritage.

Submitting Your Application

We strongly encourage you to scan your completed, signed and dated application and to submit it by email with attachments (if required) to your Canadian Heritage Regional Office.

You may also send your completed, signed and dated form by fax, mail or courier to the [Canadian Heritage Regional Office](#) in your province or territory. **Departmental contact information is provided at the end of this guide.**



Part A – Information About the Organization

1. General Information

Organization's Legal Name

Enter the organization's full official name, as it appears on the Certificate of Incorporation or registration document. If the applicant organization is not a corporation, enter the name commonly used.

Organization's Former Name (if applicable)

If the organization had a different name the last time it received funding from the Department, enter the former name in full.

2. Street Address

Enter the organization's street address. If an unincorporated organization, enter the address of the person authorized to sign for the organization.

3. Mailing Address

Enter the organization's complete mailing address IF it differs from the street address.

4. Person Authorized to Sign for the Organization

Indicate the name of the person authorized to make decisions on the organization's use of funds. This is usually the Chairperson of the Board of Directors, a member of the Executive Board or the assigned Treasurer.

Please specify how the authorized representative should be addressed (e.g., Mr., Mrs., Ms., Dr., Reverend, etc.) and ensure the contact information (e.g., email, telephone, etc.) is accurate.

5. Contact Person

The contact person should be the resource person most knowledgeable about the planned activities. Please ensure the contact information (e.g., email, telephone, etc.) is accurate.

6. Structure and Governance of Organization

Geographical Scope of the Organization

Enter your organization's principal geographical area of operation. If your organization operates in several of these areas, select only the one pertinent to the proposal for which you are requesting funding:

- **Inter-provincial/Inter-territorial** (active in at least two provinces or territories);
- **Provincial/Territorial** (active throughout a province or territory);
- **Regional** (active in at least two municipalities in a region);
- **Municipal** (active in a municipality); or
- **Local** (active in a community or neighbourhood).



Legal Status

This is the legal status of the organization. Choose among the following:

- **Established as a Federal Corporation (incorporated).** Please provide *Date of Incorporation* and *Registration Number*;
- Please provide the *Date of Incorporation* and *Registration Number*;
- **In the process of becoming a Federal Corporation.** Please provide your date of application, leave the *Incorporation / Registration Number* empty;
- **In the process of becoming a Provincial/Territorial Corporation.** Please provide your date of application, leave the *Incorporation / Registration Number* empty;
- **Cooperative.** Please provide Date and Number (if applicable);
- **Unincorporated Association.** Leave *Date* and *Incorporation / Registration Number* empty and complete Section 11 of the form; or
- **Registered Charity.** Please provide your Canada Revenue Agency registration Date and Number (if applicable).

Official-language minority group

Official-language minority communities generally consist of Anglophones in Quebec and Francophones outside Quebec. **Please check the appropriate box if your organization represents an official-language minority.** This information aids the Program in its performance measurement.

Ethno-Cultural group

Ethno-Cultural groups are those whose mandate is to share, preserve and promote the cultures of Canada's immigrant peoples. **Please check the appropriate box if your organization represents an ethno cultural group.** This information aids the Program in its performance measurement.

Mandate of the Organization

Enter the mandate of the organization according to the governing documents. If your organization is an unincorporated association or committee that does not have formal standing, please enter the purpose and scope of your organization.



Part B – Project Information

7 . Project Description

Project title

The project title is the name given to your project. It is how your project will be referred to and how it will be promoted.

Project Description - Summary

This information is designed to capture a summary of your proposed project. You will have an opportunity to provide details on specific events in the following pages.

The Celebrate Canada Program supports celebrations of the four designated days in the Celebrate Canada period. In the application form, each day constitutes a separate event. Indicate which of these events you propose to celebrate by selecting one or more events from the following list:

National Aboriginal Day
Saint-Jean-Baptiste Day
Canadian Multiculturalism Day
Canada Day

Enter the start date of the first event in "FROM" and the end date of the last event in "TO". Enter the City (Town, Village, Hamlet) and Province (or Territory) where the celebrations will be held.

All projects supported by Celebrate Canada must be accessible to the general public. In addition to the general public, indicate if your event(s) is (are) designed to reach one or more of the following:

Aboriginal Peoples
Ethnic Groups
Official-Languages Minority Groups
Youth

Insert the expected number of participants for all proposed events over the entire duration of your proposal.

Link with Program Objectives

Indicate the program objectives that your project will address.

Project Additional Information

This section is mandatory. Answer Yes or No to each question. Note that your project will not be eligible if you charge an admission fee

Acknowledgement - How will you acknowledge support from Canadian Heritage?

Should you receive funding, please remember that you need to acknowledge federal funding in your promotional activities and events. There are numerous opportunities for acknowledging your federal contribution.

For more information, please refer to the [Public Acknowledgment of Canadian Heritage Financial Assistance](#) section of our website.



Identify, in fifty (50) words or less, the means you will use to acknowledge support from Canadian Heritage.

How will you ensure that your event(s) is (are) identified as Celebrate Canada events and are well publicized, fully accessible and well attended?

Identify, in fifty (50) words or less, the means you will use to identify events as Celebrate Canada events, and how you will promote them to ensure maximum attendance, e.g., brochures, advertisement, posters, etc.

Project Additional Information

This information is essential for our assessment of your proposal. Answer Yes or No to each question. Note that your project will not be eligible if you charge an admission fee.

8. Description of Events

Event Title

All activities proposed for Celebrate Canada funding must be linked to one or more of the designated days. Each designated day constitutes an event. For each event you are planning, complete the corresponding "Description of Event" form.

Event Description

In seventy-five (75) words or less, summarize the main activities, scope and reach of each event.

Activities

Identify the major activities for this event by selecting one or more of the following activities:

- Protocol ceremonies (flag-raising, anthem, etc);
- Canada Day cake;
- Traditional Food;
- Children or Family activities;
- Games (Youth, Adult);
- Shows (cultural displays, performances, entertainment, etc);
- Fireworks;
- Other.

Specify the date, start and end times, and location of the proposed activities. If you are holding activities over several days and locations, list that information here. Should your request for funding be approved, the date and location of your event(s) or activity(ies) cannot be changed without prior approval from the Department.



9. Environmental Assessment Checklist

Projects funded by the Department are subject to the provisions of the Canadian Environmental Assessment Act.

The applicant shall ensure that all activities comply with federal, provincial/territorial and municipal laws and regulations, and related laws or guidelines with respect to environmental matters. If an environmental screening or assessment is required, the applicant organization is responsible for the environmental assessment and for any associated costs. **The Environmental Assessment Checklist must be completed or your application will be deemed incomplete.**

Your answers will help determine if an environmental assessment is required. A Program Officer will contact you if additional information is required.

Note: Costs related to environmental assessment are not eligible costs under Celebrate Canada.

10. Official Languages Checklist

English and French are the two official languages of Canada. The Government of Canada is committed to promoting both languages.

There are three levels indicated below. You must identify the level which best represents your proposal. If you receive funding from Canadian Heritage, you will be required to implement those specific measures. Please note that these minimum requirements must respect provincial/territorial regulations or laws. In some instances, additional measures might be desirable.

A - Projects where the official-language minority community population is less than 5% of the overall population and the requested funding is less than \$5,000:

- The recipient is required to acknowledge the Department's support for the project in English and in French.

B - Projects where the official-language minority community population is less than 15% of the overall population and/or the requested funding is at least \$5,000 but less than \$50,000:

- The recipient is required to acknowledge the Department's support for the project in English and in French.
- The recipient is required to provide basic project information and promotion in English and French (this includes announcements and media events to promote the event).
- The recipient is required to have the main signage components at the event in English and French.



C - Projects where the official-language minority population is 15% or more of the overall population and/or the requested funding is more than \$50,000:

- The recipient is required to acknowledge the Department's support for the project in English and in French.
- The recipient is required to provide basic project information and promotion in English and French (this includes announcements and media events to promote the event).
- The recipient is required to have the main signage components at the event in English and French.
- The recipient is required to offer basic services at the event (e.g., public announcements, information kiosk, first aid, etc.) in English and French.
- The recipient is required to invite the official-language minority community to participate in the event's programming, where appropriate.

Where can I find information on the official-language population in my community?

For information about the [official-language population in your community](#), consult the Statistics Canada website or contact your Regional Office of the Department of Canadian Heritage. Please note that translation and signage expenses are eligible expenses under the Program.



Part C – Expenses and Revenues

11. Planned Expenses

Eligible Expenses

The date the application is received by Canadian Heritage is the earliest date expenses are eligible.

Eligible expenditures must be pertinent, reasonable, and essential expenses required to accomplish the objectives of an eligible project. **These include but are not limited to:**

Administrative Expenses

Eligible administrative expenses (to a maximum of 15%) include salary and benefits, professional fees, bank charges, office supplies, utilities, travel and hospitality expenses. Each one is defined below.

- Salaries: Remuneration of permanent and temporary employees. The organization must provide a list of all paid position associated to the project and their associated salaries.
- Professional fees: Sums paid to resource persons and consultants as well as amounts paid for professional services such as financial auditing.
- Bank charges: Service charges associated with the project.
- Office supplies: Paper, envelopes, photocopying, etc.
- Utilities: Telecommunications, electricity, etc.
- Travel and Hospitality: Please indicate total travel costs (e.g. train, air, car, taxi, etc.) as well as meal and accommodation expenses essential to the planning and/or implementing of the project.

Entertainment Expenses

Entertainment expenses include fees for performers, artists, buskers, Masters of Ceremony, and reasonable travel and hospitality for entertainers within Canada as per the guidelines set out by the Treasury Board of Canada. Travel and hospitality must be directly associated with the proposed activities related to Celebrate Canada.

Promotional Expenses

Promotional expenses include communications costs (brochures, community newsletters, newspaper ads, posters, messages distributed to the media, graphic design, signage, paid advertisement), translation and printing.

Logistics Expenses

Logistics costs include project expenses such as supplies for activities, equipment rental (tools, tables, chairs, tent, fencing, sound system, lighting, etc.), security and safety (guards, paramedics).



Food Expenses

- For Canada Day, birthday cake is the only eligible food expense, with the exception of activities organized in the Territories (Nunavut, Northwest Territories and Yukon). All food expenses are eligible in the Territories in lieu of fireworks.
- For Saint-Jean-Baptiste Day, National Aboriginal Day and Canadian Multiculturalism Day, ceremonial and traditional food items item such as bannock and salmon for National Aboriginal Day **may** be eligible.

Liability Insurance

Liability insurance is a requirement for your events and is an eligible expense under the Program.

Other Expenses

Other expenses not included in previous categories are not eligible under Celebrate Canada. These include costs incurred prior to receipt of a signed application package, prizes, international travel and other expenses as indicated in the Ineligible Expenditures section. None of these expenses can be funded by Canadian Heritage, however, these costs must be included in your total project expenses.

Total Expenses

The electronic form will automatically calculate "Grand Total Planned Expenses".

This section contains the sum of the columns "Cash (\$)", "In-Kind", and "Total Funding Requested from Celebrate Canada Program".

When the Application Form is completed by hand, the resulting sum of the "Funding Requested from Celebrate Canada Program" column should be copied to the corresponding row in Anticipated Revenues.

12. Anticipated Revenues

Funding Requested from Celebrate Canada Program

The electronic form will automatically calculate the "Funding Requested from Celebrate Canada Program".

If you are completing the form in hard copy, enter in this section the amount calculated from the Planned Expenses "Funding Requested from Celebrate Canada Program" column.

Other Sources of Revenues

Identify all anticipated sources of revenue. Other sources include the contribution from the organization, community partners, other government contributors, foundations, etc. Indicate whether each source of revenue is confirmed (Yes/No). Indicate if the amount is "Cash (\$)" or "In-Kind" (donated services, material, equipment, volunteer services that are directly related to the project activities).



The electronic form will automatically calculate the Sub-totals for "Cash (\$)" and "In-Kind" and the "Grand Total Planned Revenues".

If you are completing the form in hard copy, calculate the sum of all "Cash (\$)" amounts entered. Enter the sum in the corresponding sub-total. "Grand Total Planned Revenues" is the sum of "Total Cash" and "Total In-Kind".

Remember:

Even if your organization and application are eligible, you are not guaranteed funding from the Department, and even if your application is successful, the funding you receive may be less than the amount requested.

13. Unincorporated Applicant Acceptance of Responsibility

The Unincorporated Applicant Acceptance of Responsibility form is a fundamental requirement that is applicable to all unincorporated groups. Failure to submit this signed form with an application for funding will result in rejection of the application. A minimum of two signatures are required.

Part D – Documents Checklist

This list is optional. It is designed to help you confirm that you have included all the required documents in your application. Some documents are required and others are mandatory only in certain cases and are therefore identified as "(if applicable)".

Part E – Attestation

This section must be complete for your application to be deemed receivable. The organization and its representative(s) must attest that they have read, understand and agree to comply with all clauses.

Once complete the application constitutes a legally binding agreement between the organization and Her Majesty the Queen in Right of Canada as represented by the Minister of Canadian Heritage and Official Languages and is effective the date the grant is approved by the Minister.

Signature

The application must be signed by a person (or persons) authorized by the organization. (Please refer to "Person Authorized to Sign for the organization").

A document of authorization from the organization (e.g., Annual General Meeting motion, By-Law, Board of Directors' resolution, Delegation of Signing Authority form, etc.) may be requested by the Department as proof of authority.

Two signatures are needed in the case of an unincorporated applicant or if the organization's Constitution and By-Laws require it, otherwise, one signature will suffice.

Please send your Funding Application Form to your [Canadian Heritage Regional Office](#).



Canadian Heritage Offices

Please send your *Funding Application Form* to your **Canadian Heritage Regional Office**. [For more information you may also consult our website.](#)

ALBERTA	BRITISH COLUMBIA
<p>Celebrate Canada Celebrations Canada Place 9700 Jasper Avenue, Suite 1630 Edmonton, Alberta T5J 4C3 Tel: 780 495-3350 (call collect) Fax: 780 495-4873</p>	<p>Celebrate Canada Celebrations Library Square 300 West Georgia Street, 4th Floor Vancouver, British Columbia V6B 6C6 Tel: 604 666-7591 or 1 800 663-5812 Fax: 604 666-3508</p>
MANITOBA	NEW BRUNSWICK
<p>Celebrate Canada Celebrations P.O. Box 2160 240 Graham Avenue, Suite 510 Winnipeg, Manitoba R3C 3R5 Tel: 204 983-8491 (call collect) Fax: 204 983-4751</p>	<p>Celebrate Canada Celebrations 1045 Main Street, Unit 106 Moncton, New Brunswick E1C 1H1 Tel: 506 851-7052 or 1 800 561-7146 Fax: 506 851-7079</p>
NEWFOUNDLAND AND LABRADOR	NORTHWEST TERRITORIES
<p>Celebrate Canada Celebrations P.O. Box 5879 St. John's, Newfoundland and Labrador A1C 5X4 Tel: 709 772-5364 (call collect) Fax: 709 772-2940</p>	<p>Celebrate Canada Celebrations 1975 Scarth Street, Suite 400 Regina, Saskatchewan S4P 2H1 Telephone: 867-766-8480 or 1-800-661-0585 Fax: 867-766 8489</p>
NOVA SCOTIA	NUNAVUT
<p>Celebrate Canada Celebrations Old Red Store, 2nd Floor, Suite 200 Historic Properties 1869 Upper Water Street Halifax, Nova Scotia B3J 1S9 Tel: 902 426-2945 or 1 800 996-3995 Fax: 902 426-5428</p>	<p>Celebrate Canada Celebrations P.O. Box 2160 240 Graham Avenue, Suite 510 Winnipeg, Manitoba R3C 3R5 Tel: 866-426-8559 (toll free for Nunavut residents) Fax: 204 983-4751</p>



ONTARIO	PRINCE EDWARD ISLAND
<p>Celebrate Canada Celebrations 150 John Street, Suite 400 Toronto, Ontario M5V 3T6 Tel: 416 973-1990 or 1 800 749-7061 Fax: 416 954-4515</p>	<p>Celebrate Canada Celebrations Jean Canfield Government of Canada Building 191 University Avenue, 2nd Floor Charlottetown, Prince Edward Island C1A 4L2 Tel: 902 566-7188 Fax: 902 566-7186</p>
QUEBEC	SASKATCHEWAN
<p>Celebrate Canada Celebrations Guy-Favreau Complex 6th Floor, West Tower 200 René-Lévesque Boulevard West Montréal, Quebec H2Z 1X4 Tel: 514 283-7926 or 1-866-811-0055 Fax: 514 283-7727</p>	<p>Celebrate Canada Celebrations 1975 Scarth Street, Suite 400 Regina, Saskatchewan S4P 2H1 Telephone: 306-780-8005 (call collect) Fax: 204 983-4751</p>
YUKON	
<p>Celebrate Canada Celebrations 300 Main Street, Room 205 Whitehorse, Yukon Y1A 2B5 Tel: 867 667-3925 (call collect) Fax: 867 393-6701</p>	



Event planning checklist

- Appoint a Committee or Event/Project coordinator
- Determine what activities will take place
- Get cost estimates (site rental, entertainment, sound/lights, children's activities, etc.)
- Seek sources of funding or support (cash and in-kind)
- Prepare outreach/publicity plan (general population/businesses)
- Prepare necessary contracts and other legal documents (site, entertainment, special permits, licenses, insurance, etc.)
- Plan for alternative site (if event is outdoors and weather not permitting)
- Invite/confirm VIPs
- Involve the media (press release and calendar listings)
- Arrange for photographs of the event
- Complete your application for funding with Canadian Heritage if you wish to receive funding.

The Application Form is available at: <http://www.pch.gc.ca/eng/1290623024175/1290627748796> under Funding Opportunities.

Note: Any Funding Application Forms postmarked or received by scan and email, by fax, mail or by courier or delivered to your Canadian Heritage Regional Office after **January 15, 2013** will not be considered.